

The 3600 Speed Selling Flow Chart

Put your content & personality into this structure!

Introduction	Introduce name, ask to sit, and begin promptly but not rushed. Pass over resume.		
Personal Pitch	FRAME	Create theme and use AGENDA to introduce structure <i>"Ultimately I would like to show you how I am a great fit for your position, and specifically I would like to show you Can I go ahead and show you this?"</i>	
	EXECUTE	Verify Issue 1	<i>"I understand you are looking for, correct? Great, because I have that based on my major...."</i>
		Present issue 1 (think about 2 key ways to make your case: e.g. major & job)	<i>"Within the SBM program I have learned...." (be specific with skills), in addition at my job" (include success!)</i>
		Confirm/MOTS issue 1	<i>"So can you see how my major & work experiences would allow me to start with the needed skills"</i>
		TRANSITION using agenda (<i>"can we switch gears and talk about my desire"</i>)	
		Verify Issue 1	<i>"I also understand you want someone who has desire ..., is this correct? I have desire, let me show you that...."</i>
		Present issue 1	<i>"My desire comes from.... And I did X to show my desire Define your desire ... back it up.</i>
		Confirm/MOTS issue 1	<i>"So can you see, based on my major choice and what I have told you, that I have the desire to succeed in sales?"</i>
RECAP	Recap the main points and do a final personal pitch close... <i>"So I have shown you that my all line up with your need to have a candidate with strong desire and skills to succeed in sales, would you agree?"</i>		
Close Interaction	Close to next interview <i>"I understand you have other interviews, can we go ahead and schedule one of those...."</i>		

OTHER KEYS:

NON-VERBALS:

Sit forward, feet on floor, not rocking, swiveling, etc.
Keep eye contact and appropriate facial expressions (smile!)
Use hand gestures purposefully, not nervously

VERBALS:

Speak with confidence & use plain English
Avoid Ums, Ers, You Know, Like and other such wasted words