

Humans  resistant to change.

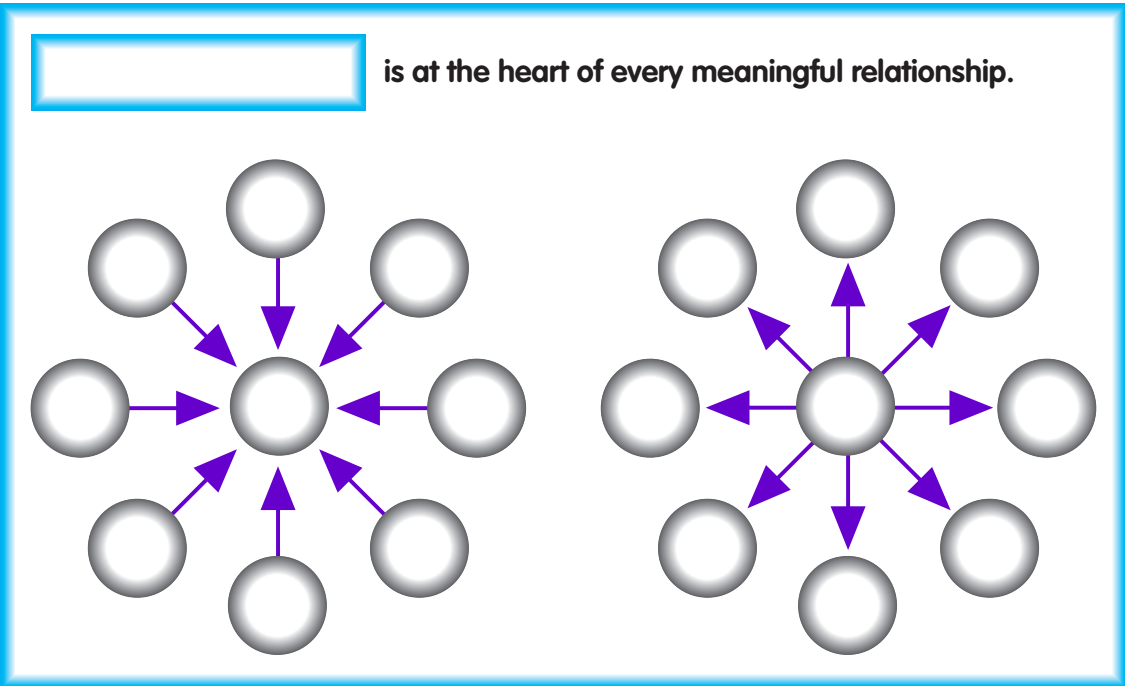
is the central activity of the human experience.

**The Change Process:**

**Step 1:**

**Step 2:**

**Step 3:**



is the purpose of every job.

**What changes do you help people make?**

Fundamentals of the MasterStream Method

is the ability to regulate, direct or influence the outcome of a process or event.

People always move in the direction of greater

People change in order to gain or maintain

People will not change if they are already in

The only thing anyone really wants (buys) is

The only thing anyone really offers (sells) is

In order for someone to change, they must currently feel

In a selling situation

People are not resistant to  they are resistant to losing .

	the emotional and intellectual relationship between a person and a new alternative.
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	the process of determining value.
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**The Four Forms of Value**

	... the change directly supports life ...	
	... the change offers a financial advantage ...	
	... the change supports the human community ...	
	... the change contributes to the enjoyment of life ...	

**How Valuable are Your Products/Services?**

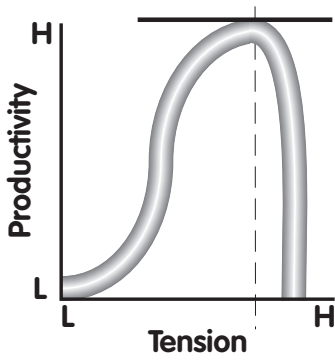

**In what ways do YOU provide value?**



the level of physical, emotional and intellectual activity a person is experiencing at any given moment in time.

the crucial ingredient which determines what changes will be made and when those changes will take place.

In the absence of tension, there is no productivity.



... the level of tension at which someone will take immediate, definitive action.

People pay attention to where they find their tension.

... the product must enhance control.

... the resources must be available.

... there must be a sense of urgency.

LOG	FEA	TEN	?
Y	Y	Y	
N	Y	Y	
Y	N	Y	
N	N	Y	
Y	Y	N	

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MasterStream's only rule:

the standards of conduct and specific moral choices an individual makes in relating to others.

**A Question of Ethics?**

are designed to intimidate or pressure an individual into an action they may not otherwise have taken.

is a subconscious technique designed to transfer positive responses to an unrelated product or idea.

is the intentional misrepresentation of the availability of the product or idea being offered.

**A Question of Truth?**

is the complete and accurate representation of a product or idea.

**Four Aspects of a Truthful Approach**

**MasterStream's Motto**

If the  can't sell  should.