

## THE FORMULA FOR CHANGE

$$(D \times V) + F > R$$

**Dissatisfaction**  
with the status quo

**Vision**  
of a positive future  
state

**First Steps**  
in the direction  
of the vision

**Resistance**  
to change

**D = Dissatisfaction**

List the types of dissatisfaction your clients feel:

**V = Vision**

What vision can be achieved with your product or service:

**F = First Steps**

List product or service options:

**R = Resistance**

List specific resistance clients may have to working with you:

**What three actions will you take to implement the Formula for Change into your sales process?**

**Who will hold you accountable to improving your sales results?**