

Corey Quinn, Inc.

The 6-Slide Trust Multiplier™



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Hi! I'm Corey Quinn 🖐️

SCORPION

CMO



Revenue Growth
\$20M → \$150M



Client Base
1,000 → 14,000 clients



Company Size
100 → 1,000 employees



Sales Force
6 → 60 reps



“The ultimate roadmap to becoming the best loved agency for a focused vertical market. A must read!” - Dr. Benjamin Hardy



Rate Yourself

How well do you or your sales team
build trust with **cold prospects**?

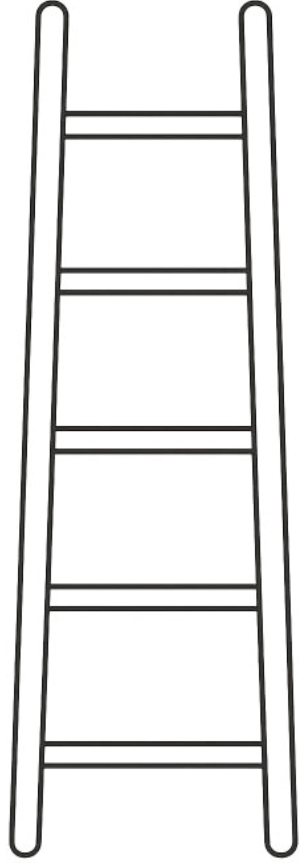
1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Amateur
Hour

Dumb
Luck

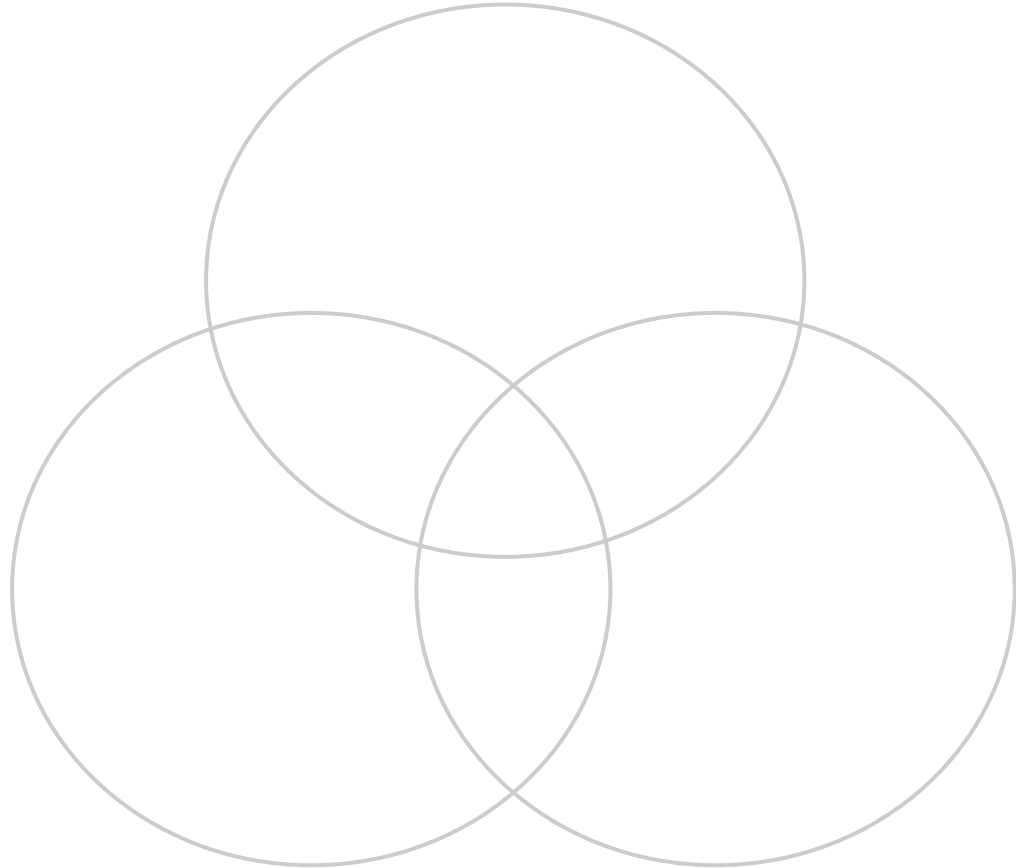
Barely
Passable

Competitive
Advantage




To achieve record sales, you must **earn
trust with every prospect by using a
proven and repeatable system.**

3 Sales



INTENSITY



Time 

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6-Slide Trust Multiplier™



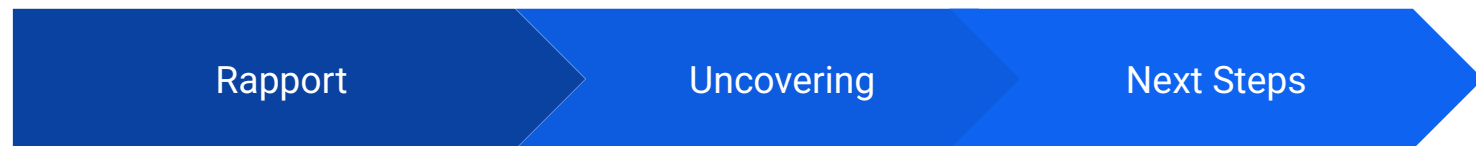
Two-Step Sales Process



**Where the trust is
built**

**Where the sale is
made**

Typical Discovery Call Flow



Outbound Discovery Call Flow



Trust Scale

Timeshare Booth at
the Mall

Orthopedic Surgeon who
Works for the Lakers

6-Slide Trust Multiplier™

1

 Person
 Company
 Product

4

 Person
 Company
 Product

2

 Person
 Company
 Product

5

 Person
 Company
 Product

3

 Person
 Company
 Product

6

 Person
 Company
 Product

Results

SALESPEOPLE

BEFORE

/ QTR

AFTER

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Why This Works



✘ What Most Agencies Do

✔ What the 6-Slide Trust Multiplier™ Does

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Now, It's Your Turn!



Write down your ideal clients' urgent and expensive problems

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BONUS: Download Corey's book "Anyone Not Everyone" for free:  www.AnyoneNotEveryone.com



Exercise:

Step 1: Think of your **ideal client**. 30 seconds

Step 2: Write down **urgent and expensive problems** your ideal clients face. 5 minutes

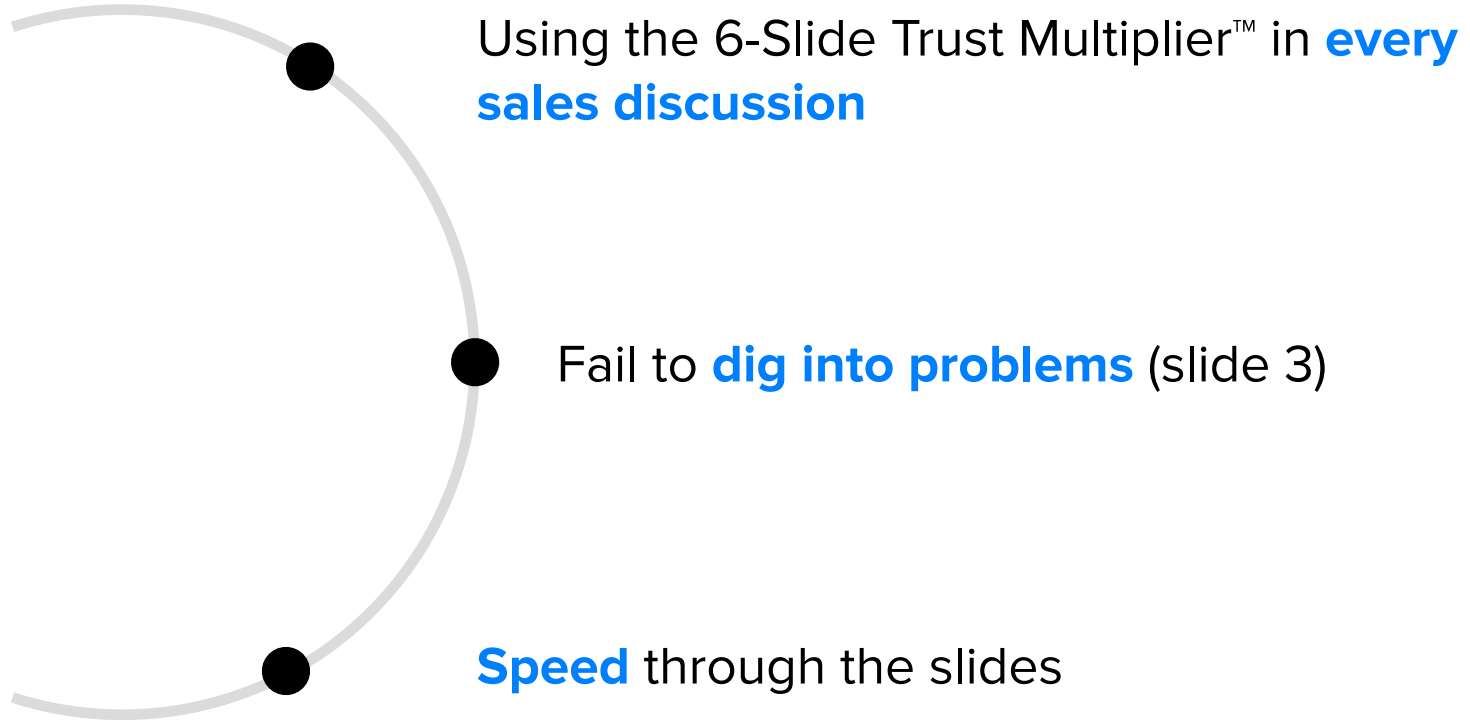
Step 2: Circle the **most urgent** and **expensive problems** your ideal clients face. 2 minutes

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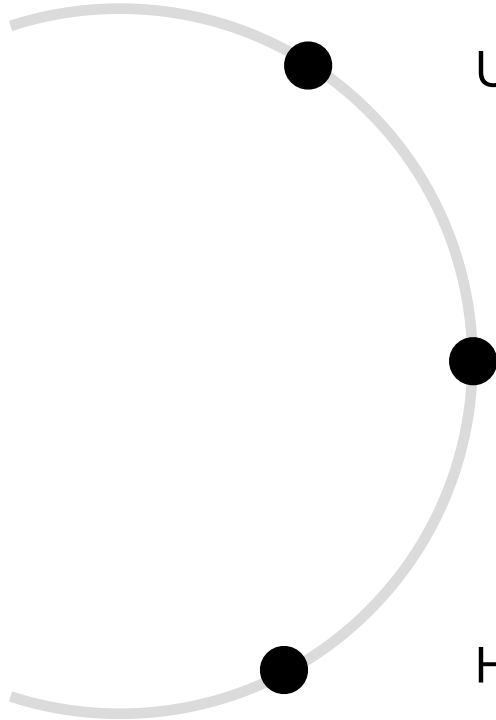
Best Practices



Where People Struggle When Implementing



Best Practices



Use only in **cold/low trust** sales calls

Verify: “Do these sound **familiar**?” “What other **challenges** are you facing?”

Have a **conversation**

More Best Practices

- **Update the problems** as you learn more about what your ICP struggles with.
- Build **multiple client success stories** and use the most relevant one for the prospect

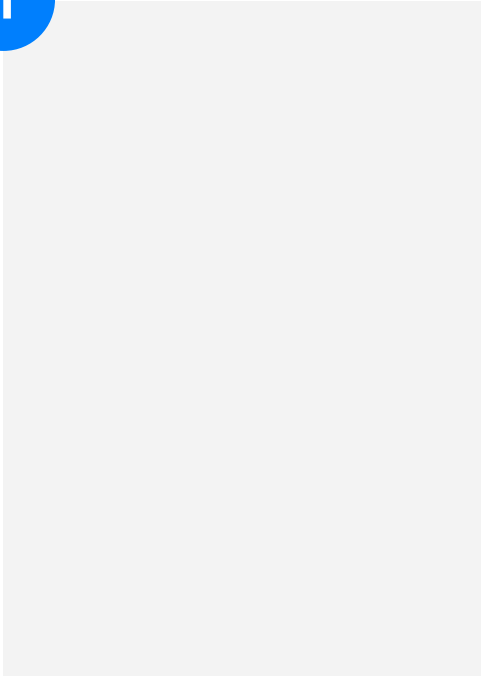
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What To Do Next

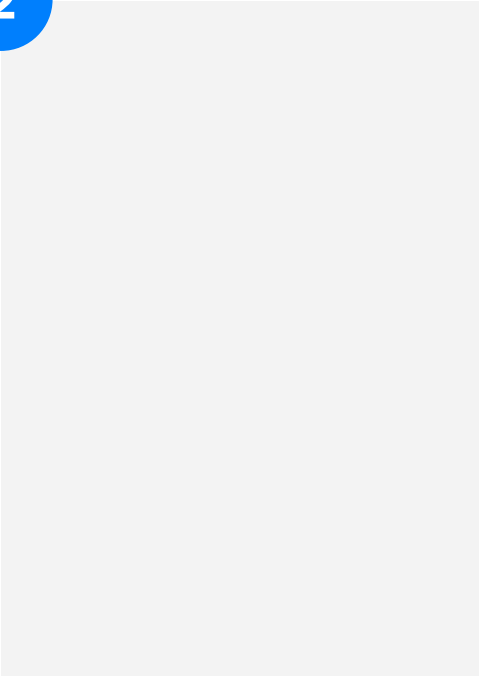


What To Do Next

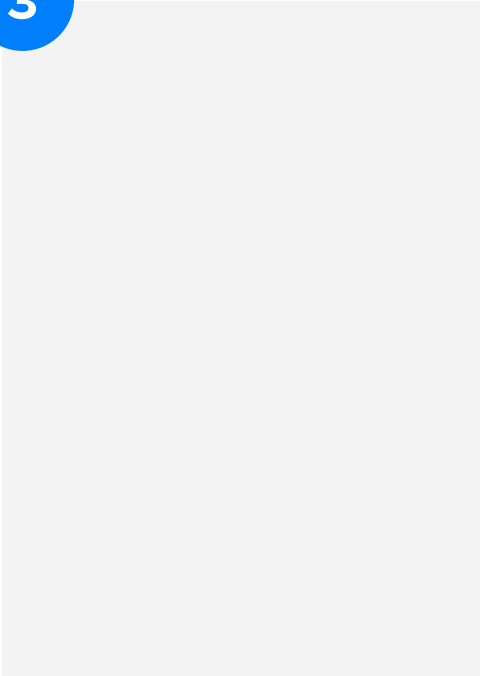
1



2




3



Free Download: 6-Slide Trust Multiplier™ Quick Guide

Build trust with cold prospects...faster.

 Download the same framework we covered today, including:

- ✓ Slide-by-slide breakdowns
- ✓ Real examples and prompts
- ✓ Talk tracks for high-trust sales calls



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6-Slide Trust Multiplier™ Quick Guide

Overview

This guides you through creating your 6-Slide Trust Multiplier™ presentation that builds rapid trust with cold prospects. Each slide includes customization prompts, examples, and best practices to help you tailor the presentation to your specific prospect.

SLIDE 1: AGENDA

Purpose: Put the buyer at ease by providing structure and predictability

Agenda Items:

1. Overview of [YOUR BRAND]
2. Common Challenges for [YOUR VERTICAL]
3. Our Approach & Methodology
4. Client Success Story
5. Understanding Your Business & Goals
6. Next Steps

Key Phrases to Use:

- "Does this sound good?"
- "Is there anything you'd like to add?"
- "We have [X] minutes together today - my goal is to make this as valuable as possible for you."

Best Practices:

- Keep the agenda concise and clear
- Ask for their agreement on the agenda before proceeding
- Position the "Understanding Your Business" as the largest portion of the call

SLIDE 2: CREDIBILITY

Purpose: Establish authority and relevant expertise