

# The Reluctant Sales Person:

NLP Persuasion Power for the  
Sales Shy Professional

# The Reluctant \$ales Person

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If you want to give somebody something free please go to [www.MarkShepardSongs.com](http://www.MarkShepardSongs.com) and download and share my songs. Free. Zip! Nada!

Or go to [www.ModernJedi.com/free-nlp](http://www.ModernJedi.com/free-nlp) and share the free nlp mini course I've got there..

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When they sign up you'll get a commission. Cool or cool?

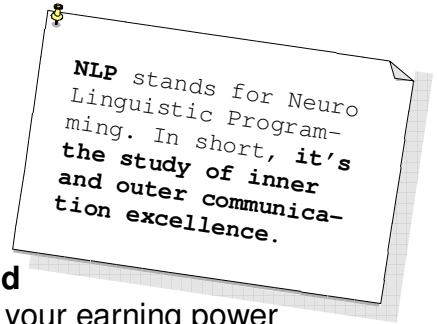
I hope you'll take advantage of this opportunity to "earn while you learn!"

-Mark

P.s. of course you might want to finish both parts 1 and 2 of this course first :o)

## Part One: Internal Influence

## NLP Persuasion Power For the Sales Shy Professional



If there was a **proven set of skills that you and your colleagues and partners could learn quickly & easily that would dramatically increase profits** at the same time as it increased your earning power and enjoyment level as professionals, you would want to know about it wouldn't you?

### Part One: Inner Influence/Internal Persuasion

#### 1. Inner Influence: Setting the Stage for Success

Taking control of our internal states...What goes on inside of you is the first and most important step toward strengthening communication and being a peak performer in any field. You will learn how your internal representations or thoughts produce your communication and behavior. Whether or not we achieve the results we want depends upon the internal representations we hold. Participants learn about the four elements that are the key to controlling our internal states, and thus our results!

#### 2. Triggers for Motivation & Resourcefulness

We are each in charge of our own motivation...Participants gain the power to influence themselves internally at will through a process Mark Shepard teaches in this training. This technique empowers sales and business professionals when they use it in what used to be difficult situations. Mark guides participants in experiencing a powerful state of motivation, confidence and resourcefulness. He then shows them how to establish an "anchor" so they can recall and experience that state any time! Next he introduces S.M.A.R.T. Goals

#### 3. Programming Future Goals

The best way to predict the future is to create it. Go beyond traditional goal setting with a breakthrough method pioneered by Dr. Tad James, MS, PhD called S.M.A.R.T. Goals. James is world renown as the founder of Time Line Therapy®. Shepard has studied intensively with Dr. James and is certified to teach these groundbreaking techniques. After applying S.M.A.R.T. formula to their goals, participants learn how you conceive and store time, then utilize this information to program what you desire into your future. Participants learn and do this process of programming goals into the future so they happen just the way they want.

#### 4. Introduction to Rapid Rapport

Connecting with other people and building trust first begins with us and is an internal process that leads us outward in a positive and powerful way. At the end of the first day Mark introduces Rapport skills in an enjoyable way that sets the stage for mastering these skills in Part Two, "Outer Influence/ External Persuasion."

*(Continued on page 5)*

# The Reluctant Sales Person

(Continued from page 4)

## Part Two: Outer Influence/External Persuasion

### 1. Rapid Rapport

#### a. Instant rapport Over the Phone

Voice quality comprises 38% of communication. You will learn to instantly establish rapport with anyone at anytime over the telephone. They will learn the four indicators of rapport, and specific ways they can develop instant rapport with someone on the telephone simply by paying attention and responding to their voice qualities and patterns of speech. Participants master these effective methods of observation in themselves and others to communicate with volition and precision.

#### b. In-Person Rapport Utilizing Physiological Cues

Participants continue learning to bridge the gaps in their communication and further enhance their relationships with expert rapport skills. They will learn how to communicate with others...at the unconscious level. Mark Shepard shares specific methods for watching, understanding and matching others' physiological cues. Utilizing this information when meeting with people face to face, provides the most effective way to gain instant rapport.

### 2. Strengthening Trust and Identifying Decision Making Strategies

In this section, participants learn specific techniques they can apply to gain valuable insights by watching another person's eye movements and listening to specific words they use. Using these techniques will increase trust and rapport with others, and as a result, increase receptivity, interest and consideration of what one has to say. Participants will also learn a simple yet incredibly effective approach to discover someone's decision-making or buying strategy. This will allow the NLP trained sales person to most efficiently match their prospect's information processing style while communicating with confidence and enthusiasm to achieve winning results!

### 3. Putting It All Together: The Five Step Sales Process

Is a simple, easy to learn process that builds on the NLP Foundation skills to enable Sales Professionals to stay on track and expertly guide the buying process towards a close and a positive win-win experience for both buyer and seller. It offers several new ideas in selling that allow sales people to establish value and need as well as to handle objections and get to a close.

## Part 3: Follow-up Coaching and Support

Follow up coaching and support after your workshop enables you to truly integrate and "own" the changes you've made as well as the new skills and techniques to your greatest advantage. Call 203-495-8808 or e-mail my office at [mark@markshepard.com](mailto:mark@markshepard.com) to learn more.

# The Reluctant \$ales Person

## Who is Your Instructor?

Courage Coach?

Rapid Change Specialist?

Musician? Storyteller?

Sales Person?



Mark Shepard, CHt, NLPT is a Master Practitioner and Trainer of Hypnosis, NLP & Time Line Therapy™. Mark has spent the last 25 years in an unceasing quest for excellence in the fields of personal growth, business success, the creative arts, mind/body healing and rapid change.

He has studied with recognized world leaders in the field of Hypnosis and the related fields of NLP, and Time Line Therapy™ and is Certified as a Master Practitioner and Trainer by the American Board of Hypnotherapy, the American Board of NLP & The Time Line Therapy® Association. Mark is currently a Ph.D. candidate in Clinical Hypnosis through American Pacific University.

In 2001 he was recognized by the Connecticut Commission on the Arts as a Master Teaching Artist for his work using the creative and performing arts to teach core curriculum subjects in primary and secondary schools throughout New England.

Shepard excels in explaining abstract ideas in a simple easy to understand way. His students enjoy the added benefit of over 10 years of experience as a professional storyteller and songwriter. His unique teaching style is at once informative and entertaining, demonstrating Mark's instinctive ability to convey the most sophisticated topics to his audiences in an easy to understand manner.

Mark Shepard is a dynamic speaker, and workshop leader on a number of innovative motivational, organizational, business and educational themes. He offers a variety of certification trainings in NLP, Hypnosis & Time Line Therapy™.

In addition to his speaking and training, he maintains a private practice as a Master Practitioner of NLP & Ericksonian Hypnosis in New Haven, CT and is a nationally recognized singer/songwriter and storyteller. He has released over a dozen CD's of his original songs & stories as well as a growing library of NLP & Hypnosis CD's.

To learn more visit these websites:

[www.MarkShepard.com](http://www.MarkShepard.com)

[www.ModernJedi.com](http://www.ModernJedi.com)

# Offerings by Mark Shepard, NLPT

Certified Master Practitioner and Trainer of NLP

- **Peak Performance Coaching**
- **Personal Breakthrough Sessions**

## Certification Trainings:

- **NLP Master Practitioner**
  - **NLP Practitioner**
  - **Hypnosis**
- **Time Line Therapy**

## Seminars

- **The Reluctant Sales Person:** NLP Persuasion Power for the Sales Shy Professional
- **Managing With Meta Programs:** NLP for Leadership Excellence
- **Design Your Life:** Clearing the Past & Programming the Future
- **Relationship Rapport:** Communication For Co-Workers, Couples & Kids

## Keynotes and Workshops:

- **Smart Goals**
- **Rapid Rapport**
- **NLP In A Nutshell**
- **Inner Influence: Self Motivation 101**
  - **Impossible People**
- **Thirsty For The Sky: Motivational Music**
  - **Clear the Fear Fast**

## NLP Sales & Communication Skills. Results You Can Take To The Bank...

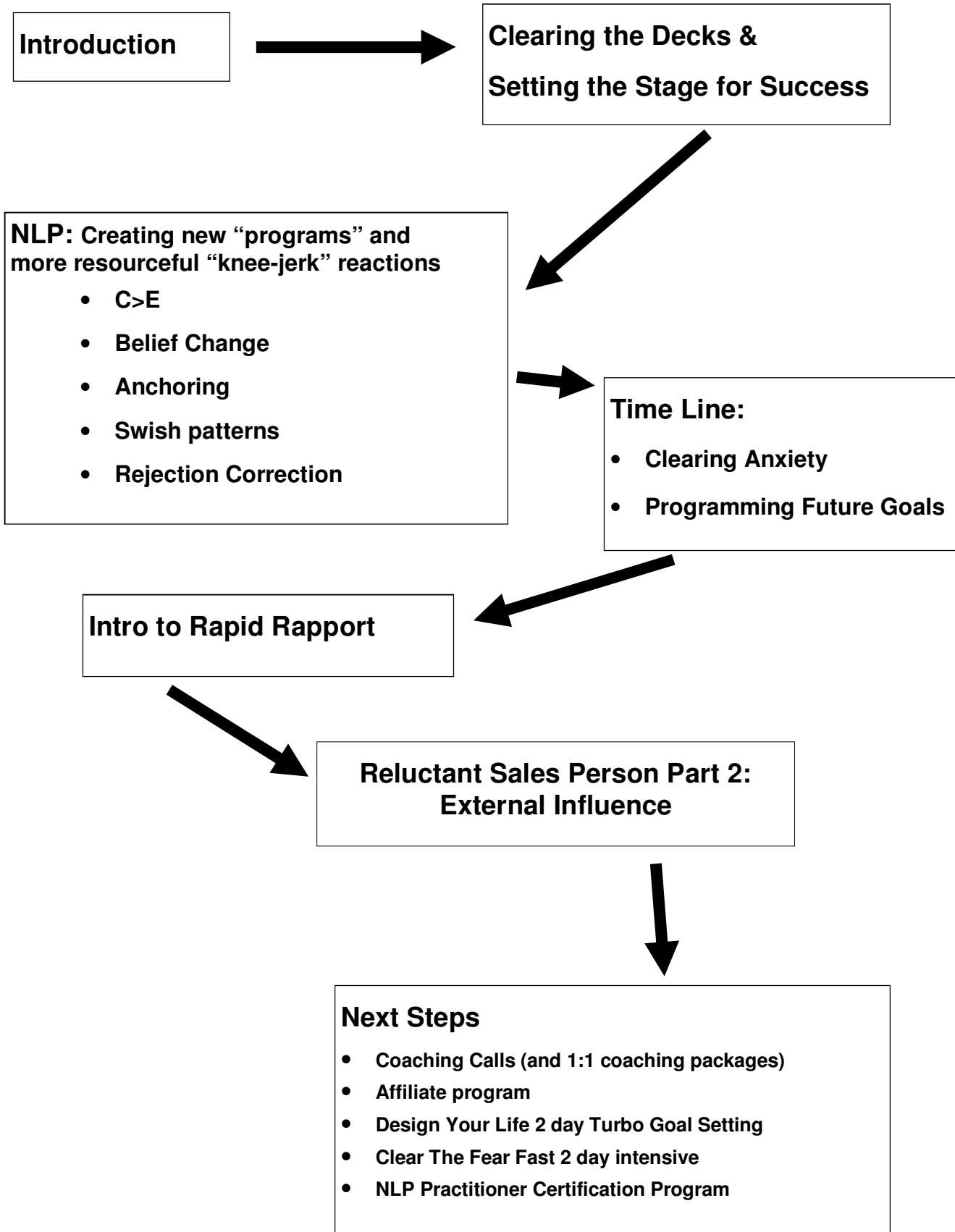
### A few examples of the results others have gotten using these skills:

- Dan Hall of Data One used the skills I'll be teaching you and your staff and increased sales 10 times! His company was doing **\$20,000 per month in business and by end of the year increased it to \$200,000 per month.**
- After implementing these concepts and skills for two years, J.R. Billings of Mountain States Mortgage grew her company from a small regional firm to one of the largest mortgage banking firms in the western US. **Her net worth rose from 5 to 50 million dollars!**
- Northwestern Mutual Life sales people in Honolulu were already making \$300,000 per year. What more could **they** learn? **At the end of their training these pros responded 100% favorably...**
- Int'l Trading Group moved from 8th place out of 15 offices in their company to **first place in thirty days!**
- Stiles Precision Components in the UK was only closing 40% of it's competitive bids. **Between their two day training in October and the following March, they closed 100% of the bids that they were competitive on.** One sale alone was worth over 2 million dollars.

In the following pages you'll learn the same set of skills these people learned. Apply them and experience these kinds of results in your professional and personal life too.



# The Reluctant Sales Person



## 1. Introduction:

Song: Stand Tall

Teaching Tales/Sales Stories:

# The Reluctant \$ales Person

## Stand Tall

Fall 2003, Winter 2004, Fall 2004

A rainy day and it's not yours  
You had to face a few slammed doors  
So you sit and hang your head (wondering how to earn some bread)  
Was it something someone said?  
Or is it a picture in your head?  
Was it a feeling in your gut  
Was it an open door you imagined shut  
You decide.

Refrain:

Stand tall. Force a grin. Forget the loss and count the win  
Hold fast. Dig down deep. First you sow and then you reap  
Look up. Breathe it in. You've got the gold of Solomon  
Look left, Look right. Brighten up your inner light

When did you decide to lose?  
Don't you know we always choose  
To retreat or to go forward  
To move away or to move towards  
So pick yourself up off the boards  
Give yourself an award  
You gave it your best shot and now it's time to dig down deep  
And pull out just a little more, pull out just a little more.  
You decide.

Refrain:

What just changed? Not the world, the world's the same  
You just rearranged your perception  
You shifted your focus and in the process chose to let go of some old pain.  
That's right! Take it, shrink it down, fade it out, push it far away and Let it go!  
Rearrange it into something you can learn from.  
Now you know. And it just goes to show...  
It's lost it's power over you hasn't it?  
And every thought has become a friend  
Like the cripple throwing a way his crutch or  
The shy kid reaching out his hand  
And looking you right in the eye with an open smile and warmly inviting you to dance...  
It's the shy kid inviting you to dance...  
You decide. You decide.

# The Reluctant \$ales Person

## Teaching Tales/Sales Stories:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

## 2. Clearing the Decks & Setting the Stage for Success





# The Reluctant \$ales Person

## What does "sales" and "selling" mean to you?

When I say Sales or Sales Person do you have a picture? What is it? Please describe.

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**Sales people are...**

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What did your parents say about sales people?

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What does our culture say about sales?

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What are some typical images associated with sales people?

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What was your worst sales experience or sales person?

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What are some other words (negative) for "Selling" or "Sales Person."

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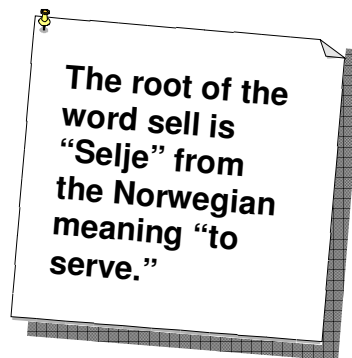
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# The Reluctant \$ales Person

## Selling = Serving



What was your best sales experience or sales person?

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Positive words for "sales person":

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Postive words for "selling":

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## How Do You Stop Yourself?

Describe what happens when you stop yourself from “selling.” What happens first? What happens next etc.

Is it something you see? Describe

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Is it something you say to yourself? Describe

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Is it something you hear? Describe

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Is it something you feel? Describe

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### 3. NLP (Neuro Linguistic Programming) Creating New "Programs" and Resourceful Reactions

- C>E
- Belief Change
- Anchoring
- Swish patterns
- Rejection Correction

## Neuro Linguistic Programming (a.k.a. NLP)

What the heck is it and why should you care?

**NLP is to personal transformation what Pilates is to fitness, what BOSE is to stereo systems, what the laser beam is to lighting.**

*NLP is the study of excellence. (Tad James, PhD)*

*NLP is an attitude and a methodology that leaves behind a trail of techniques. (Richard Bandler, PhD, co-founder of NLP)*

*NLP enables you to understand what makes you tick; how you think, how you feel, how you make sense of everyday life in the world around you. Armed with this understanding, your whole life-work and play- can become magical. - Romilla Ready & Kate Burton, "NLP For Dummies"*

**In my opinion, NLP is a model of internal and external communication that enables rapid and profound change.**

NLP is about consistently achieving our desired outcomes in all areas of our lives. Some approaches focus on “why” we do something. NLP focuses on “how” we “do” a certain behavior.

NLP is currently being used by therapists, world class athletes, an increasing number of our world leaders and top business and arts professionals.

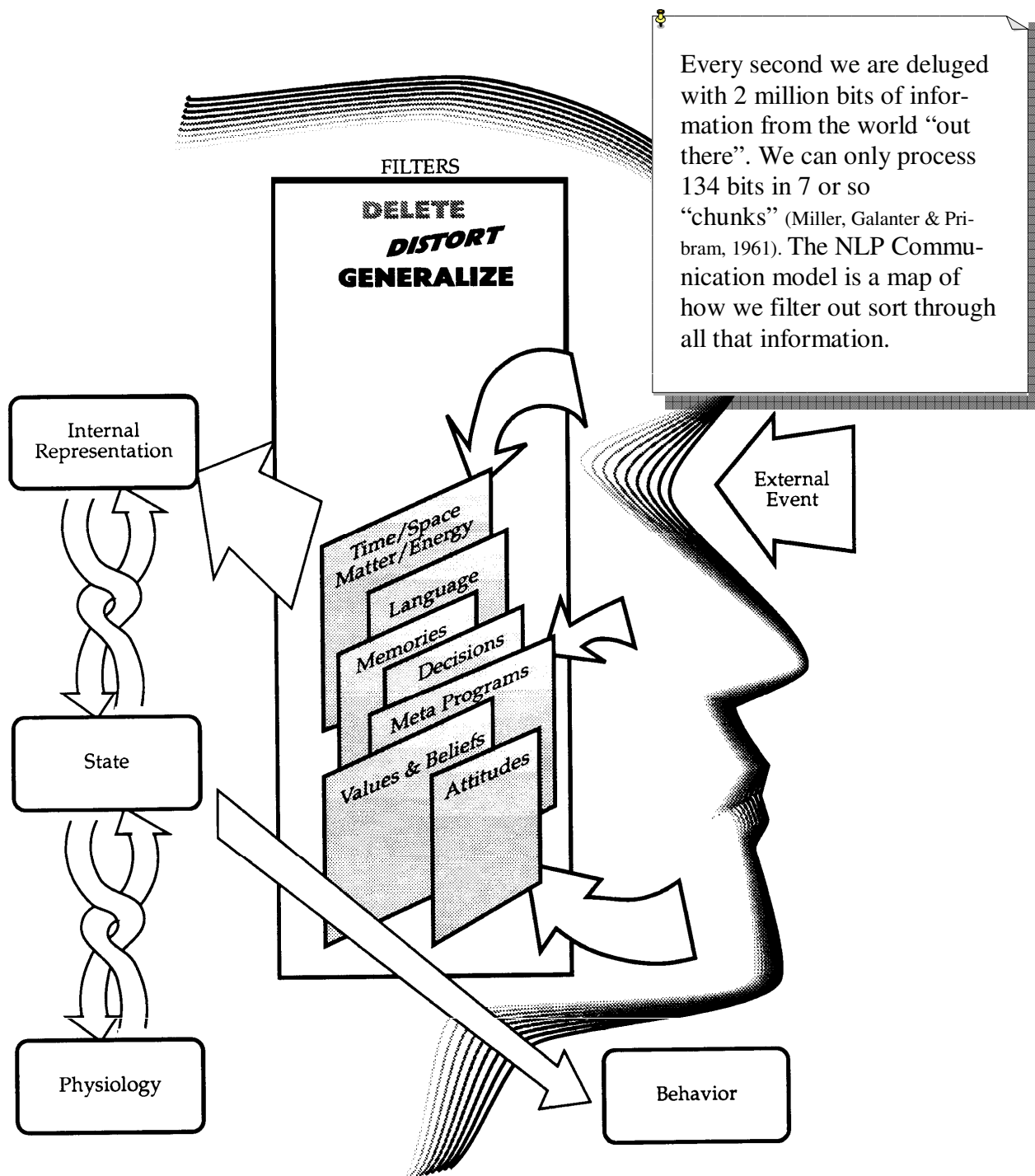
I use NLP with:

- Phobia sufferers to interrupt the pattern of fear in trigger situations and take charge of their thoughts and emotions in empowering ways.
- Sales people and other business professionals to break through the blocks that hold them back and to communicate more effectively with themselves and others.

“Yeah, yeah, yeah, but what is it really?”

In a nutshell, **NLP is about how you run your brain.**

# NLP Communication Model



Every second we are deluged with 2 million bits of information from the world "out there". We can only process 134 bits in 7 or so "chunks" (Miller, Galanter & Pribram, 1961). The NLP Communication model is a map of how we filter out sort through all that information.

## Getting To Cause...Reasons vs. Results

# Cause > Effect

We may have been taught, and therefore have believed that we live at the mercy of others, or fate, or luck, or chance; certainly that is what most people on this planet live by. But once you start to see the Law of Attraction in operation, you ultimately come to understand that there is no such thing as a victim; never has been, never will be.

There is no good luck, bad luck, good fortune or coincidence. There is no destiny, fate or providence. There is no big judge in the sky keeping score on how right or wrong you've been. There is no karma from past lives nor penance.

That's all victim stuff. And there is not a victim among us, only co-creators in thought and feeling, powerful magnets attracting like bees to honey the matching frequency of our ever-flowing vibrations."

—Lynn Grabhorn, "Excuse Me, Your Life Is Waiting," p. 23–24

## Getting To Cause...Reasons vs. Results

### Cause > Effect

Are you at cause in your life? Or are you a victim of this or that, or something else?

One of the most empowering ideas I've ever experienced is the notion that we are the creators of our lives and our own bank accounts. Whatever it is you are experiencing now has been created by you, by your thoughts, decisions, beliefs, focus, interpretations etc.

The beauty of being in sales (and we all are) is that you can take the results to the bank. In other areas of our lives we can pretend we are victims but in business, it's up to us to take action and bring the rain. If what we are doing is not working then we need to change our approach and try something else. This process is intimately connected to our personal growth. Ultimately it boils down to a bottom line that is manifested through our minds...

"I wake up in the morning, and I consciously create my day the way I want it to happen. Now, sometimes, because my mind is examining all the things that I need to get done, it takes me a little bit to settle down, and get to the point, of where I'm actually intentionally creating my day. But here's the thing. When I create my day, and out of nowhere, little things happen that are so unexplainable, I know that they are the process or the result of my creation. And the more I do that, the more I build a neural net, in my brain, that I accept that that's possible, gives me the power and the incentive to do it the next day."

- Dr. Joe Dispenza from the film "What the Bleep Do We know?"



# The Reluctant \$ales Person

## Roll Your Rock Away

6/1/03-6/4/03

You could believe in Santa Clause  
Yet still not believe in yourself  
You could pause because  
You're afraid of your turn  
In the urn on the living room shelf  
You could have a brand new set of Ginsu knives  
You could have more good luck than  
An alley cat's got lives  
You could out deal the devil in the dark of night  
While you scan the future with your second sight  
But you got to roll your rock away

You could dance to the beat  
Of a different drummer  
While you drive down the street  
In your bright red Hummer  
You might look hot on the beach this summer  
Or be the coolest dude in a crowd of cucumbers  
You could talk a dog off a meat wagon  
Convince Austin Powers to give up shagging  
Or Sell snow to the city of Buffalo  
As part of your own reality T.V. Show  
But you got to roll your rock away.

You may have the cleanest house in Babylon  
Or the best tasting salt in Gomorra  
You may be the latest prophet reciting  
From the Bible, the Koran,  
The Wall St. Journal, or the Torah  
You can get yourself a groovy guru  
And a magical mantra to mutter  
Or you may prefer modern scientific Voodoo  
As you hit the links with your carbon fiber putter  
You got to roll your rock away.

Bridge:  
Would you dare to take my hand?  
Let me show you your own Promised Land  
It begins when you choose to see  
Yourself the way you want to be...  
(You got to roll your rock away)

You could be drowning in the desert  
Thirsty in the pouring rain  
You might be wondering  
When someone's gonna finally explain  
Why you can lead a horse to water  
You might even get him to drink  
You can lead a man to knowledge  
But I'll be damned if you can make him think  
He's got to roll his own rock away  
You got to roll your rock away...

**Commentary:** This is a hopefully humorous approach to getting the concept across that it is up to us to create what we want in our lives. I can't clear your fear or other blocks for you...That's the rock you've got to roll away...I can coach you and reconnect you with the many resources you have, I can even loan you a lever and a fulcrum so that it's a lot easier to move the rock than you thought. But...it's your rock and ultimately it's up to you to make the changes you want in

# The Internal Representation

My Internal Representations determine my \_\_\_\_\_  
and are made up of:

## **Visual:**

The \_\_\_\_\_ that we hold in our mind.

## **Auditory:**

The \_\_\_\_\_ that we hold in our mind

## **Kinesthetic:**

The \_\_\_\_\_ that we hold in our mind

## **Auditory Digital (Self Talk)**

The \_\_\_\_\_ that we hold in our mind

# The Power of Focus and Beliefs

**When you give your attention to something what is your focus?**

**Are you focusing on what you want?**

**Or are you focusing on what you don't want?**

**What you focus on determines your results.**

Focus is a matter of choice. Our beliefs are like presets on a camera lens and have a lot to do with what we unconsciously focus on. If you believe there's not enough or that there's plenty or that the economy is bad or that you are a such great sales person that the economy doesn't even figure into it, then that will determine what you focus on won't it? And your focus will determine your outcome...

## **Beliefs:**

Experiments done in the 1940's in Hypnosis made it clear that a client will not actualize what the practitioner does not believe. In other words if the Hypnotherapist doesn't believe a person can quit smoking or lose weight etc., then the client won't be able to. I believe this same phenomenon applies to sales. If you do not believe the client will buy your product or service, they most likely won't. But if you have a vivid internal experience of the client needing and wanting your service or product, buying it, and even more importantly being really happy with it, changing their lives for the better with it, you will give off a whole different "vibe" won't you?

What are you focusing on? Really!

The first thing I think of when I think of my self "selling" is:

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## SUBMODALITIES BELIEF CHANGE SCRIPT

*(Whenever you do any SubModalities work, you should use the SubModalities Checklist on the next pages. This adds to your precision and accuracy)*

1. “Can you think of a limiting belief about yourself that you wish you did not have? What is it? As you think about that belief, do you have a picture?” (Elicit the SubModalities.)
2. “Can you think of a belief which is no longer true. For example, perhaps you used to be a smoker. Someone who was a smoker, used to believe they were a smoker, but now they no longer believe that. Or someone who used to own a new 1985 car, believed that they were a new car owner, but now they no longer do. Or perhaps the belief that you are no longer 18. Do you have something like that which used to be true for you, but no longer is? What is it? As you think about that old belief, do you have a picture — Where is that old belief now?” (Elicit the SubModalities. For best results, the location should be different!)
3. Change the SubModalities of #1 into the SubModalities of #2.

TEST: Now, what do you think about that old belief?

4. “Can you think of a belief which for you is absolutely true? Like, for example, the belief that the sun is going to come up tomorrow. Do you believe that? (Or, the belief that it’s good to breathe.) What is it? As you think about that belief, do you have a picture?” (Elicit the SubModalities)
5. “Can you think of a better belief which is the opposite of the belief in #1? Think of a desired belief that would support you and create a better result for your life. Good, what is it? As you think about that belief, do you have a picture?” (Elicit the SubModalities)
6. Change the SubModalities of #5 into the SubModalities of #4.

TEST: Now, what do you believe? Why do you believe you have this new belief?

# The Reluctant \$ales Person

<b>Submodality Checklist</b>
Limiting Belief _____
<b>Visual</b>
<input type="checkbox"/> B & W <input type="checkbox"/> color
<input type="checkbox"/> Bright <input type="checkbox"/> Dim
Location: <input type="checkbox"/> Near <input type="checkbox"/> Far <input type="checkbox"/> right <input type="checkbox"/> left <input type="checkbox"/> ctr
<input type="checkbox"/> life-size <input type="checkbox"/> smaller <input type="checkbox"/> Larger
<input type="checkbox"/> <b>Associated?</b> (through your eyes)
<input type="checkbox"/> <b>Dissociated?</b> (Looking as an observer)
<input type="checkbox"/> Focused? <input type="checkbox"/> Defocused?
Focus: <input type="checkbox"/> Changing? <input type="checkbox"/> Steady?
<input type="checkbox"/> Framed? <input type="checkbox"/> Panoramic?
<input type="checkbox"/> Movie? <input type="checkbox"/> Still?
Movie - <input type="checkbox"/> Fast <input type="checkbox"/> Normal <input type="checkbox"/> Slow Motion?
<b><u>Kinesthetic: any feelings important?</u></b>
Location
Size
Shape
Intensity
Steady
Movement/Duration
Vibration
Pressure <input type="checkbox"/> Soft <input type="checkbox"/> hard
Weight <input type="checkbox"/> Light <input type="checkbox"/> Heavy
<b><u>Auditory: Any sounds important?</u></b>
Location
Direction
<input type="checkbox"/> Internal? <input type="checkbox"/> External?
<input type="checkbox"/> Loud? <input type="checkbox"/> Soft?
Tempo: <input type="checkbox"/> Fast? <input type="checkbox"/> Slow?

<b>Submodality Checklist</b>
Old Belief _____
<b>Visual</b>
<input type="checkbox"/> B & W <input type="checkbox"/> color
<input type="checkbox"/> Bright <input type="checkbox"/> Dim
Location: <input type="checkbox"/> Near <input type="checkbox"/> Far <input type="checkbox"/> right <input type="checkbox"/> left <input type="checkbox"/> ctr
<input type="checkbox"/> life-size <input type="checkbox"/> smaller <input type="checkbox"/> Larger
<input type="checkbox"/> <b>Associated?</b> (through your eyes)
<input type="checkbox"/> <b>Dissociated?</b> (Looking as an observer)
<input type="checkbox"/> Focused? <input type="checkbox"/> Defocused?
Focus: <input type="checkbox"/> Changing? <input type="checkbox"/> Steady?
<input type="checkbox"/> Framed? <input type="checkbox"/> Panoramic?
<input type="checkbox"/> Movie? <input type="checkbox"/> Still?
Movie - <input type="checkbox"/> Fast <input type="checkbox"/> Normal <input type="checkbox"/> Slow Motion?
<b><u>Kinesthetic: any feelings important?</u></b>
Location
Size
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Vibration
Pressure <input type="checkbox"/> Soft <input type="checkbox"/> hard
Weight <input type="checkbox"/> Light <input type="checkbox"/> Heavy
<b><u>Auditory: Any sounds important?</u></b>
Location
Direction
<input type="checkbox"/> Internal? <input type="checkbox"/> External?
<input type="checkbox"/> Loud? <input type="checkbox"/> Soft?
Tempo: <input type="checkbox"/> Fast? <input type="checkbox"/> Slow?

# The Reluctant \$ales Person

<b>Submodality Checklist</b>
True Belief _____
<b>Visual</b>
<input type="checkbox"/> B & W <input type="checkbox"/> color
<input type="checkbox"/> Bright <input type="checkbox"/> Dim
Location: <input type="checkbox"/> Near <input type="checkbox"/> Far <input type="checkbox"/> right <input type="checkbox"/> left <input type="checkbox"/> ctr
<input type="checkbox"/> life-size <input type="checkbox"/> smaller <input type="checkbox"/> Larger
<input type="checkbox"/> <b>Associated?</b> (through your eyes)
<input type="checkbox"/> <b>Dissociated?</b> (Looking as an observer)
<input type="checkbox"/> Focused? <input type="checkbox"/> Defocused?
Focus: <input type="checkbox"/> Changing? <input type="checkbox"/> Steady?
<input type="checkbox"/> Framed? <input type="checkbox"/> Panoramic?
<input type="checkbox"/> Movie? <input type="checkbox"/> Still?
Movie - <input type="checkbox"/> Fast <input type="checkbox"/> Normal <input type="checkbox"/> Slow Motion?
<b><u>Kinesthetic: any feelings important?</u></b>
Location
Size
Shape
Intensity
Steady
Movement/Duration
Vibration
Pressure <input type="checkbox"/> Soft <input type="checkbox"/> hard
Weight <input type="checkbox"/> Light <input type="checkbox"/> Heavy
<b><u>Auditory: Any sounds important?</u></b>
Location
Direction
<input type="checkbox"/> Internal? <input type="checkbox"/> External?
<input type="checkbox"/> Loud? <input type="checkbox"/> Soft?
Tempo: <input type="checkbox"/> Fast? <input type="checkbox"/> Slow?

<b>Submodality Checklist</b>
Desired Belief _____
<b>Visual</b>
<input type="checkbox"/> B & W <input type="checkbox"/> color
<input type="checkbox"/> Bright <input type="checkbox"/> Dim
Location: <input type="checkbox"/> Near <input type="checkbox"/> Far <input type="checkbox"/> right <input type="checkbox"/> left <input type="checkbox"/> ctr
<input type="checkbox"/> life-size <input type="checkbox"/> smaller <input type="checkbox"/> Larger
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<input type="checkbox"/> Focused? <input type="checkbox"/> Defocused?
Focus: <input type="checkbox"/> Changing? <input type="checkbox"/> Steady?
<input type="checkbox"/> Framed? <input type="checkbox"/> Panoramic?
<input type="checkbox"/> Movie? <input type="checkbox"/> Still?
Movie - <input type="checkbox"/> Fast <input type="checkbox"/> Normal <input type="checkbox"/> Slow Motion?
<b><u>Kinesthetic: any feelings important?</u></b>
Location
Size
Shape
Intensity
Steady
Movement/Duration
Vibration
Pressure <input type="checkbox"/> Soft <input type="checkbox"/> hard
Weight <input type="checkbox"/> Light <input type="checkbox"/> Heavy
<b><u>Auditory: Any sounds important?</u></b>
Location
Direction
<input type="checkbox"/> Internal? <input type="checkbox"/> External?
<input type="checkbox"/> Loud? <input type="checkbox"/> Soft?
Tempo: <input type="checkbox"/> Fast? <input type="checkbox"/> Slow?

# The Reluctant \$ales Person

## Motivation

9/17/2006

(The Kathy MacAfee Song)

### Motivation

It's concentrated inspiration put into action

Its 10,000 steps in the right direction

It's a goal on the horizon that you always keep in sight

It's taking a chance on a dance at the leading edge of life

### Motivation

It's what you said to yourself this morning that got you out of bed

It's focusing on the things you want to do before you're dead

It's a quiet kind of power that grinds down walls or goes around them

It's the ability to see opportunities where everyone else sees problems

### Refrain:

Focus in on who you truly are

Aim high for one specific star

Stop trying to be everything to everyone

Focus in on who you truly are

Aim high for one specific star

Then take a deep breath... and get it done

### Bridge:

Motivation, Innovation, Inspiration,

Concentration, Re-Creation, Motivation

### Motivation

It's noticing the grass is just as green over here on your side

It's thinking the kinds of thoughts that open the world up wide

It's standing strong in the moment you decided

To call upon the deep resources you always had inside

### Refrain:

© Mark Shepard 2006

# Self Motivation

If I want to feel a certain way, all I have to do is to remember a time in the past when I felt that way. By bringing past memories into the present, I can be in charge of how I feel.

What's the best kind of memory to remember?

A good one or a bad one?

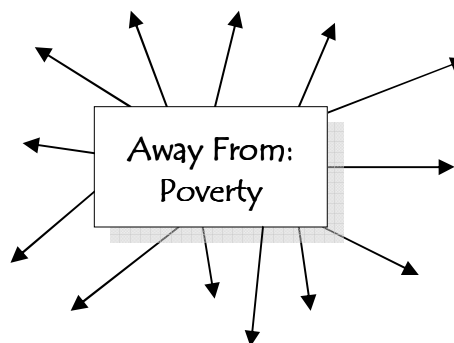
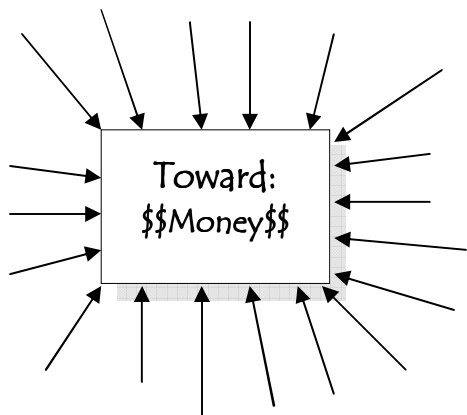
**A good one!** (duh! ;o)

The difference between "Toward Motivation" and "Away From Motivation" is:

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Away From Motivation produces \_\_\_\_\_ performance.

Toward Motivation produces \_\_\_\_\_ performance.







## SWISH PATTERNS

### **KEYS TO SUCCESSFUL SWISH PATTERNS**

Swish patterns are for the purpose of creating momentum toward a compelling future.

The Swish Pattern installs choices for a new way of life rather than to change or remove old habits.

### **DOING A SWISH PATTERN**

1. Get the picture that represents the habit or situation you would like to change. (When you think of \_\_\_\_\_, do you have a picture?)
2. Get a picture of the type of person you would like to be. (“How would you like to be instead? When you think of that do you have a picture?”)
3. Change the visual intensity of the desired state (brightness, size, distance, etc.) for the most “real” or most positive Kinesthetic.
4. Bring back the old picture (#1), NOW STEP INTO THE PICTURE, fully associated (looking through your own eyes).
5. Now insert in the lower left hand corner, a small, dark picture of the desired state.
6. Simultaneously, have picture of current state rapidly shrink and recede to a distant point while dark picture explodes into full view. (This **can** be accompanied by either an internal or external *SWIISSH* sound, but **is not necessary**—speed is!)
7. Repeat #6 a minimum of five times. Enjoy the results!

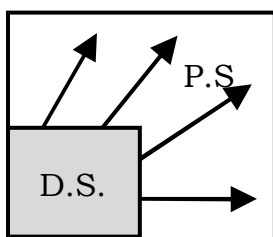
### **NOTES TO KEEP IN MIND**

- Be fully associated (looking through your own eyes) in old pattern picture.
- Have detailed sensory-specific representations in the desired state.
- Be dissociated (seeing yourself) in the final picture.
- Make sure to have a break state between each Swish Pattern so as not to loop them. Close eyes during each step of process and open them between steps.

## SUBMODALITIES SWISH PATTERN SCRIPT

1. Elicit Present State or Behavior: “How do you know it’s time to \_\_\_\_\_? (EG: Feel bad.) When you think of that \_\_\_\_\_ (State or Behavior) do you have a picture?” **(Break State)**
2. Elicit Desired State: “How would you like to (feel/act) instead? When you think of that \_\_\_\_\_ (State or Behavior) do you have a picture?”
3. If necessary, assist client in adjusting the visual intensity of the Desired State for the most positive kinesthetic. Say to the Client, “Step into your body.”

4. “Good, now step out of the picture, so you see your body in the picture.” **(Break State)**



5. “Now, can you take the old picture and bring it up on the screen? Make sure that you are looking through your own eyes.”
6. “Good, as you have the old picture on the screen, can you see the new picture in the lower left hand corner, small and dark? Make sure you see your body in the picture.”
7. “Good, now have the picture explode big and bright, and have it explode up so that it covers the old picture, while the old picture shrinks down and becomes small and dark in the lower left hand corner, and do that as quickly as sssswishhhhh.”
8. “O.K., sssswishhhhh.”
9. “Now, clear the screen.”
10. Repeat steps 5, 6, 8, and 9 until the unwanted state or behavior is not accessible.
11. Test and future pace.

## Rejection Correction:

### How to turn the tables on Rejection in 4.5 easy steps

We've all experienced it...that horrible sinking feeling of not being wanted.... The childhood song "nobody loves me, everybody hates me I'm gonna eat some worms..." pops into my mind.

In my experience there are two main groups of people who suffer the most from fear of rejection: Singles on the dating scene and sales people.

Since the purpose of [www.reluctantsales.com](http://www.reluctantsales.com) is to help professionals who struggle with the "sales" process, that's what I'll focus on here. Just remember it works for dating as well!

Fear of rejection keeps so many sales people (as well as professionals who don't consider themselves to be in "sales") underachieving, miserable, broke and worse.

What is your fear of rejection costing you? Do the math. What's a single client worth to you over the course of a year? Two years? Five years? A decade? A lifetime? Wouldn't it be worth a bit of time and energy on your part to reduce and eliminate fear of rejection? What would it be like to totally eradicate the very word "rejection" from your vocabulary?

Speaking of vocabulary, what is "rejection" anyway?

According to the dictionary: the word rejection stems from the Latin root meaning – "a throwing back..." Its synonyms are "refusal, spurning, dismissal, elimination." In a medical context, rejection is all about organs not being accepted by the body.

**In our social and business contexts rejection is all in our minds.** Just because someone does not choose our services or our product, or us, it doesn't mean we've been rejected. It's not about us unless we make it so. It's up to us to decide what it means and what we've habitually decided is a pattern.

Think of what you could accomplish if you weren't hobbled by that old pattern.

Speaking of pattern, what is it for you specifically? In NLP (Neuro Linguistic Programming) we work a lot with something called a "strategy." We all have unconscious strategies for doing everything, from brushing our teeth to falling in love to buying a car (or new socks). Those of us who suffer from "rejection" also have a strategy for "doing" rejection. Those folks who never or rarely experience rejection have a different "strategy," a different process that they go through or don't go through. Given the same situation, they experience something different than you do. The good news is that we can change our strategies.

# The Reluctant \$ales Person

## Let's talk first about how you "do" rejection:

Let me guess. **You think about calling a prospect or a new client, or your boss or that person you are attracted to and you imagine them saying "no."** Maybe you imagine them being nasty or saying "no" in front of other people, embarrassing and humiliating you in the process. Or maybe you imagine them just hanging up on you. Maybe you have a picture of annoying them in some way (whether they express that to you or not). Maybe you run a movie of all the bad things that will happen to you after they say "no." When you think of this picture or pictures it is more than likely big and bright and close. A lot of people "blow things out of proportion" and "shove their nose in it." It's not pretty but literally that's what's going on in their internal representation of a rejection event. The details of this internal representation are probably different for everybody. You may imagine all your friends avoiding you because they don't want to listen to your MLM marketing plan... You may feel small and weak while your prospect looms large and powerful. You may be listening to a bunch of negative self talk like "they probably won't be able to afford this..." or "Why would they want to buy from me when there are a million other financial planners out there?"

**You may also make this sales call or this prospective client into your one and only hope.** If they say no or choose some other provider, you are crushed because there is no one else to take their place. (That's why you need to have several if not several dozen prospecting processes or systems in place, all leading new clients to your door as well as nurturing previous ones to do repeat business with you. But that's a subject for a different day.)

**You make the "no" about you, not about your product or service.** But here's the truth: It's always about them. They didn't buy for whatever reason. It's not an evaluation of you. Their decision has nothing to do with whether you are a good person or not. It doesn't mean you are a failure or a loser or any of the other negative things you make it mean.

**Ready to do something different?**

# The Reluctant \$ales Person

Here are four simple steps for reducing (and eliminating) rejection:

## Reframe, Reduce, Remind, Redirect.

*Special thanks to dating coaches Ron Louis and David Copeland authors of “How to Succeed With Women” and “How To Succeed With Men” for the basic idea ([www.howtosucceedwithwomen.com](http://www.howtosucceedwithwomen.com)). I’ve tweaked it with some NLP.*

### Step No. 1: Reframe

Whatever you think the other person is thinking, pretend you are wrong. In other words if you think the person rejected you, imagine you are wrong. They didn’t reject you. You’re probably not important enough to be rejected...oops that didn’t come out right did it? What I mean is, they are probably thinking about something else entirely and it probably has absolutely nothing to do with you.

**Here are a couple of examples:** You make a cold call and the person at the other end of the phone says they are too busy to talk to you. That’s not about you. You may be the greatest sales person in the world selling the greatest invention ever invented. Not everybody is going to have the time or inclination to hear your story. What you need to imagine is that person having a bad day. Maybe they just got into a car accident. Maybe they just got yelled at by their boss. Maybe their dog just died. The truth is you are not the center of your prospect’s universe. They are the center of their universe. Make up a reason for their “no” that makes you feel better. It doesn’t matter whether it’s true or not.

Maybe the person had a bad experience with a vacuum cleaner salesman 20 years ago and they’ve been mean to sales people ever since. For you financial planners and accountants out there, maybe your prospect gets “freaked out” about money and your call just reminded them that they have no money in their checking account and they are about to bounce a check.

For you insurance people out there, maybe your prospect has a fear or even a phobia of death. Or maybe they just bought insurance last week. Maybe their father was a salesman and made them sell girl scout cookies or boy scout raffle tickets in front of the Grand Union and ever since then they treated sales people viciously. Maybe they just got a string of annoying telemarketer calls. They don’t know yet that you are different.

None of this needs to be “true” all it has to do is get through to you that it’s about them. For whatever reason, they aren’t receptive to your idea or service today at this moment. That could change by tomorrow or next month. So get creative and re-interpret whatever their “no” means. Make it about them; never about you.

# The Reluctant \$ales Person

**Step No. 2.5: Reduce & Replace** (this looks like two steps but you do them both at the same time—see swish patterns)

When you think of the person or situation where you used to feel rejection, shrink it down. Reduce it's internal impact. Push the picture way out into the distance. Turn down the brightness. Push it behind you or move it down and to your left making it small, smaller, smaller, tiny and dark.

Now **Replace** the old negative images or self talk . Replace the negative voice in your head by saying something encouraging to yourself. Replace the old negative picture with a picture of yourself getting a great response from the next person. See yourself in the picture.

## **Step No. 3: Remind**

Remind yourself that selling (and dating) is a numbers game. If you aren't hearing "no" regularly you are not taking enough action. It's well worn knowledge that the baseball players with the most home runs usually have the most strike outs as well. The best baseball players habitually shake off a mistake or an out, and focus on their next at bat or the next game or even on the next season. Speaking of focus...

## **Step No. 4: Redirect/Refocus**

Focus on someone else. Focus on something else. Focus on why you are doing this in the first place. You have a great service or a great product. People need your services, maybe just not that person. There are a million other people out there who actually need and want and value what you have.

They just don't know about you yet. How are they going to ever hear about you and your service unless you actually get out there and look for them? If you sift through a bunch of veggies at the grocery store to find the ones that you actually want you don't feel rejected because one green pepper has a big bruise on it. You just don't want that one. Finding clients (or the love of your life) is all about you sifting through lots of possible choices and choosing the ones best suited for you. If a prospect says "no," that's great! One less "no" until you get to your next "yes". So change your focus. Put yourself in charge, redirect your attention to the next prospect.

The other thing to think about here is that you are the one in the position of power. You have something valuable to offer. You are looking for the kinds of clients who you want to work with. You need to have some standards. After all, you are not desperate, are you? By the way, desperation is very unattractive!



# The Reluctant \$ales Person

## You only want a certain type of client.

- One who **needs, wants and has the money to purchase** your service/product
  1. Some people will need it but not be aware of it or open to that fact.
  2. Some people will want your service/product but not be willing or able to spend the money.
  3. Some people have plenty of money but no need or desire for your product.

How do you know until you ask them, which kind of prospect they are? Most of these people are prospects that you don't even want. And just because you don't want them doesn't mean they are bad people. You are not really rejecting them are you? ;o)

Not any more than they are rejecting you by doing you the favor of saying "no".

The prospect that says "no" to you may be saving you a lot of time, frustration and aggravation. So think of it that way. It's a favor. Ding! "Next."

So remember your 4 R's

**Reframe** – change the meaning

**Reduce & Replace** – shrink the internal representation of the person or event down or push it out into the distance. then rapidly replace it with what you want to have happen instead.

**Remind** – remember it's a numbers game. You've got to look through a lot of clover plants sometimes in order to find the one with four leaves on it.

**Redirect/Refocus** – focus on something else, the next prospect or an entirely different subject.

Are you ready? Let's take a real world example.

My associate Jenn sells Silpada jewelry. ([www.mysilpada.com/jennifer.drescher](http://www.mysilpada.com/jennifer.drescher))

Silpada markets their beautiful silver jewelry through home parties. It's different from the old Tupper Ware parties and the other party things because there is no pressure and the jewelry is beautiful (and affordable).

Of course not everyone that Jenn asks agrees to host a Silpada party. She does not take it personally if some of the people don't want to host a party for her. She **re-frames** it and makes it about them not wanting to have people in their house, or maybe being too busy, not about her or her products. "Some people are party givers and some people are party goers. Some people don't even like jewelry. Some people just want to stay home and watch a movie rather than go to a social event. That's about them. It's not about me."

# The Reluctant \$ales Person

If Jenn asks someone to host a party and they say “no”, instead of making a big negative internal experience out of it, she **reduces** it. She shrinks it down in her imagination and pushes it off to her left, turning it into a tiny little dot of paper that has no weight.

She **replaces** the negative picture, with a movie of a group of women enjoying each others company and loving her jewelry. She imagines her customers wearing their pieces and receiving compliments from their friends and relatives.

She **reminds** herself that it’s a numbers game. At each event she invites the attendees to host their own parties with her. Whether they say yes or no, she reminds herself that she has to talk to at least 10 people to get 1 or 2 parties.

If someone tells Jenn, “no” she **redirects** by switching into a “social gear”, changing the topic of conversation. Or, she will focus on the jewelry. She may pick up a piece of jewelry and demonstrate it to another person in the room. If none of that works, she goes and gets another beverage or focuses on one of her other businesses.

**Here’s an example from my own life:** I used to be pretty terrified of performing my original songs at coffee houses and clubs. I was so tuned in to rejection that if someone got up and left in the middle of one of my songs, I was devastated!

So I had to **reframe** it. I now tell myself, “that guy just got up to go to the bathroom, or he’s a doctor and had an emergency call he had to take....” then I **reduce** my internal picture of him, shrink him down and **replace** the old picture by making myself much larger in my imagination, seeing myself performing well. Next, I **remind** myself that there are a hundred other people still listening intently who love my songs. Finally I **re-focus** my attention on the audience and on singing my absolute best.

So, try this out in your own life. I’d be grateful if you would keep me in the loop and e-mail me your own experiences using this technique. I’m always interested in hearing about your successes.

Peace, courage and confidence,

Mark Shepard, NLPT, “The Courage Coach”

Your NLP Rapid Change Resource

[www.clearfear.com](http://www.clearfear.com)

[www.reluctantsales.com](http://www.reluctantsales.com)

## 4. Shaping The Future

Time Line Techniques for

- Clearing Anxiety
- Turbo Boosting Goal Setting

# The Reluctant \$ales Person

## Shaping the Future

9/20/06

What is a champion?  
What is a leader and  
What do I need to do today to inspire  
The shapers of the future?

What gets me up at dawn?  
Singing a better song,  
Working to leave behind a positive Legacy  
For the Shapers of the future

Refrain:  
Shaping the Future  
Shaping the Future

What is the vision and  
What is the mission and  
What does it mean to connect at a deeper level  
With the shapers of the future?

Refrain:

Bridge:  
Dare to be bold. Dare to take the lead  
Dare to take the long view. Dare to proceed  
You've got to own it. You've got to hone it  
You've got to find and fulfill the need  
You've got to learn it. You've got to earn it  
You've got to water all the growing seeds

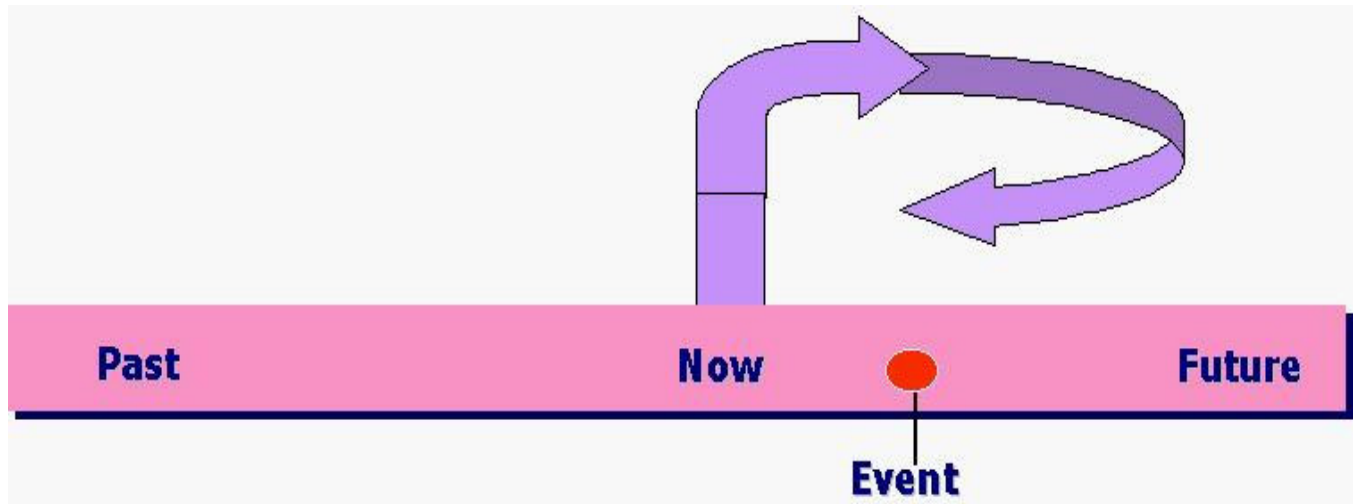
Why do you play to win?  
Think like a champion  
Find a way to grow and learn even if you lose  
'Cause you're a shaper of the future

Refrain:

What is a champion?  
What is a leader and  
What do I need to do today to inspire  
The shapers of the future?

# The Reluctant \$ales Person

## ANXIETY



### Procedure:

1. "Float up above the Time Line, and out into the future to 15 minutes after the successful completion of the event about which you thought you were anxious. Tell me when you're there."
2. "Good. Turn and look back towards now, along the Time Line."
3. "Now, where's the anxiety?"
4. "Come back to now."
5. If desired, test by thinking about what used to make you anxious, and notice that the feeling is emotionally balanced, or flat.

### Note:

- a. For this to be the most effective you must clear fear in the past first.
- b. If the anxiety doesn't disappear make sure you have gone far enough out into the future.
- c. For fear of death, go out 15 minutes past the successful completion of your life and turn and look back on a life well lived.

## STATE -VS- GOAL

### VALUE OR STATE

Stated ambiguously

Write affirmations

You can have it now

No steps

Infinite

Stated for self and/or others

Q: Is "happiness" a goal or a state? \_\_\_\_\_.

### GOAL OR OUTCOME

Stated specifically

Write goals/outcomes

Time is involved

Steps needed to get there  
(Get final step and work backwards)

Measurable

Stated for self only

## Just One Example of a short term S.M.A.R.T. Goal set with Time Line :

**On Friday Morning May 8th, 2004** I had hit a little cash flow glitch. I had done a number of presentations that involved waiting many, many weeks for payment. Tax time had come and I had written a larger check to the IRS than I had expected to etc. etc. I had just paid the monthly bills and while there had been enough to cover most of them, a few were still sitting on my desk. I was close to a zero balance in my checking account. I knew I needed to focus my thoughts to make sure I was clear and receptive to money. I forced myself to focus on what I wanted: more money coming in rather than what I didn't want, being broke. I was still in the process of building my hypnosis practice so there were still occasional gaps in my schedule. This was also an area of considerable fear for me and I hadn't really cleared all of the underlying root causes.

So I set the following goal making sure it fit the S.M.A.R.T. formula on the previous page and more fully described in the following pages:

"It is Monday, May 10th. I now have \$1,000.00 positive balance in my checking account. In addition I have 15 hours of hypnosis appointments scheduled for the coming week.

Then I did the process exactly as described.

### **Results:**

#### **Friday 5/8/04 -**

Within 2 hours the phone rang and 2 new clients booked appointments for the following week. Not just one or two hours either, 7 hours at \$150/hour (\$1,050.) my fee at that time. ( As of this writing in October of 2006 I now charge \$500 per hour). This brought my appointment schedule up to 13 hours for the week.

#### **Monday, 5/10/04 10:00 am**

I checked the mail box and found an envelope with a check that had come on Saturday (somehow I'd missed it when I fished the mail out of the box). It was for \$750.00 and represented a presentation I had given that was not supposed to come for another 3 weeks. I know because I had called earlier the previous week to check.

#### **1:00 pm**

2 more checks arrived in the mail. Only one of them was expected. \$550 each. The unexpected check was payment in advance for a presentation I was to give on May 27th! I did not request this check from the presenter at any time. It was very clearly "Balance Due on day of performance." Yet it came anyway.

# The Reluctant \$ales Person

Total results from this goal setting session?

\$ 750.00 - unexpected check

\$ 550.00 - unexpected check

\$ 550.00 - expected check

\$1,850.00

\$1,050.00 - new business

So I was able to finish paying my bills and finished the day with approximately \$800.00 positive balance in my account. If this is an example of what is possible for a small short term goal, imagine what it can do for your longer term goals!

As I look back on this example it seems funny how little I was asking for at the time. Part of this process is to be realistic. I wasn't expecting a million dollars in my mail box. However the other part is to dream big enough so that you are continually growing and expanding in the direction you want to go . The goals I'm setting now are much larger!

## **A few other examples of results from using this process:**

I recently had a client who came and did great work releasing and clearing huge chunks of negative emotional material. He went on to easily and effortlessly lose approximately 20 pounds.

He gave me a call a month or two after our last session and came in to do a reinforcement and goal setting session. He was going on a cruise with his wife and several friends and wanted to return a week later having lost an additional pound.

We set up the goal according to the "SMART" guidelines, inserting a proper picture of himself returning one pound lighter. Then he went off on his vacation. When he returned he was happy to say that he had indeed lost an additional pound while several of his friends had gained weight. One friend gained close to 15 pounds!

I saw him again for a reinforcement session just before the Christmas holidays. He had lost an additional 10 pounds and was now going to the gym 3 times a week with a buddy.

## **Increase income by 9 1/2 times**

I worked with a Commercial Real Estate Broker. After clearing out his past with Time Line, I taught him this goal setting process. Six months later I checked in with him and he'd increased his income for the year by 9 1/2 times!

I recently saw him at a business event where they were pulling business cards from a basket and giving out prizes. I suggested he put himself winning out into his immediate future. He did and won himself a free lunch!



# The Reluctant \$ales Person

## S.M.A.R.T. Goals

Goal: "An aim or an end in mind"

*Aim* relates to direction

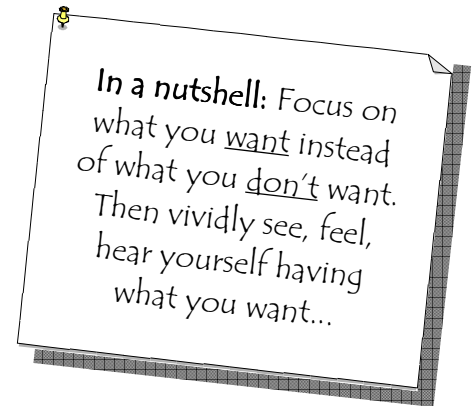
**S** Specific  
Simple

**M** Measurable  
Meaningful to you

**A** As if now

**R** Realistic

**T** Timed







## STEPS FOR PUTTING A SINGLE GOAL IN YOUR FUTURE

1. **Be sure the goal is stated so it is S.M.A.R.T.**
2. **Get the last step:**  
“What is the last thing that has to happen so you know you got it?”
3. **Make a Picture.** Make it compelling and motivating. Add Sounds, Feelings, self talk, even tastes and smells.
4. **Step into the Internal Representation — Look through your own eyes**
5. **Adjust the SubModalities**—Adjust them for the most positive Kinesthetic or for the most “real” feeling.
6. **Step out of the Internal Representation — See yourself in the picture**
7. **Take the Internal Representation and float above now.**
8. **Energize the Internal Representation with four deep breaths:** Breathe in through the nose, out through the mouth, and blow all the energy into the Internal Representation.
9. **Float out into the Future:** Take the Internal Representation and float above the Time Line out into the future.
10. **Insert the Internal Representation into the Time Line:** “Let go of the Internal Representation and let it float right down into the Time Line.
11. **Notice the events between then and now re-evaluate themselves to support your goal.**
12. **Float back to now.**

**Then...let go of the form!**