

FLIP THE SCRIPT

Getting People to Think Your Idea is Their Idea

OREN KLAFF

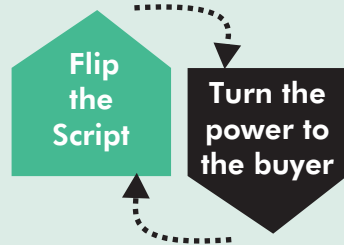
OREN KLAFF is an investment banking advisor, investor and author. His previous book, *Pitch Anything*, achieved bestseller status and has now sold more than 1 million print copies. Oren Klaff is a self-professed deal junkie and classic motorcycle enthusiast. He currently serves as managing director of Intersection Capital, a \$200 million private equity investment fund, and he also acts as an advisor to several other businesses. Oren Klaff is a graduate of Florida State University and the University of Delaware.

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MAIN IDEA

Nobody likes feeling like they have been pressured into making a purchase. We all hate boring sales pitches. Therefore, the best way to sell anything today is to guide the buyer to discover your idea or your product on their own. People naturally trust their own ideas, so if they believe it, they will get excited and basically sell themselves.



In other words, it's time to flip the script. Stop trying to persuade people to buy what you sell. Instead, plant your idea in their mind. Help them fall in love with it. Do that and you can turn the power to the buyer and let them decide for themselves.

To accomplish this will take five steps:

- 1 Achieve status alignment
- 2 Instill certainty in the other party
- 3 Explain your big idea
- 4 Make the buyer feel safe
- 5 Leverage their natural pessimism

"I don't like being pressured into making a purchase. And I'm not alone. The moment we feel pressured to buy, we pull away. And if we're told what to do or what to think, our defenses go up. In other words, buyers don't put much trust in you and your ideas. However, everyone trusts their own ideas. Accordingly, today, products are bought, not sold."

– Oren Klaff



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Step #1 – Status alignment Page 2

Job #1 in flipping the script is to get the other person to take you seriously. You do that by giving them a status tip-off that you're on the same level as them.

Step #2 – Instill certainty in the other party Pages 3 - 4

Next, you establish your credentials as an expert, and therefore you have the ability to forecast what is likely to happen in the future. The best way to do this is by using a "Flash Roll" – something which definitively highlights your level of expertise.

Step #3 – Explain your big idea Pages 4 - 5

The most effective way to flesh out your big idea is to do that in terms of the three W's:

- 1). Why do I care?
- 2). What's in it for me?
- 3). Why you?

Often a good way to achieve this is to use a sequence of some pre-wired ideas which already exist in the prospect's mind:

- Winter is coming
- 2X
- Skin in the game

Step #4 – Make the buyer feel safe Pages 5 - 6

The best way to make the buyer feel so safe they end up pitching your idea back to you is to find their novelty sweet-spot. Show them your idea is really just plain vanilla with one difference.

Step #5 – Leverage their natural pessimism Pages 7 - 8

To contain the buyer's natural pessimism, list the obvious ways to fail. Build fences and then use a buyer's formula to teach them how to buy.