

# **WAY OF THE WOLF**

## **Straight Line Selling: Master the Art of Persuasion, Influence and Success**

### **JORDAN BELFORT**

**JORDAN BELFORT** has been hired as a sales systems consultant by more than fifty public companies. His life and career were immortalized in the movie *The Wolf of Wall Street* starring Leonardo DiCaprio which described how in the 1990s Jordan Belfort built a dynamic and successful stock brokerage firm where he earned more than \$50 million a year before his spectacular fall from grace. Jordan Belfort is today a best-selling author, motivational speaker and entrepreneur. His proprietary sales-training techniques and legendary daily motivational speeches have been written about by virtually every major newspaper in the world including *The New York Times*, *The Wall Street Journal*, *The Los Angeles Times*, *The London Times*, *The Herald Tribune*, *Le Monde*, *Corriere della Serra*, *Forbes*, *BusinessWeek*, *Paris Match* and *Rolling Stone*.

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MAIN IDEA

"Straight Line Selling" is a sales methodology which was originally developed in the boiler rooms of penny stock sellers and used to sell millions.



The essence of the Straight Line Selling system is nobody will ever buy from you until you have created three certainties in their mind and provided two different types of motivation:



Every sale is the same, regardless of what you sell. Create those three certainties in the prospect's mind and they will buy. Fail to do that and they will not. Anything else is just an optional extra.

"Selling is everything in life. In fact, either you're selling or you're failing. We're always trying to convey our thoughts and ideas and hopes and dreams in a way that not only moves people to take action but that also gets us what we want in life too. That's what ethical persuasion is all about; and without that one, linchpin skill, it is very difficult to achieve success, at any reasonable level, or live an empowered life."

– Jordan Belfort



1. The five core elements. . . . . Page 2

At the heart of Straight Line Selling is the philosophy to convince anyone to buy what you're selling, you have to make prospects certain of five facts first:

- 1 The prospect must love your product
2 The prospect must trust & connect with you
3 The prospect must trust your company
4 You have to lower the action threshold
5 You have to raise the pain threshold

2. Take immediate control – The first 4 seconds. . . . . Pages 3 - 4

Whenever you get into a sales situation, you have to take immediate control of the sale. You have four seconds to do that. You have to establish three things in that time:

- 1 That you are sharp as a tack
2 That you are enthusiastic as hell
3 That you are an expert in your field

3. The art of straight-line prospecting . . . . . Pages 5 - 6

Trying to sell something to someone who doesn't need or want what you offer is a total waste of time. To avoid that, become an expert at straight-line prospecting. The aim:



4. The art of making straight-line sales presentations. . . . . Pages 7 - 8

Straight-line sales presentations are carefully scripted and well thought out. They embody the perfect sale and act as the template for how you approach each sales presentation. They include all your best lines, most persuasive elements and all the intelligence you've gathered about your prospect's needs. Straight line sales scripts keep you on track and heading for the right outcome.

