



BowTiedSalesGuy | Chad Salesman

@BowTiedSalesGuy

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In any conversation you are always Framing your message (whether you realize it or not)

Chads Frame their messaging in a certain way, and so do Clowns

In this thread you will see examples of what to do AND not do on:

- ☐ Job interviews
- ☐ Cold Calls
- ☐ Sales call
- ☐ and even Dating

Chads vs Clowns (Real World examples)



First up is the Job interview

Notice how Chad Frames himself as the prize by only talking about the qualities that are considered valuable to the hiring manager / company

Chad uses positive associations & then sets strong boundaries / makes the other side qualify themselves now



***In a Job Interview**



— "So why do you want to work here?"



I love fixing stuff and solving hard problems. Technology moves quick and so do I.

I also like to surround myself with winners and people who are constantly trying to get better. I feed off of that energy and it's important to me that the next place I work at has that culture.



I'm looking for my next opportunity. I know Enterprise Software has a ton of potential for career growth.

Plus I just had my first kid so could definitely use the extra income

On the other hand, the Clown makes his answer all about himself and what he wants (adds zero value to the other side)

And to make it worse he explicitly Frames himself as needy by saying he needs extra income



***In a Job Interview**



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You have to be vigilant about the Framing & associations you use in job interviews

Many believe they can't Prize themselves but they are wrong

You can make the other side "want you" by making yourself into something they want and desperately need.. like Chad does



*In a Job Interview



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Next up is the Cold Call

Clowns LOVE to beg for 30 seconds to pitch their solution

And there lies the problem!

Chads lead with PROBLEMS that resonate with the Prospect in order to hook them

He also uses disarming honesty i.e "this is a cold call"



*In a Cold Call



1) John I'm gonna be upfront this is a cold call. Want to hang up or should I tell you why I'm calling?

2) We typically get asked to fix these common problems, like:

- Inaccurate or nonexistent ROI data
- Not converting enough visitors to signups
- Or standing out in a crowded market landscape

Which, if any, resonates most with you?



Hi John, this is Clown calling from the Circus Company.

Would you let me have 30 seconds to tell you about our new marketing engagement platform?

Also pay attention to Chads Framing here:

"We typically get asked to fix these common problems"

☐ Frames his side as the one being sought out (Prize Frame)

☐ "Common problems" implies extreme Competence & that he's solved it a million times



***In a Cold Call**



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2) We typically get asked to fix these common problems, like:

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Hi John, this is Clown calling from the Circus Company.

Would you let me have 30 seconds to tell you about our new marketing engagement platform?

THIS is one way to truly "personalize" a cold call

By leading with the problems your prospect is b*tching about in their day to day IN THE LANGUAGE THEY USE

NOT leading with your "amazing platform"

No one cares about you

They care about what YOU can do for THEM

Next is Closing a Sales call

Most Salespeople are needy

Take a look at what the Clown does. He seeks validation by:

- NOT taking the lead
- Asking close ended questions
- Asking validation seeking questions

If you have to ask if they're interested... THEY'RE NOT!



*Closing a Sales Call



We've got about 5 minutes left on the call so let's discuss next steps.

In the beginning of the call I told you that in my world there's only one next step, which is the 90 day pilot.

So what do you want to do? and thinking about it is not an option! *laugh*



So uh yeah that's our product/how it works.

So do you have any questions for me?

Do you think this is something you'd maybe be interested in?

Now how does Chad close a sales call?

□sets a Time Frame (only 5 min left)

□Frames the options for the prospect i.e "either we do the 90 pilot or we don't"

□Relieves tension at the end of the call by saying "Thinking about it is not an option" in a playful but serious manner



*Closing a Sales Call



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Sales === Game

If you're good at sales you **should** be good with dating / interpersonal relationships

Let's see the difference between a Chad and a Clown on a date

Chad Prizes himself once again (noticing a pattern here?)

□He uses STRONG and INTRIGUING language "i can be a very intense/passionate person"

□ Implies he goes for EVERYTHING he wants (multi layered intriguing statement)

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***On a Date**

I can be a very intense and passionate person.

When I see something I want I just go for it.

That's the only way to really live, you know?

piercing eye contact the entire time

So I work in Accounting.

You know the 9-5 grind ha!

Oh I also like playing sports and hanging out with friends!

□ Ends with a Moral Authority Frame “this is the best way to live” and creates a Frame (world) which she can now enter with him

□ shows desire and sexuality through the piercing eye contact

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How does the Clown sabotage himself?

□ talks about boring and mundane things

□ Implies he's a wagecuck “9-5 grind ha!”

□ sounds like every other dude out there “i like sports and hanging out with friends”



***On a Date**



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The Takeaway

Frames are Perspectives and are under our control.

While we can't control WHAT the other side does, we can control HOW the other side perceives us by being vigilant with:

- How we Frame things
- The words we use
- The phrasing we use

Oh and if you haven't gotten my course yet then NGMI

(link in bio)

Tivitiko - The most beautiful shape of tweets!

Continue to read: <https://tivitiko.herokuapp.com/thread/kKVpWI.html>