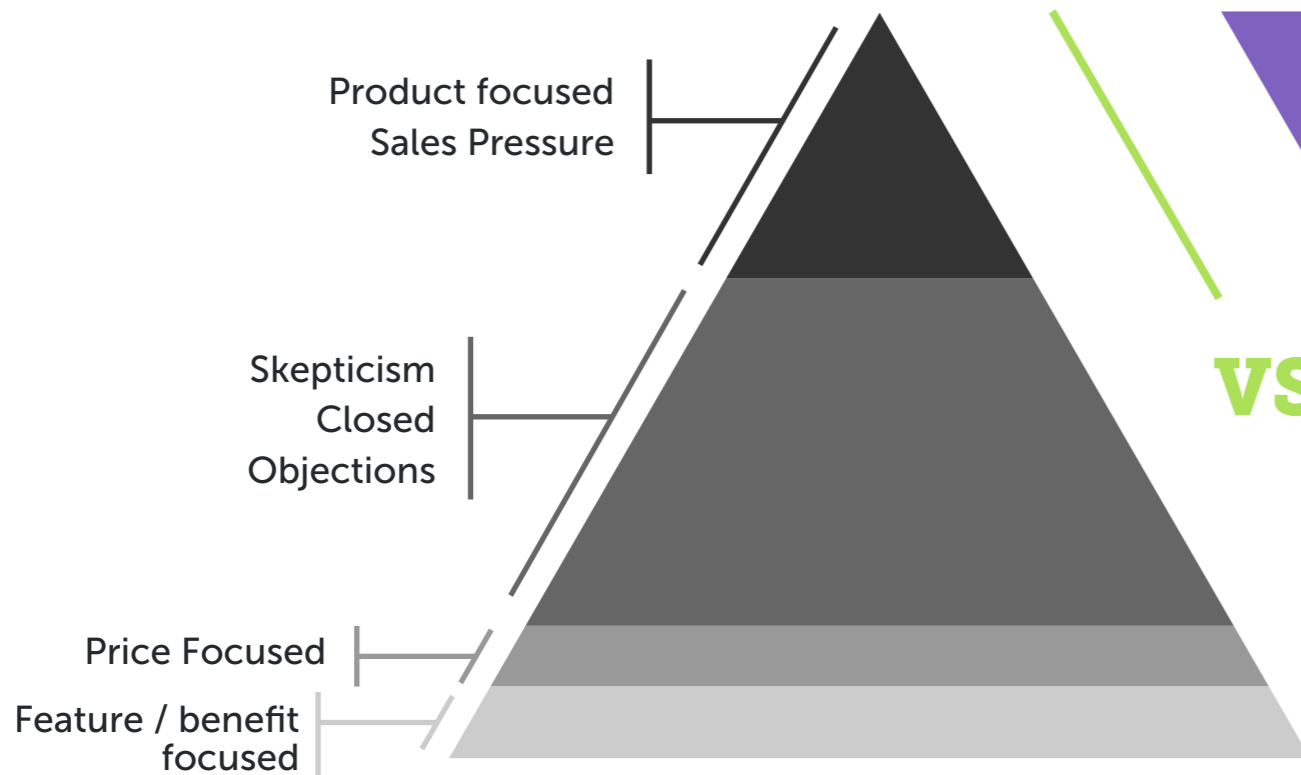


7th Level

AIDA Model

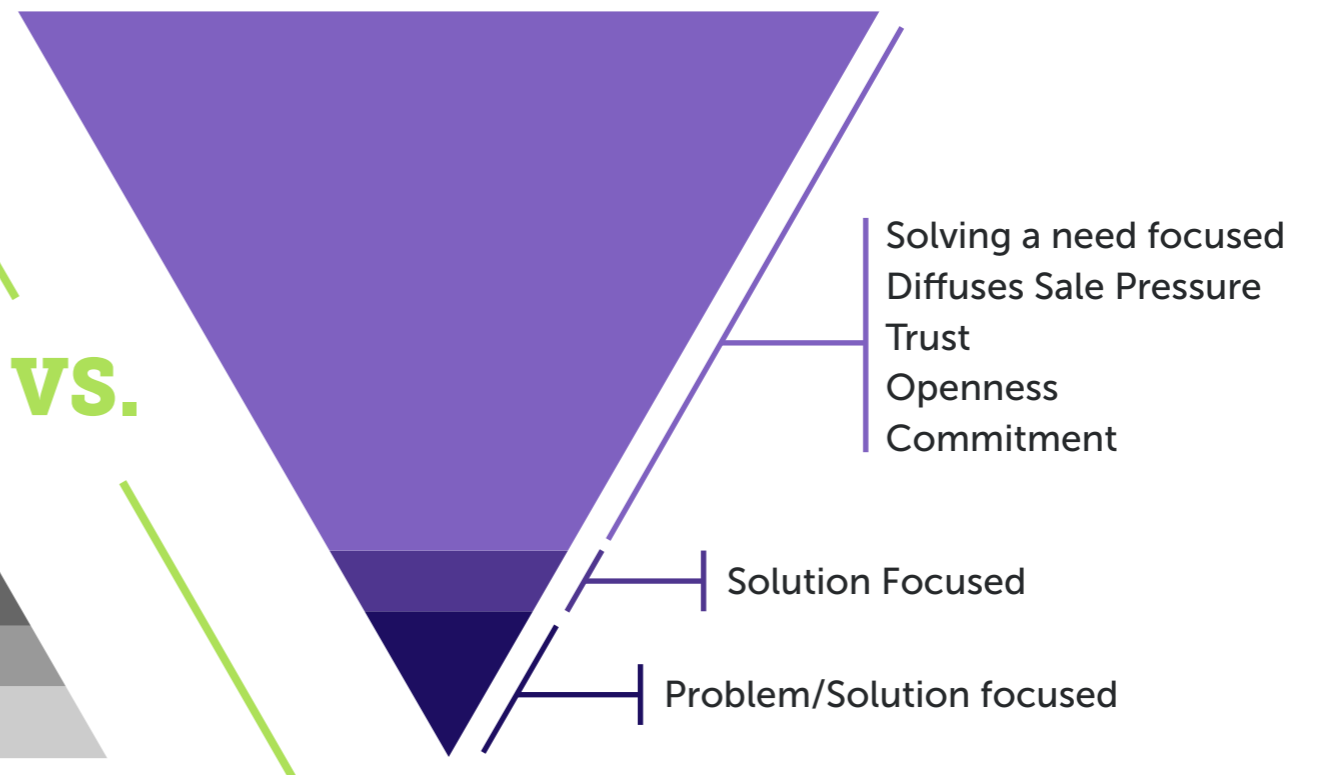
"Old Model"



NEPQ

Neuro emotional persuasion questioning

vs.



- ▲ 30% Closing
- ▲ 50% Presentation
- ▲ 10% Identify Needs
- ▲ 10% Build Rapport/Trust

- ▼ 85% Engagement & Building trust
- ▼ 10% Presentation
- ▼ 5% Commitment

[Learn more about the stages of NEPQ and how to apply them in your sales process](#)