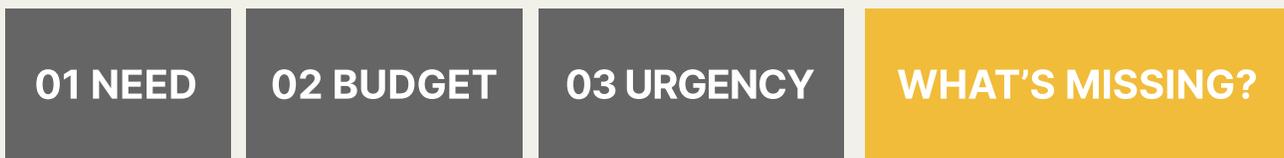




WHY SOME PROSPECTS WILL NEVER BUY?

Because they don't have the **right mindset**.

THEY HAVE THE ALL THREE DECISION FACTORS



YOU'RE MISSING...THE 4TH DIMENSION **SUBCONSCIOUS MINDSET**

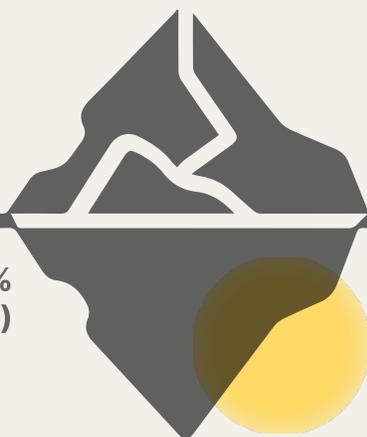
controls and informs a wide range of things, often without us even realizing - a powerful behind-the-scenes operator, automates learned skills, and shapes our emotional responses and perspectives.



95% of our purchase decision making takes place in the subconscious mind.

Gerald Zaltman, PhD, Harvard Business School

**CONSCIOUS MIND - 10%
(VISIBLE)**



Reasoning
Logical & Critical Thinking
Limited Memory
Volunteer Actions
One task at a time

**SUBCONSCIOUS MIND - 90%
(INVISIBLE)**

Values & Beliefs
Emotions & Attitude
Past Programming
Long-term Memory
Involuntary Actions
Imagination & Self-Image
Everything happening now

SUBCONSCIOUS MINDSETS

OPPORTUNISTIC

focus on personal prestige rather than conformity

→ DEALS & STATUS

EXPERT

knowledgeable, seeks logic through healthy skepticism & rational judgment

→ CONTINUOUS IMPROVEMENT

EMPATHY

follows group norms, avoids conflict, consensus builder, avoids risk

→ TRANSPARENCY

HOLISTIC

aspires to societal transformation, high moral standards

→ SUSTAINABLE

DISCIPLINE

insists on alignment adhering to existing rules & processes

→ PROVEN

RESULTS

receptive, listens to learn, risk taker, inspirational & influential

→ EARLY ADOPTERS

SYSTEMS

long-term vision, innovative, independent & investigative

→ TRANSFORMATIONAL



LANGUAGE PSYCHOLOGY

The correlation between mindset, personality traits, and language theory.

**CLOSE MORE DEALS.
FOCUS YOUR RESOURCES.
GUARANTEED RESULTS.**



HOW?

METHODOLOGY, PROCESS & TECHNOLOGY

Mine 60+ millions of people
Bring subconscious mindsets to light
Non-intrusive & non-disruptive, remote
Data collection & assessment



RESULTS

EXCEPTIONAL FINANCIAL RETURNS

Immediate
Comprehensive, easy to act on
Deal-making

EVIDENCE

IDENTIFIED OPPORTUNITY TO ADD ADDITIONAL MINDSETS

**GRABBED 26% MARKET SHARE FROM
COMPETITOR**

PINPOINTED "RIGHT MINDSET" PROSPECTS

**GREW CUSTOMERS BASE FROM
0 TO 450**

COMPETITIVE MINDSET ANALYSIS

INCREASED MARKET PENETRATION

Unlock exceptional financial performance.



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