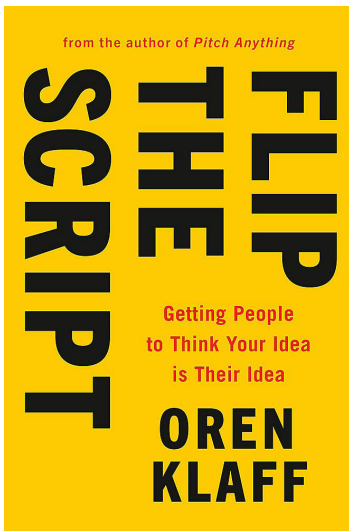


EXECUTIVE BOOK SUMMARIES

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ABOUT THE AUTHOR

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Oren Klaff writes and consults on sales, raising capital, and negotiation.

Flip the Script

THE NUTSHELL

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Introduction

Today, products are bought, not sold. I have developed a revolutionary way to win every deal without spending a single moment selling or trying to close—a way to sell without selling at all. In other words, the buyer feels it's his or her idea to work with you and make the deal happen. You don't apply pressure, try to overcome objections, or give chase. This ability to flip the script will help you in any situation and close any deal.

Chapter 1 - Why You Need Inception

So how do you plant an idea in someone's head in a way that makes them feel like it was theirs? Researchers have found that Inception moments arrive suddenly, in a burst. There is no gradual buildup in the brain. When you can reliably re-create this exact sequence of events in the mind of the person you are trying to influence you will be able to trigger Inception.

Chapter 2 - The Dominance Hierarchy

You cannot get the full attention of a decision maker to listen to your idea if they think you're on a different level of the dominance hierarchy than they are. Status Alignment comes when you're in front of a decision maker and you have perfectly raised or lowered your own status to match the decision maker's view of himself. The most efficient way to achieve Status Alignment at the start of

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any conversation or negotiation with any other person is using a three-sentence phrase called a Status Tip-Off.

Chapter 3 - Creating Certainty

The goal of every sales presentation is to reduce the Certainty Gap in the buyer's mind thereby improving the chance of getting to yes. You fill in the Certainty Gap using a very special type of script called a Flash Roll. A Flash Roll is a linguistic fireworks display of pure technical mastery over a complex subject. It should take sixty to ninety seconds to deliver, about 250 words, strategically written and memorized so you can deliver it at double your usual rate of speed. It must locate a problem, take a point of view and arrive at a deductive conclusion about how to solve a problem with a clear beginning, middle and end.

Chapter 4 - Using Pre-Wired Ideas

In your presentation, following your pre-written Status Tip-off and Flash Roll, give your audience the three pieces of pre-wired information their brains crave. (1) *Why should they care?* Because Winter is Coming. (2) *What's in it for them?* 2X—Twice as Much, because double is a magic number. (3) *Why you?* You've got Skin in the Game. When you provide information in a way your audience is pre-wired to receive it, you can count on them to respond in exactly the same way when you activate their Pre-Wired receptors.

Chapter 5 - The Power of Plain Vanilla

The best method to get people to listen to our ideas is to make what we are saying seem new and exciting. Doing so can trigger anxiety and avoidance, and they won't be likely to take action when it counts later on. Where's the balance? The trick is to use a technique called Novelty Chunking to make it seem like your deal is different from "normal" in just one key way, while everything else about the deal is completely Plain Vanilla. Then you show the buyer that what's normal is shifting, and the one key different thing is really popular today. There is a *new normal*.

Chapter 6 - Leveraging Pessimism

Let me flip the script for you. Pessimism, not optimism, is the formula for success in sales. There is a kind of self-satisfaction to pessimism. Thinking about obstacles and the many things that might go wrong in a deal is healthy and reassuring, because nothing in life is perfect, and buyers are searching for that imperfection to decide if they can live with it or not. If you hide the negatives, the sale cannot proceed. Until the negatives are out in the open, the buyer's spoken or unspoken state of mind is, "What's the catch?" Therefore pessimism is not a type of negative thinking that needs to be argued with, overcome, and destroyed. Instead, it should be invited and cultivated.

Chapter 7 - How to Be Compelling

Salespeople everywhere struggle to make sales by using a loser's formula. During nearly every sales call, they shift from persona to persona, appealing to whatever emotional state the buyer is in at that moment. It boils down to five different personas or archetypes—*The Ultimate Nice Guy*, *The ShamWow Guy*, *The Sorcerer*, *The Angel*, and *The Wolf*. This change from persona to persona confuses buyers, who crave consistency and certainty from people they're doing business with.

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Conclusion

In the final delivery of your ideas, if you're considered an insider and an expert, if the buyer knows why they should care about your idea, what's in it for them, and why you; if you acknowledge their concerns or objections, and guide them through the process of buying your product; and in all this they find you to be a compelling person, they will search for, find, and suggest a way to do business with you.