

C.B.S. Clients' Believability Scale



HIGHEST

- Discuss
- Visual
- Story
- Personality Style
- 3rd Party
- Client Engagement

Prospect/Client says:

“I **DO** and I understand!”

MEDIUM

- Discuss
- Visual
- Story

Prospect/Client says:

“I **SEE** and I remember.”

LOWEST

- Talk

Prospect/Client says:

“I **HEAR** and I forget.”