

## Market Segment Analysis – Creating the Unrefusable Offer – 9 Days

### First Three Days – *Preliminary Analysis*

- Closet Exercise Trusted Peer Review
- Introduction to TOC – Thinking Processes
- Nine Resistance Layers
- Evaporating Cloud – Conflict
- Evaporating Cloud 3 – Root Conflict
- CRT – Current Reality Tree
- FRT – Future Reality Tree

### Second Three Days - *Refined Analysis and Activity Plans*

- Field Testing – “Battle Proving” the Analysis
- CRT – Current Reality Tree
- FRT – Future Reality Tree
- PRT – Prerequisite Tree
- TT – Transition Tree
- AMPS – Activity Management Process
- CCPM – Critical Chain Project Management

### Third Three Days – *Crafting the Sales Messages*

- Internal and External Buy-In
- Horizontal Multi-Contact Messages
- Message Bridges Across the Divide
- Base Generic Message: MSG 1, MSG 2, MSG 3, etc.