

Market Segment Analysis – Creating the Unrefusable Offer – 9 Days

First Three Days – *Preliminary Analysis*

Closet Exercise Trusted Peer Review

Introduction to TOC – Thinking Processes

Nine Resistance Layers

Evaporating Cloud – Conflict

Evaporating Cloud 3 – Root Conflict

CRT – Current Reality Tree

FRT – Future Reality Tree

Second Three Days - *Refined Analysis and Activity Plans*

Field Testing – “Battle Proving” the Analysis

CRT – Current Reality Tree

FRT – Future Reality Tree

PRT – Prerequisite Tree

TT – Transition Tree

AMPS – Activity Management Process

CCPM – Critical Chain Project Management

Third Three Days – *Crafting the Sales Messages*

Internal and External Buy-In

Horizontal Multi-Contact Messages

Message Bridges Across the Divide

Base Generic Message: MSG 1, MSG 2, MSG 3, etc.