

# How to Poke a Bear

**Once upon a time I went to  
the mall with my wife, Jenna.**

**Jenna wanted to shop.  
I didn't need anything.**

**I told Jenna I'd  
meet her in a hour.**

**To kill some time,  
I walked into a  
Fit to Run store.**

**If Lisa, the salesperson said . . .**

**Can I help  
you?**

**I would have said . . .**



**No thanks.**

**If Lisa said . . .**

**What brings  
you in today?**

**I would have said . . .**

**Nothing.  
Killing time while  
my wife shops.**

**If Lisa said . . .**

**Do you have any  
problems with your  
running shoes?**

**I would have said . . .**



**Nope,  
they're fine.**

**However, Lisa didn't ask  
any of those questions.**

**Here's what Lisa said . . .**

**You a  
runner?**

**I am.**

**What  
distance?**

**I'm training for  
a marathon.**

**Have you ever  
had a running  
gait test?**



**A what?**

**Moments later I'm  
on a treadmill . . .**



Here's Lisa . . .

**See  
how your  
feet are over  
pronating?**





**I do.**

**The problem is if you run  
in sneakers that aren't made  
for pronated feet, you increase  
your risk of getting runner's  
knee or shin splints.  
So you can get sidelined.**

**Then Lisa, poked the bear . . .**



**How do you know if  
your sneakers are made  
for pronated feet?**

**Here's what I  
secretly thought . . .**



Hmm, I'm not sure.

**Moments later I  
spend \$180 on  
new sneakers  
and insoles.**

# The takeaway?

**Your prospects aren't in  
a sales cycle, they're  
making progress.**

**To disrupt the status quo ask  
yourself this question . . .**

**What do you know that  
your prospect doesn't  
know that can hurt them?**



**Be the bearer of bad news.**

**Ditch the pitch.**

**Poke the bear.**

~Fin~