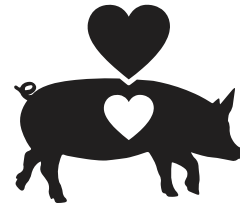


Sales Bingo

There are 5 basic Objections for NOT buying your product or service and 5 strong Emotional Triggers that people act upon. See if you can create compelling reasons, in each of these 25 squares, to get your potential customers to overcome their objection while sparking an emotional trigger that will get them to purchase your product or service.

Hint: What can you say or do that would make them trust you while getting greed to trigger their decision?



**WHAT'S YOUR
BACON?**
MASTER HAPPINESS

OBJECTIONS

EMOTIONAL TRIGGERS

	Trust	Value	Urgency	Want	Need
Greed					
Pride					
Envy					
Fear					
Shame					