

THE DITCH THE PITCH HABITS

Chapter 4: Figure Out What's Going On

HABIT #1

Think input before output

- Practice: Be alert
- Practice: Say less to notice more
- Practice: Turn down your analytic brain

HABIT #2

Size up the scene

- Practice: Know who you are with
- Practice: Understand the context of your conversation
- Practice: Listen for the game

Chapter 5: Go with the Flow

HABIT #3

Create a series of "yesses"

- Practice: Say, "Yes, and . . ."
- Practice: Work with what you are given
- Practice: Ensure your customer keeps saying yes

HABIT #4

Explore and heighten

- Practice: Find your customer's path
- Practice: Get rid of your but
- Practice: Make accidents work

Chapter 6: Let a Shared Story Emerge through Your Conversation

HABIT #5

Focus the conversation on your customer

- Practice: Make 95% of the conversation is about your customer
- Practice: Obey the one-paragraph rule
- Practice: Weave your stories together

HABIT #6

Don't rush the story

- Practice: Don't load the slingshot
- Practice: Leave things in your pocket
- Practice: Create callbacks