Figure 25-F1 shows the backbone of the reliability selling TRT.
630 – Recommended Action
Go over each obstacle that the prospect raised and add obstacles you believe can make implementation difficult. Get the prospect’s agreement to take actions to overcome these obstacles.

540 – Recommended Action
Do not avoid the obstacles that were raised but (if appropriate) do not start discussing them. List the obstacles and explain that you will deal with them later on in the process, after they understand the entire solution, and continue with the criteria.

530 – Appropriate Conditions
During the presentation the prospect might raise obstacles that may prevent them from implementing your offer.

520 – Recommended Action
Present the characteristics of your product/service and explain how they are in line with the criteria.

460 – Appropriate Condition
The prospect agrees with us about the mechanism of using criteria to check a solution.

450 – Recommended Action
Define the criteria for a good solution and demonstrate the value of each criterion, deriving it from the unfulfilled need/negative implications/financial damage.

330 – Appropriate Condition
The prospect is fully aware of the magnitude of their problem and is ready to contemplate a solution.

560 – Recommended Action
If necessary, perform a demonstration of the product to better illustrate the characteristics presented.

550 – Appropriate Conditions
The prospect understands and appreciates the entire solution and is not bogged down with small insignificant issues.
710–Objective
The prospect no longer thinks about having to make a change.

720–Objective
The prospect fully agrees with the logic of the change.

730–Objective
The prospect has no more objections to the change.

700–Recommended Action
To fully digest the change, the prospect must be given enough time, their new logical understanding nurtured, and their social and psychological background issues addressed.

630–Appropriate Condition
You raised the prospect's trust level.

640–Appropriate Condition
You gained the prospect's commitment on specific actions that they must take to further the process.

650–Appropriate Condition
You gained a clearer idea of what blocks us from attaining the sale.

620–Recommended Action
Go over each obstacle that the prospect raised and add obstacles you believe can make implementation difficult. Get the prospect's agreement to take actions to overcome these obstacles.

Figure 25-F1 (Continued)
<table>
<thead>
<tr>
<th>Condition</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>330-Appropriate Condition</td>
<td>The prospect is fully aware of the magnitude of their problem and is ready to contemplate a solution.</td>
</tr>
<tr>
<td>320-Recommended Action</td>
<td>Review the significant negative implications that stem from the core problem and ask them to evaluate the financial damage that it causes.</td>
</tr>
<tr>
<td>240-Appropriate Condition</td>
<td>The prospect is aware of the extreme magnitude of the implications of their symptoms.</td>
</tr>
<tr>
<td>230-Recommended Action</td>
<td>Present the core problem to the prospect and show through specific examples how it represents many problems.</td>
</tr>
<tr>
<td>170-Appropriate Condition</td>
<td>The prospect, seeing the relevance, is willing to discuss further their problem for a short while.</td>
</tr>
<tr>
<td>150-Recommended Action</td>
<td>Explain to the prospect that you first want to check whether what you have to offer is suitable for them. Then present the first problem from your list and ask them to validate its existence.</td>
</tr>
<tr>
<td>130-Appropriate Condition</td>
<td>The prospect knows that you are there to offer a major service/product. They are willing to listen to us (for a short while.)</td>
</tr>
</tbody>
</table>

Figure 25-F1 (Continued)