

# ***The Salesless Experiment***

*STOP SELLING & LET THEM BUY*



The Mexico Intensive • **July 2025**

# The 90-Day No Sales Experiment™

Problem	Hypothesis	Test	Results

## The Sales:Marketing Situation™



The Mexico Intensive • July 2025

## Streamline Sales™

Old way



New way



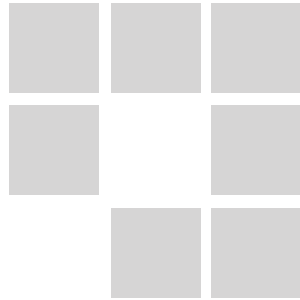
The Mexico Intensive • **July 2025**

# Elon Musk's 5-Step Design Process

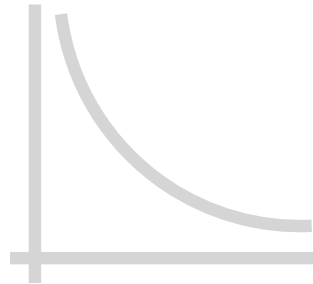
Make the requirements  
less dumb



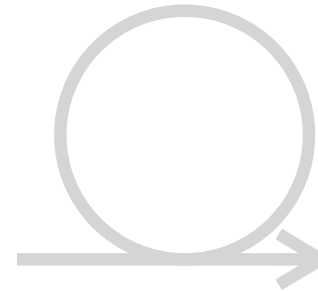
Delete parts or processes



Simplify or optimize



Accelerate



Automate

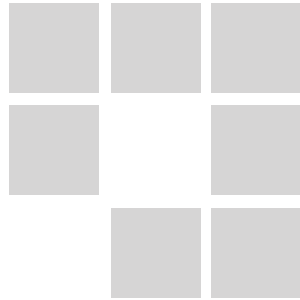


# Elon Musk's 5-Step Design Process

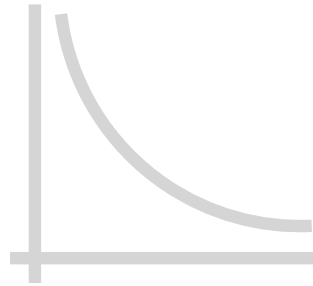
Make the requirements  
less dumb



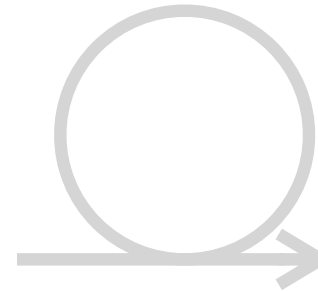
Delete parts or processes



Simplify or optimize



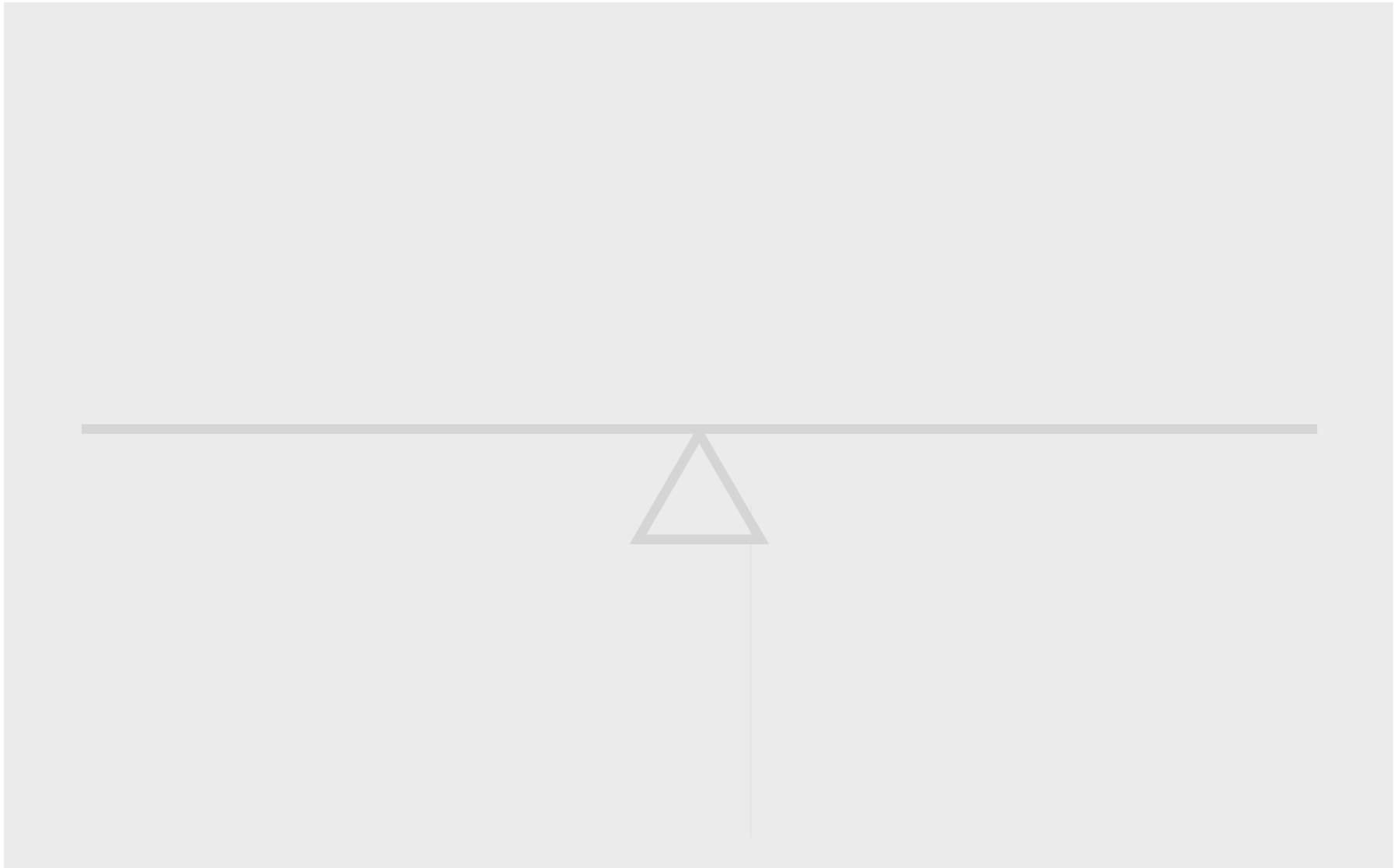
Accelerate



Automate



# The Context Fulcrum™





## The Offer Diamond™



The Mexico Intensive • **July 2025**

# The Silent Offer™

Feedback

1

Actions

2

3



The Mexico Intensive • **July 2025**

# ***Brandwidth™***



# The Objection Presuader™

	1	2	3
Many people think...			
It's a mistake because...			
And the consequence is...			
Instead...			
The benefit is...			



# The Objection Presuader™

	4	5	6
Many people think...			
It's a mistake because...			
And the consequence is...			
Instead...			
The benefit is...			



## The Old Way:New Opportunity™

	1	2	3
Many people do...			
It's a mistake because...			
And the consequence is...			
Instead...			
The benefit is...			



## The Old Way:New Opportunity™

	4	5	6
Many people do...			
It's a mistake because...			
And the consequence is...			
Instead...			
The benefit is...			



The New Opportunity™

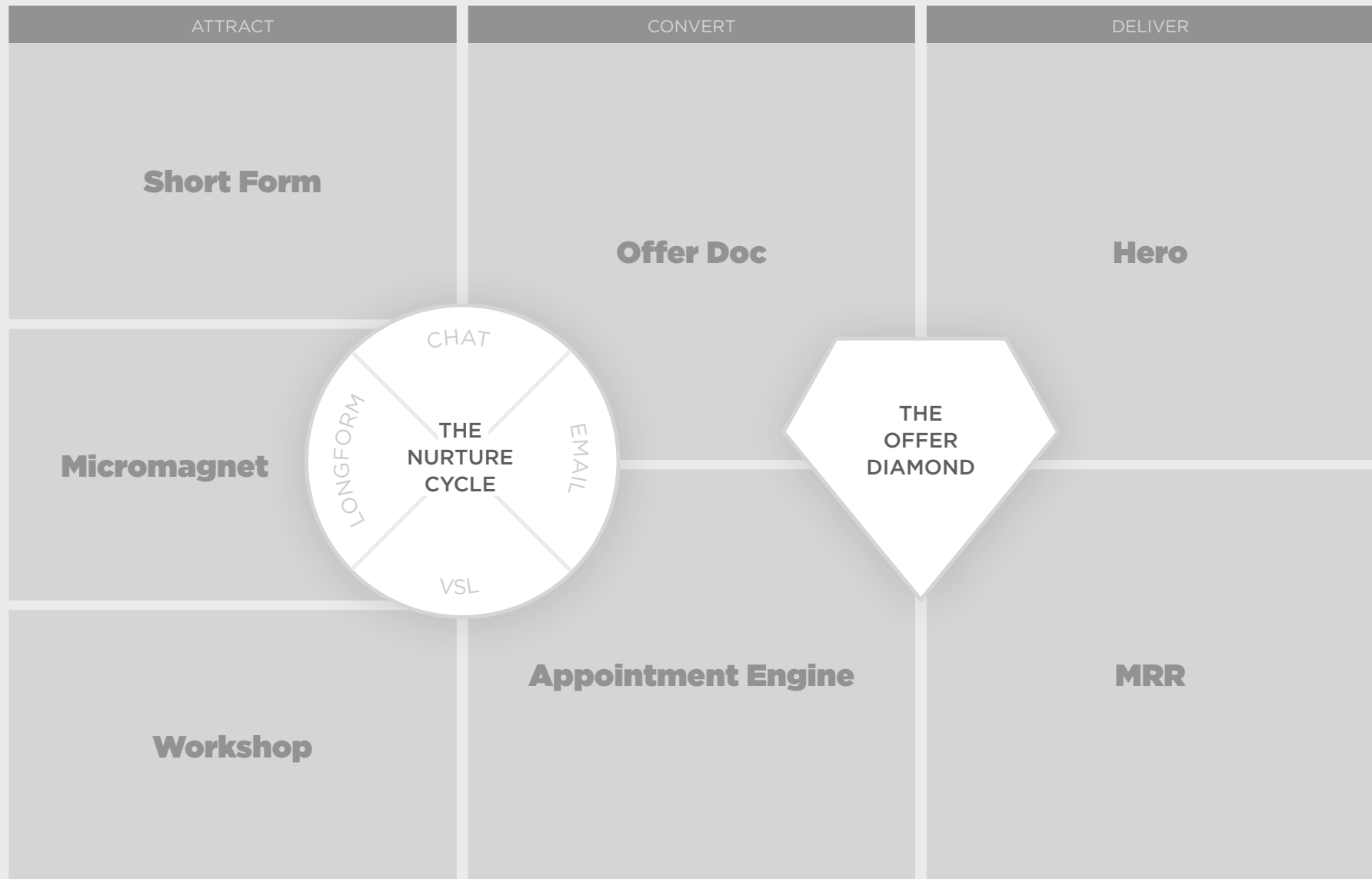
Theme	Old	New





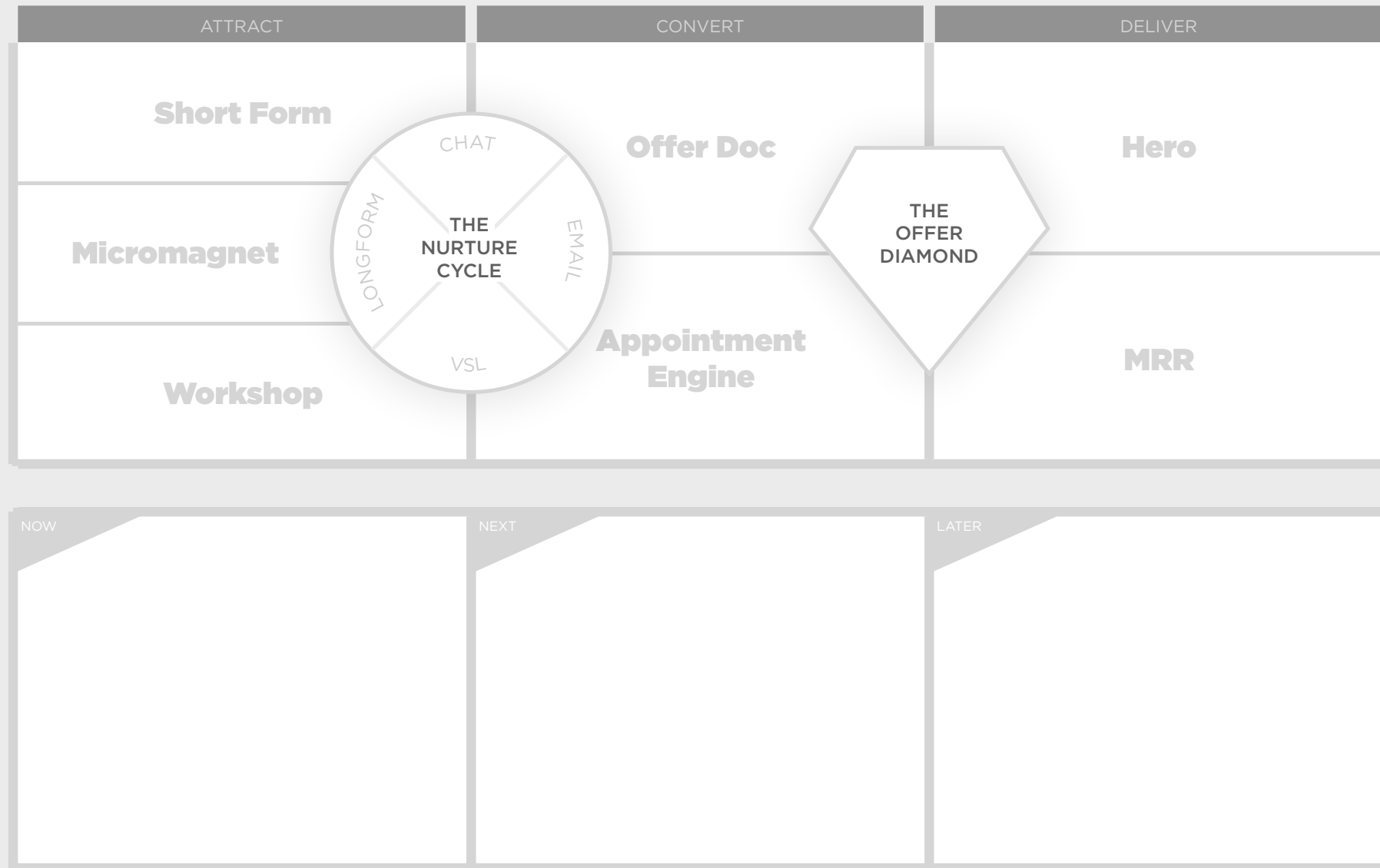
The Mexico Intensive • **July 2025**

# The System 2025™



The Mexico Intensive • July 2025

# My System™



The Mexico Intensive • **July 2025**