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FORMULA: Stealth Selling Inside Of Keynoting (With Definitions)

- I (A) Proposition/Advantage – USP
- II (B) Social Proof
- III (C) Bold Prediction
 - Social Proof
 - Discrepant Event/Pattern Interrupt -- Advantage
 - Social Proof
- IV (D) Build Context
 - UPP
 - Discrepant Events/Pattern Interrupts
- V (E) Case Study #1
 - Positioning
 - Principle
 - Social Proof
 - Discrepant Event/Pattern Interrupt
 - Strategic Teaching—Part Of Your System
 - Activity—Tied into the Close
- VI (F-E) Case Study #2
 - Positioning
 - Principle
 - Social Proof
 - Discrepant Event/Pattern Interrupt
 - Strategic Teaching—Part Of Your System
 - Activity—Tied into the Close
- VII (E) Case Study #3
 - Positioning
 - Principle
 - Social Proof
 - Discrepant Event/Pattern Interrupt
 - Strategic Teaching—Part Of Your System
 - Activity—Tied into the Close
- VIII (D) Discrepant Event/Pattern Interrupt – Major Transition – Begin To Focus Closing Stealthfully
- IX (C) Bold Prediction
- X (B) Social Proof
- XI (A) Advantage – USP – Key Critical Next Action Step