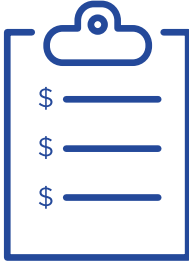





## USING CERTAINTY TO SELL YOUR IDEAS

In this activity, you will use the certainty that Hard Trends provide to sell your ideas.

Rapid Application Learning Activity Worksheet	
<p>While watching the video <i>Using Certainty to Sell your Ideas</i>, you learned that Hard Trends provide certainty and future facts that can support your position. Uncertainty and confusion are classic ways to open the door to a sale. However, when it comes to closing a sale, there is nothing more powerful than certainty!</p>	
<p><b>Hard Trend</b></p>	<p>A Hard Trend is a trend that will happen and is based on measurable, tangible, and fully predictable facts, events, or objects. Hard Trends cannot be changed. The three major categories of Hard Trends are Demographics, Government Regulations, and Technology.</p>
<p><b>Science of Certainty</b></p>	<p>A systematic body of knowledge defined by identifying the Hard Trends that will happen. Understanding the difference between Hard and Soft Trends allows us to separate future facts from hypothetical outcomes—future maybes. Personal or business strategy based on uncertainty has high risk. Strategy based on certainty has low risk. Uncertainty can open the door to a sale, but certainty is the ultimate closing tool because it provides the confidence to say yes.</p>
<p><b>Activity #1</b></p> 	<p>What are you trying to sell? For example, this could be an idea you would like others to embrace, a new product or service you want to introduce to a client, a project that needs funding, or an internal customer you serve.</p>

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Rapid Application Learning Activity Worksheet	
<p><b>Activity #2</b></p> 	<p>Using the list you generated in Activity #1, what are the pain points and challenges that will impact the person or group you are selling to? Make sure you understand what that person or group is responsible for.</p>
<p><b>Activity #3</b></p> 	<p>Based on the information you generated in Activity #2, how can you reduce or eliminate the pain and challenges that impact the person or group you are selling to? This part of the activity will help you define your selling points with the confidence to get a “Yes.” Take time to carefully refine your solutions.</p>
<p><b>Activity #4</b></p> 	<p>Once you have a clear path to a “Yes” now arm yourself with the cost of getting a “No” answer from your customers. List the potential reasons for a “No” answer and identify how Hard Trends can change their thinking.</p>