Intention

3.8 Marketing Conversation

FIRST CONTACT

To establish contact with someone new and to qualify the potential relationship.

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Attention

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NEEDS ANALYSIS

To identify what the needs are of each party before they reach an agreement.

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PRESENTATION

To present a product solution that solves a particular problem.

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NEGOTIATION

To reach an **agreement** on what exchange can occur.

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ENROLLMENT

To enroll someone's interest into an idea such they are an active participant.

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GIFTING

To give something at no cost or obligation so they can try it out for themselves.

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