

NATION MEDIA

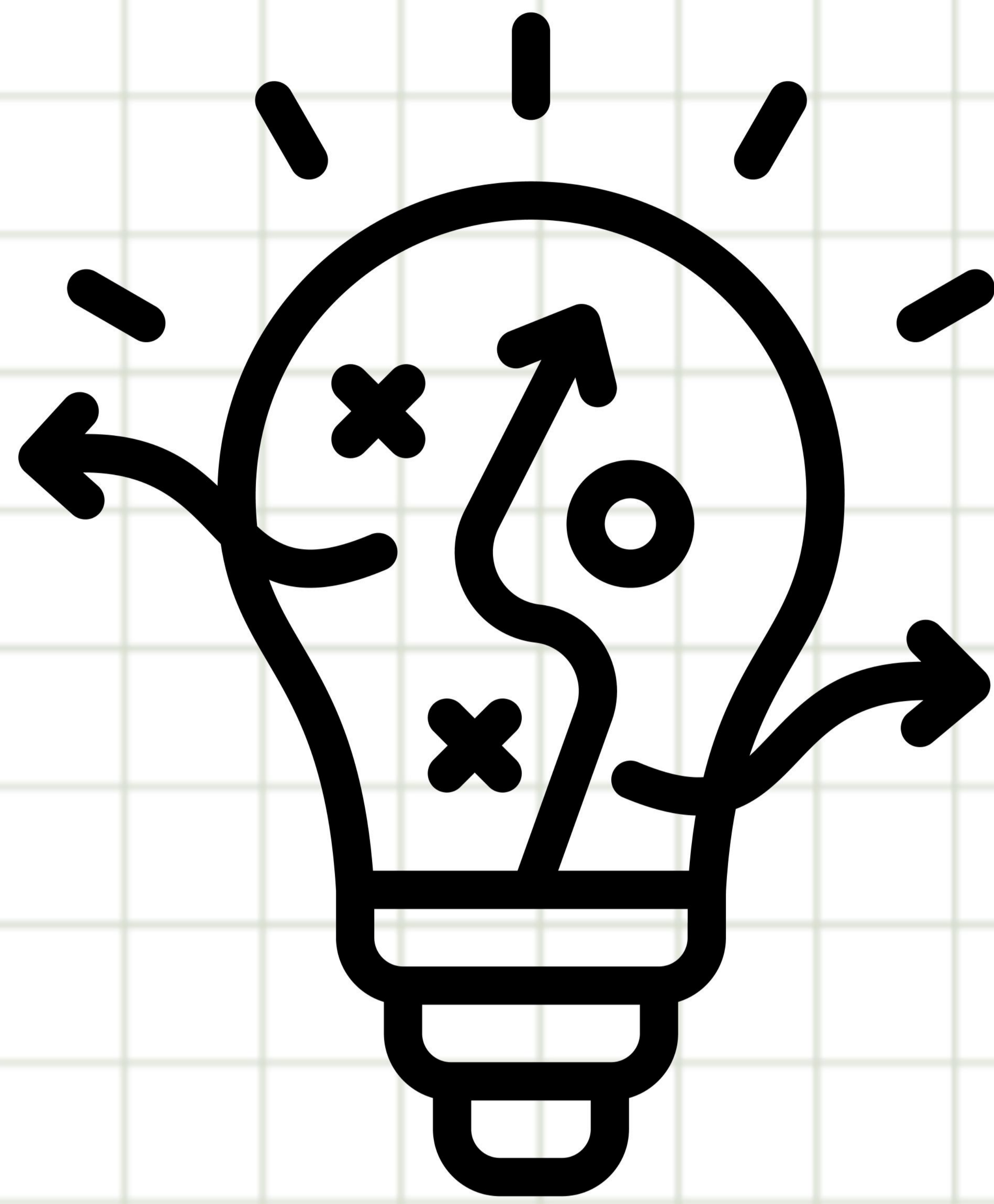
Digital Marketing, SEO & Design



THE FRAMEWORK: SELLING IMPERCEPTIBLE VALUE

Created By:  **CALEB NATION**

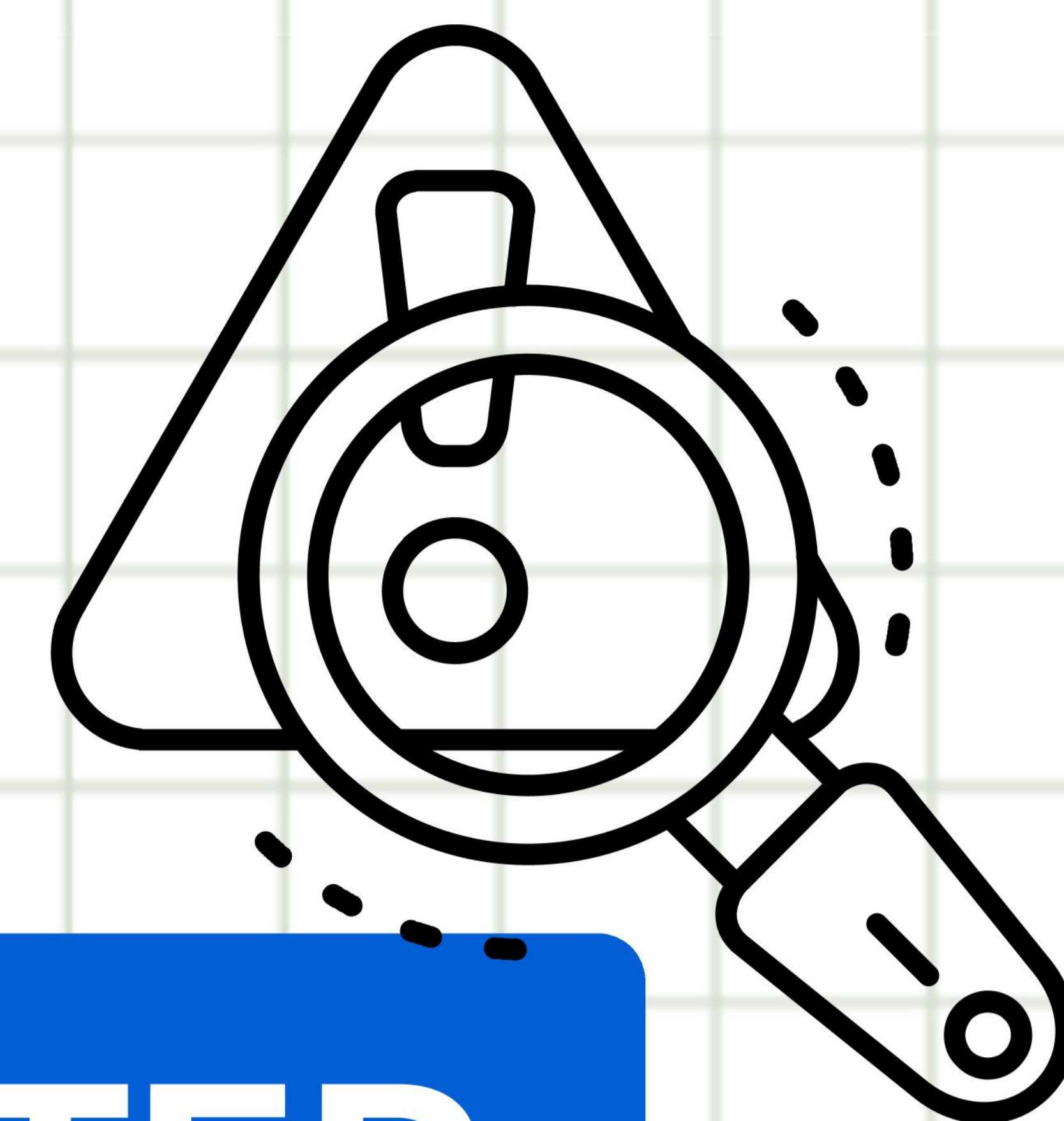
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**LET'S WALK THROUGH
THE FRAMEWORK.**

LET'S GO!

STEP 1



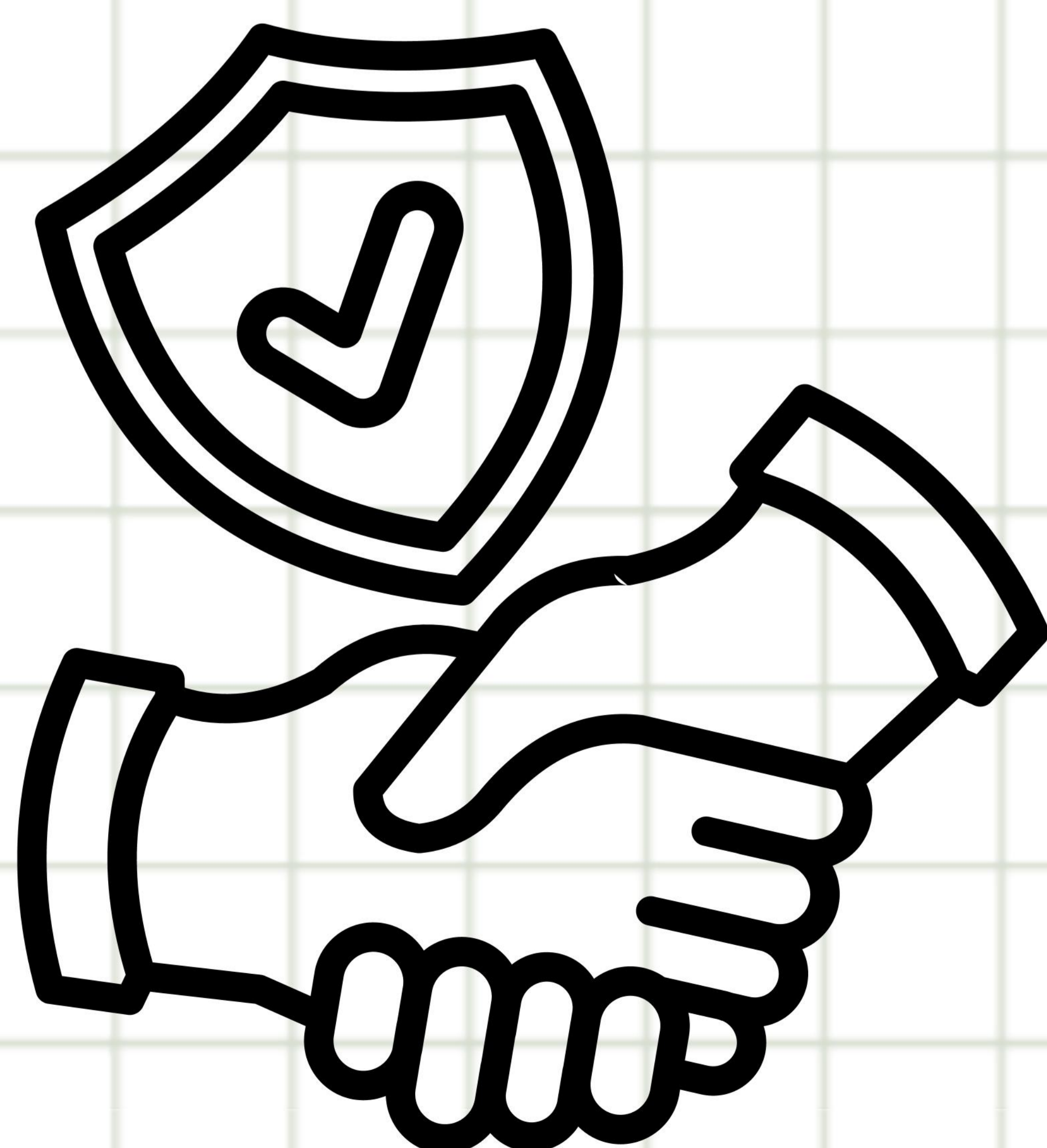
NAME THE PROBLEM BETTER THAN THEY CAN

**THE FASTEST WAY TO BUILD TRUST
IS TO DESCRIBE THE BUYER'S SITUATION
MORE CLEARLY THAN THEY CAN THEMSELVES.**

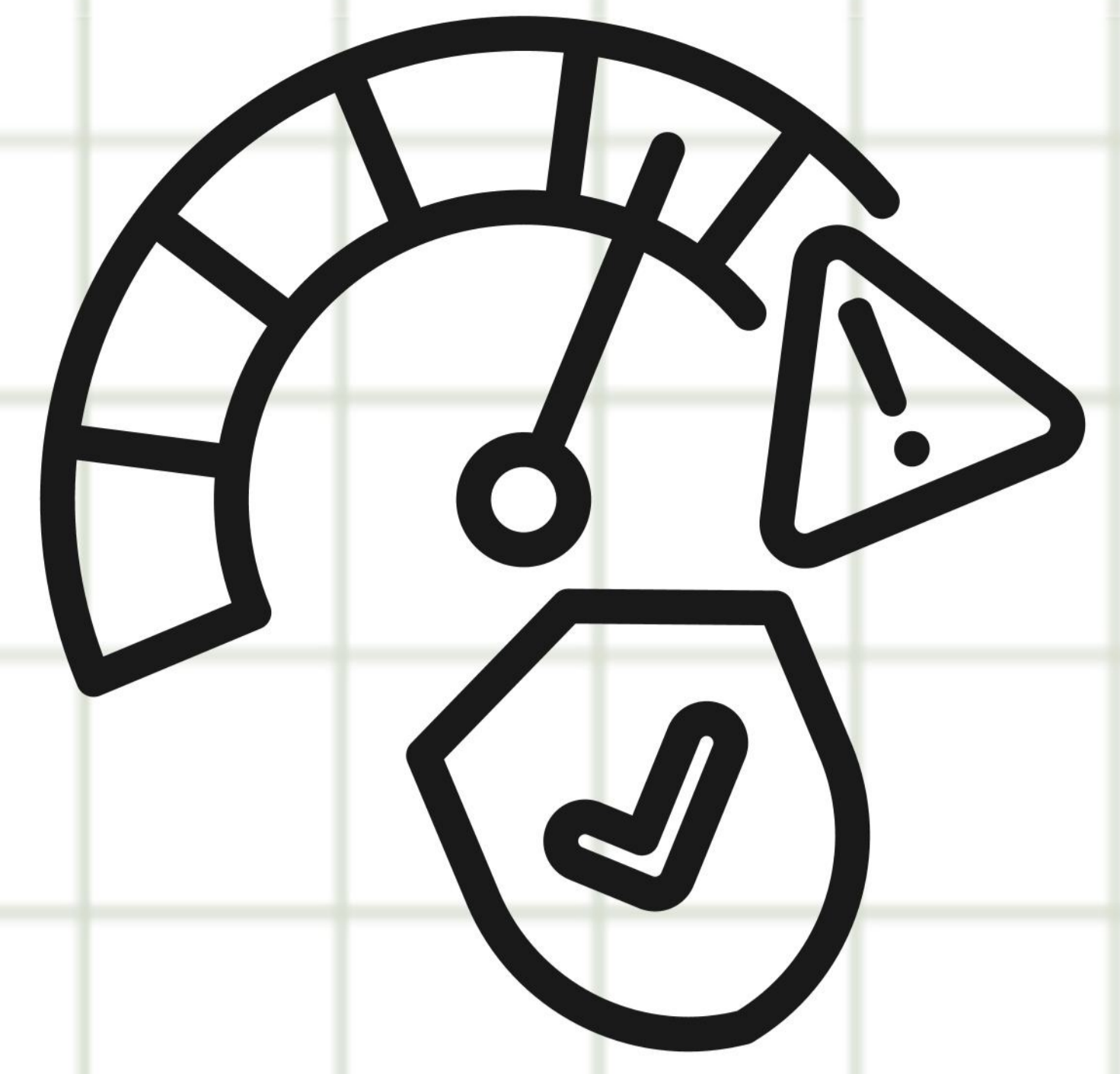
WHEN THEY HEAR:

"THAT'S EXACTLY WHAT'S HAPPENING."

**TRUST FORMS INSTANTLY.
NOT BECAUSE OF DATA BUT
BECAUSE OF RECOGNITION.**



STEP 2



EXPLAIN THE RISK OF INACTION

**INVISIBLE SERVICES FEEL RISKY.
SO INSTEAD OF OVER-SELLING UPSIDE,
CLARIFY DOWNSIDE.**

HELP THEM SEE:

- **WHAT STAYING THE SAME ACTUALLY COSTS**
- **WHAT UNCERTAINTY IS ALREADY DRAINING**
- **WHY "WAITING" IS STILL A DECISION**

**THIS REFRAMES THE PURCHASE
FROM SPENDING MONEY
TO REDUCING RISK.**

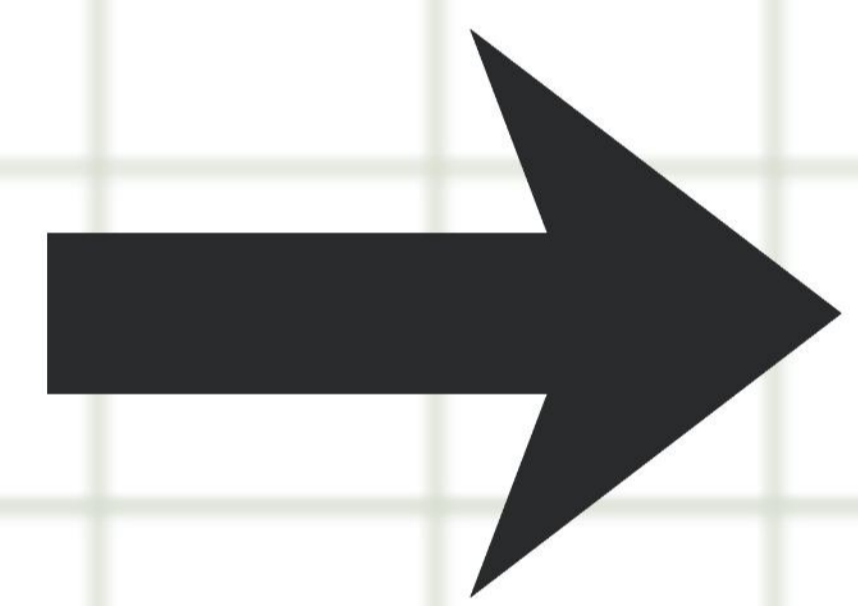


STEP 3

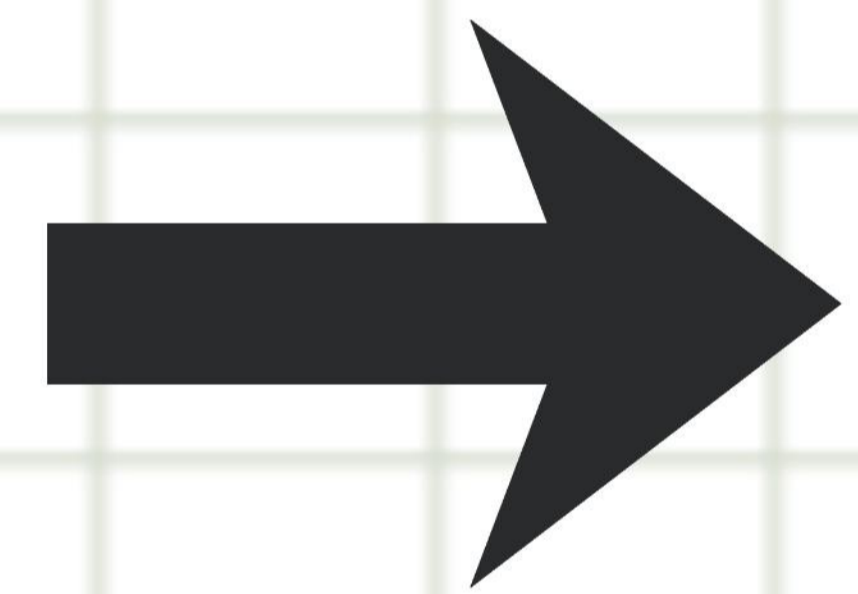
MAKE THE PROCESS VISIBLE

PEOPLE FEAR WHAT THEY CAN'T PICTURE.
SO YOU DON'T SELL OUTCOMES ALONE
YOU SELL THE PATH.

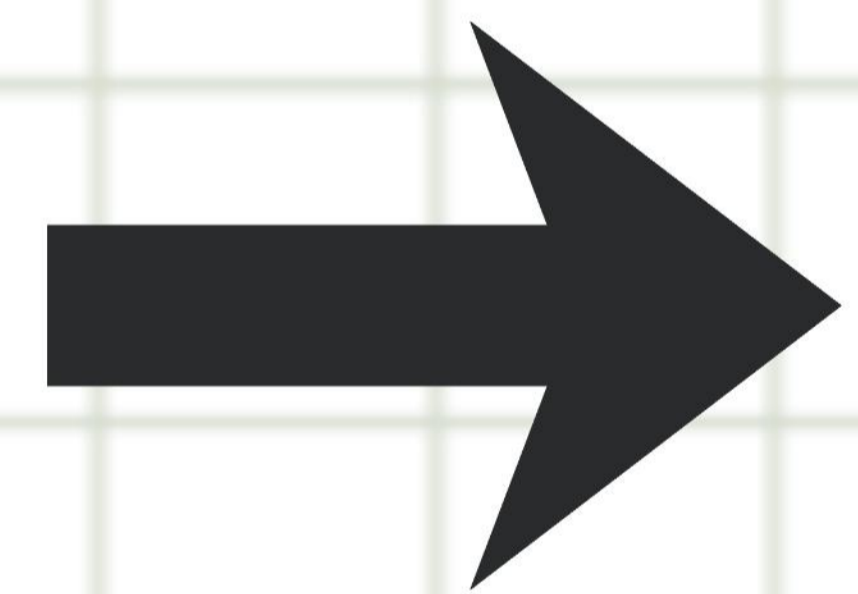
EXPLAIN:



HOW DECISIONS GET MADE ?

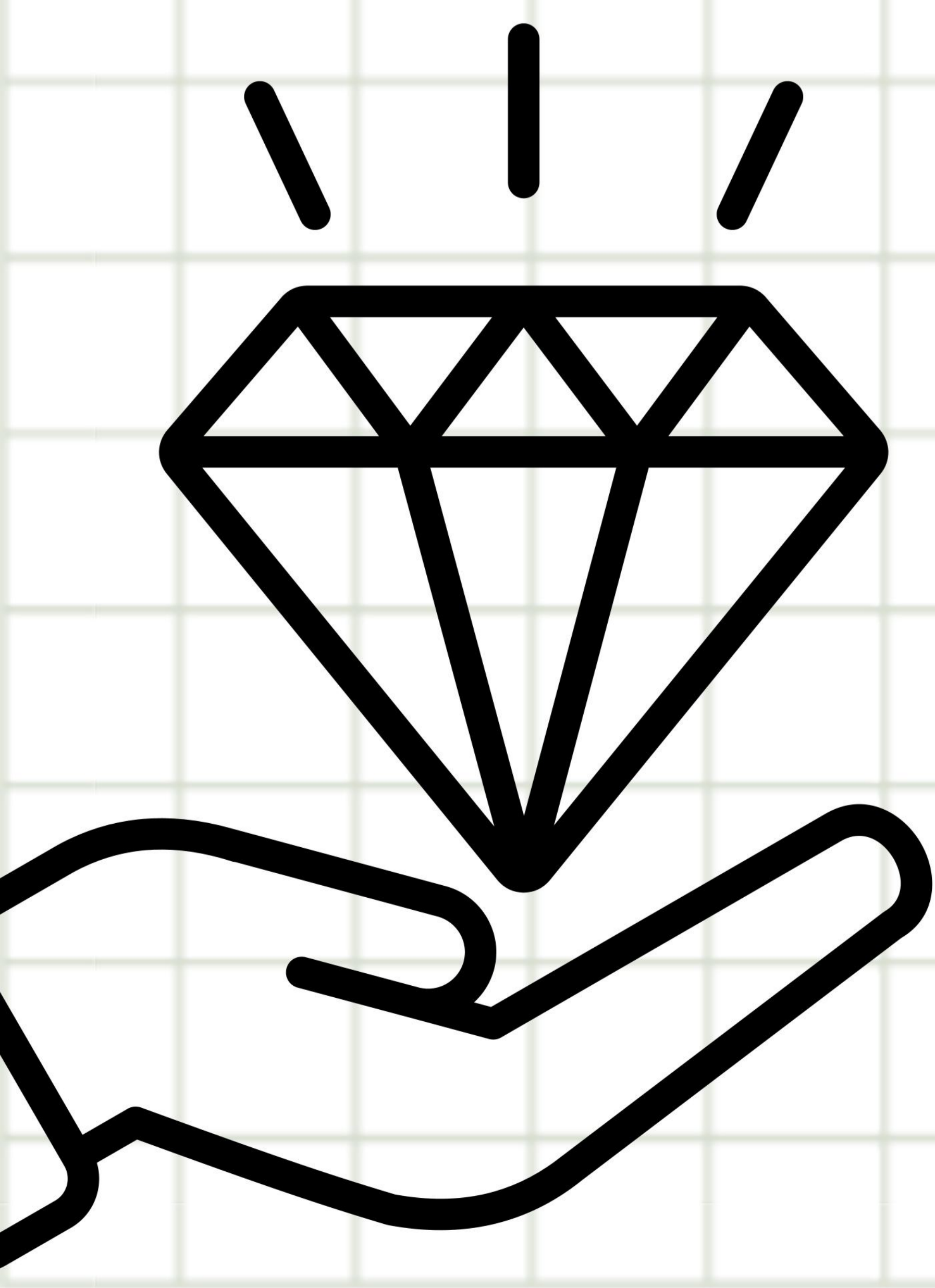


WHAT HAPPENS FIRST, THEN NEXT ?

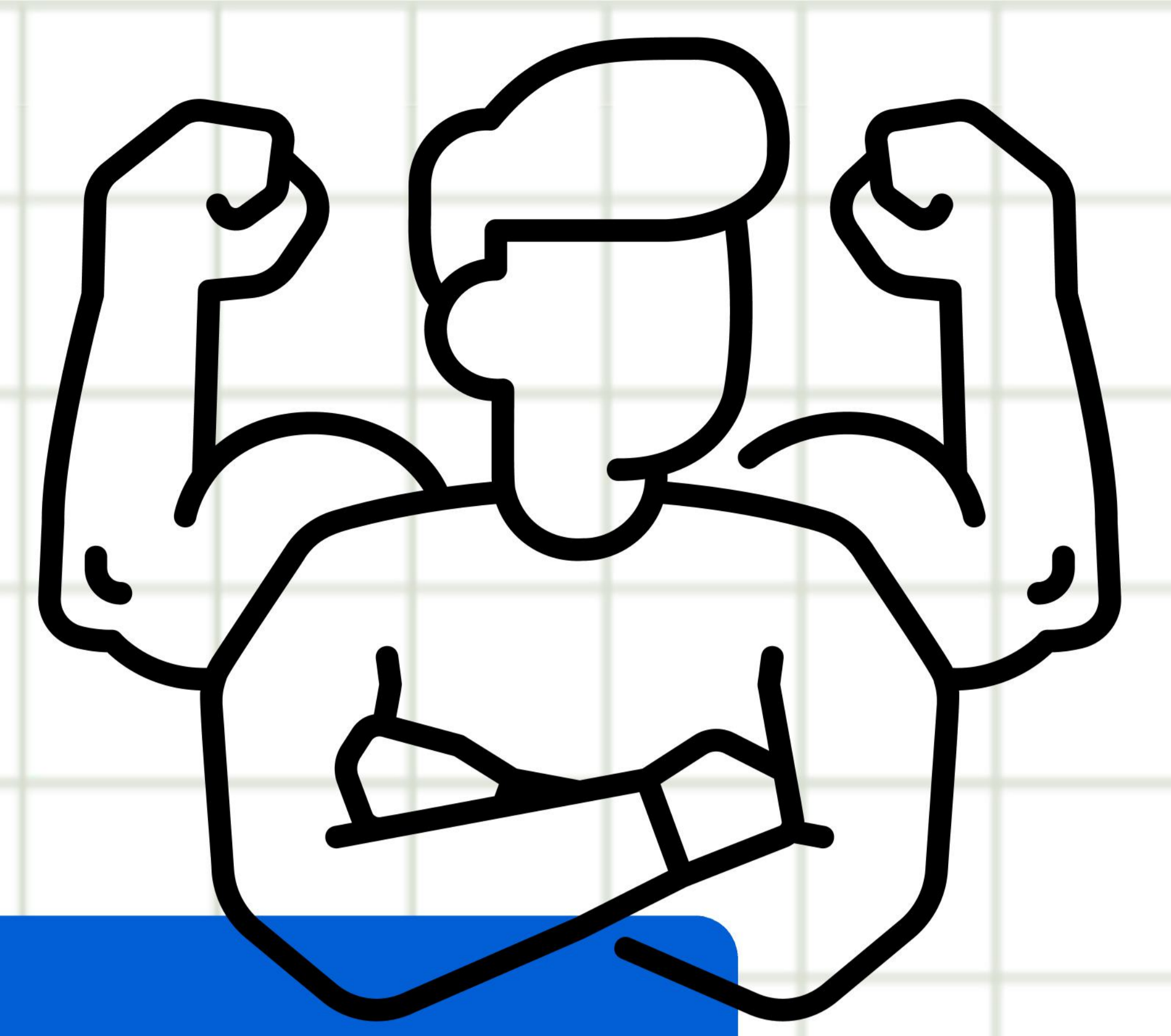


WHERE FEEDBACK AND CONTROL LIVE ?

**WHEN THE PROCESS IS CLEAR,
THE VALUE FEELS TANGIBLE.**



STEP 4



TRANSFER CONFIDENCE, NOT JUST INFORMATION

CONFIDENCE IS CONTAGIOUS.

WHEN YOU:

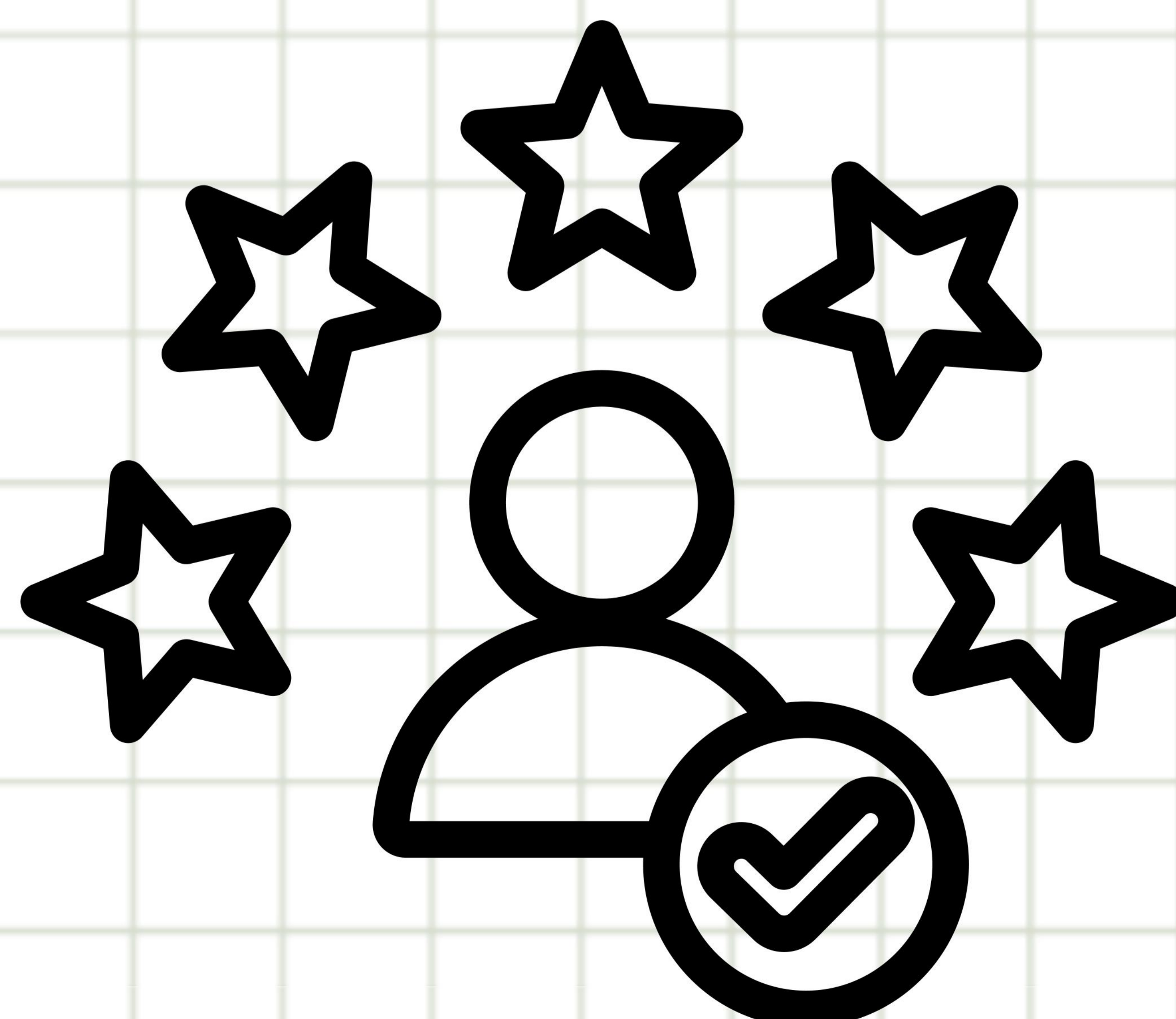
SPEAK CALMLY

SET REALISTIC EXPECTATIONS

EXPLAIN TRADE-OFFS HONESTLY

AVOID OVER-PROMISING

**YOU SIGNAL EXPERIENCE.
AND EXPERIENCE REDUCES PERCEIVED RISK
MORE THAN ANY FEATURE LIST EVER WILL.**



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