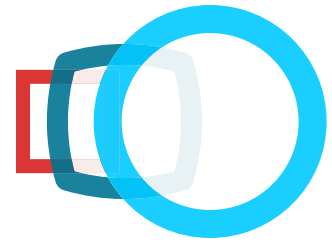


REFRAMING



DEFINITIONS

Frames are filters or categories our brains use to interpret the meaning of a behavior, idea, thing or situation. Frames shape sales outcomes because the frame a buyer uses will determine how they perceive and respond to what you say and do during the sale.

Reframing is the process of guiding buyers from their current perspective into a new, more beneficial one that will inspire a different response.

KEY POINTS

Buyers often become stuck in a frame and need you to help them get unstuck.

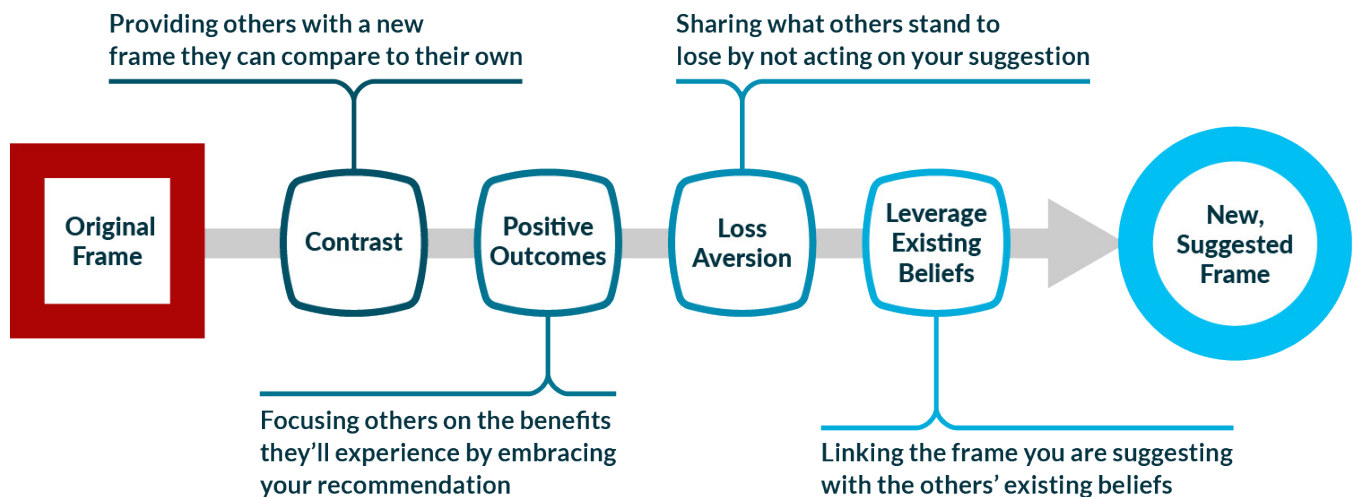
The more compelling each new frame is, the less significant the original frame will seem.

Often, to shake people free from their current frame you'll need to share numerous frames, back-to-back.

Reframing is incredibly influential because it prompts people to see and embrace new, fresh perspectives, and changes their future behaviors.

REFRAMING PROCESS

Hoffeld Group's Reframing Process will guide you in constructing new frames. There are four categories of frames you'll use. Once you learn these categories, you'll be able to reframe with ease. Here's a look at each of the four categories.



OBJECTION: “YOUR PRICE IS TOO HIGH”

FRAME: CONTRAST

“One thing to remember is that even though you are paying for our service once, you will have it for the next 3 years. In fact, when you look at the costs spread over three years and factor in how many of your employees will have access to the service, it comes down to only an investment of only a few dollars per day, per employee.”

FRAME: POSITIVE OUTCOMES

“Right now you are focused on the size of the investment, but you need to focus on the results that investment will produce. The investment to acquire our service is 50k, but based on your numbers, it could increase your sales by nearly 850k per year.”

FRAME: LOSS AVERSION

“If you don’t move forward and the problems we’ve discussed persist, you will continue to both lose market share and lose customers that should be yours.”

FRAME: LEVERAGE EXISTING BELIEFS

“You mentioned you’re committed to improving your production and making sure you’re able to meet the new objectives for this year. If you underinvest, you’ll limit your ability to grow. The solution I’ve shared with you is priced to strengthen production and meet your new objectives. Doesn’t it make sense to invest a little more to ensure you get the results you need?”

