

4MAT

PURPOSE

WHAT IF? 22% WHAT ELSE?

- Creative, other applications
- Summary Q+A
- Explore Implications
- Look at Consequences
- Call to Action
- Closing Statement

BE THE COLLEAGUE

WHY? 35%

- Build rapport
- Motivate
- Bigger picture
- Creating relevance
- Connect their values
- Manage objections

BE THE MOTIVATOR

HOW? 25%

- Practical
- Steps
- Application
- Doing, Showing
- Demonstrating, hands on

BE THE COACH

WHAT? 18%

- Definitions
- Credibility
- Facts, data, statistics
- Research, info

BE THE EDUCATOR