

The Reluctant Sales Person Part Two: External Influence

This is not free a free e-book! The contents of this manual are copyright protected. I've spent a lot of money and put a lot of time and effort into creating it.

If you want to give somebody something free please go to www.MarkShepardSongs.com and download and share my songs. Free. Zip! Nada!

Or go to www.ModernJedi.com/free-nlp and share that stuff.

If you are excited about this material and want to share this information with a friend just stop...for a moment. There's a way to practice your persuasion power and create a win-win-win.

Here's how:

Please go to www.ModernJedi.com/affiliates and join the affiliate program. As soon as you're approved, you'll get a special link. Simply paste the affiliate link in an e-mail and tell them about the program.

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

Part Two: Keys to Outer Influence/ External Persuasion

Rapid Rapport: Connecting Unconsciously, Deepening the Trust. Physiology, Tonality, Words.

Strategies: Eliciting and Utilizing Decision Making and Buying Strategies.

Anchoring Positive States in others:

The NLP 5 Part Sales Process.

Closing

Handling Objections

Persuasion Power Declarations

- Why do I have important knowledge, skills and experience to share?
- Why do I add value to my client's lives?
- Why am I confident and charismatic?
- Why am I present and attentive to how my prospects and clients prefer to buy from me?
- Why do I easily and effortlessly put what I've learned into practice every day?
- Why am I persuasive and influential in a ways that help many lives?
- Why do I earn a fortune serving others with my ideas, talents, services and products?

Rapid Rapport

"Never clumsily assume that the tactic that worked on one person will necessarily work on another. To find the key that will motivate them, first get them to open up. The more they talk, the more they reveal about their likes and dislikes—the handles and levers to move them with"

- Robert Greene & Joost Elffers, *The 48 Laws of Power*, Page 373

"Think of it! If there's anything you want to get or if there's anything you need, then you will probably need someone's help in getting it. This is true whether you're a sales person, a teacher or a carpenter. No matter what you do, the ability to develop and maintain rapport with people of varying backgrounds will allow you to get what you want"

- Tad James, MS, PhD, Master Trainer of NLP.

"If I could point to one skill that has positively impacted my life the most, it would be these Rapid Rapport techniques. For me this skill set is in the same class as learning to walk, talk, dress and feed myself."

- Mark Shepard

The Reluctant Sales Person Part Two: External Influence

In Part One: Internal Influence, We explored a little bit of our Internal World and how we create our own reality.

However, the External World is out there. People do exist.

Keeping in mind what we now know about internal representations, how can we communicate with others in ways that result in positive internal experiences for both people?

It's time to explore

the Magic of Rapport...

Magical Rapport

Theory:

A. Communication is:

- 7% words
- 38% Tonality
- 55% physiology

Source: Robert Birdwhistle, "Kinesics & Communication", University of Pennsylvania, 1970

B. When people are like each other, they like each other. Ultimately, Magical Rapport is a process of responding and connecting to people in ways they unconsciously prefer.

Process:

Rapport is established by matching and mirroring

- Physiology
- Tonality
- Language

Magical Rapport

- Mirroring = Like in a mirror (example: when facing each other—your right hand, their left)
- Matching = Same side but seems opposite when facing (example: when facing each other—your right hand, their right hand)
- Crossover Mirroring/Matching = Using one body part to match or mirror some other part. (example: moving pinky in time to someone's nervous leg movement)

Magical Rapport

PHYSIOLOGY (55%)

- Posture - tilt of head, front to back, left to right, spine.
- Gesture - Not at the same time but when it's your turn to speak
- Breathing - when someone else is talking they are breathing out
- Blinking, focus, eye movements, amount of eye contact.

Which are the easiest for you to remember to do?

Magical Rapport

TONALITY (38%)

Voice

- Tone (pitch)
- Tempo (speed)
- Timbre (quality)
- Volume (loudness)

Which are the easiest for you to remember to do?

Magical Rapport

WORDS (7%)

Predicates:

- visual (sights) - *“See What I mean?”*
- auditory(sounds) - *“Do you hear what I’m saying?”*
- kinesthetic (feelings) - *“How do you feel about that?”*
- auditory digital (logical/self talk) *“Is that reasonable?”* or *“Does that make sense?”*

Key words or phrases

Common experiences and associations

Content chunks, (Phrases, patterns and groupings of words)

Which are the easiest for you to remember to do?

Magical Rapport

Do you want to be taken seriously and have your suggestions followed? Pay close attention to how you end your sentences:

Tonality Exercise:

Statement:	Word→Word→Word
Question:	Word→Word↗Word
Command:	Word→Word↘ Word

Caution! Rapport should be used sparingly.

Do not use with people who are depressed, agitated, who have severe clinical problems or with people with physical ailments or illnesses you would rather not get... or with people who are in a state you do not want to be in.

Instead, use cross-over mirroring, which is using one body part or function to match or mirror a different body part or function. For example, Milton Erickson would use his pinkie to match the breathing of a patient.

The Reluctant Sales Person Part Two: External Influence

Rapid Rapport

How do you know when you have rapport?

1. Check your matching of the person's physiology, tonality and words.
2. Notice if you experience an internal feeling like a feeling in the stomach. Sometimes I get kind of adrenaline rush of excitement. Other times I feel really warm and at ease.
3. You may notice the other person blushing. You may feel yourself blushing as well.
4. The other person may very well say something like, "Have we met before? I feel like I know you from somewhere."
5. You'll know you are in rapport if you shift positions or language patterns and the other person follows. You can even test for rapport by purposefully shifting position and observing if the other person follows. You can even change the subject and see if they follow.
6. You'll know your in rapport when you find yourself sincerely appreciating and liking the other person. Chances are they are feeling the same way about you.

Homework

1. Establish rapport with as many people as you can this coming week. Practice, practice, practice.
2. Match and mirror someone near you in a restaurant. Pay attention to what feels more natural to you. Eye blink matching? Breathing? Posture? Tone of voice? Language patterns?
3. Each day focus on using a different technique. Monday: match eye blinks. Tuesday: tilt of head. Wednesday: breathing (remember when people are talking they are breathing out!) Thursday: arm gestures (never at the same time they are gesturing!). Friday: Voice tonality speed, volume, pitch etc. Saturday: match & mirror peoples words and phrases. Sunday, practice as many rapport skills as you can comfortably do at the same time.
4. If you watch TV, take the opportunity to notice eye movements and subtle facial changes. Talk shows are great for this. Notice if the interviewer and guest are in rapport. I once saw a talk show where the interviewer asked a sports celebrity, "how do you **feel** about such and such..." The celebrity answered, "Feel? I **saw** my chance and I took it!"

The Reluctant Sales Person Part Two: External Influence

Congruence

Matching tonality and words with body language for a consistent and effective communication.

Remember, when there is confusion about meaning, people will interpret your body language and tone of voice before your words.

Exercise:

Say the following phrase “Its time for lunch” with the following tonalities

- Anger
- Surprise
- Boredom
- Flirtatiousness

Do them in a random order and ask your partner to name which intention you were communicating.

Then switch.

What did you learn?

Representational Systems: Channels of Communication Preferences

Just like we all use both left and right hands even though we may be left handed or right handed, we all use all of the various channels of communication. However, we each tend to favor one or two of the four main representational systems.

Visual, Kinesthetic, Auditory or Auditory Digital.

Turn the page to find out what channels you prefer...

Representational System Preference Test

For each of the following statements, please place a number next to every phrase.
Use the following system to indicate your preferences:

4 = Closest to describing you

3 = Next best Description

2 = Next best

1 = Least descriptive of you

1. I make important decisions based on:

- _____ gut level feeling
- _____ Which way sounds the best
- _____ What looks best to me
- _____ Precise review and study of the issues

2. During an argument, I am most likely to be influenced by:

- _____ The other person's tone of voice
- _____ Whether or not I can see the other person's point of view
- _____ The logic of the other person's argument
- _____ Whether or not I am in touch with the other person's true feelings

3. I most easily communicate what is going on with me by:

- _____ The way I dress and look
- _____ The feelings I share
- _____ The words I choose
- _____ My tone of voice

4. It is easiest for me to:

- _____ Find the ideal volume and tuning on a stereo system
- _____ Select the most intellectually relevant point in an interesting subject
- _____ Select the most comfortable furniture
- _____ Select rich, attractive color combinations

Representational System Preference Test *(continued)*

5. In general

- _____ I am very attuned to the sounds of my surroundings
- _____ I am very adept at making sense of new facts and data
- _____ I am very sensitive to the way articles of clothing feel on my body
- _____ I have a strong response to colors and to the way a room looks

6. When I buy a pair of shoes I

- _____ only notice shoes that are the latest fashion
- _____ check the price and availability first
- _____ care the most about a comfortable fit
- _____ need to hear a sales person or friend describe them or explain why I should buy them

7. I best express my love by

- _____ Taking my loved one(s) out or giving presents
- _____ Telling people I love them in a certain tone of voice
- _____ Proving it to them
- _____ Touching them

8. I know someone loves me when they

- _____ Touch me in a certain way
- _____ Tell me they love me
- _____ Show me they love me by giving me presents or taking me places
- _____ Demonstrate their love in various ways, consistently over a significant period of time

The Reluctant Sales Person Part Two: External Influence

Representational System Test - Page 3

Step One: Copy your answers from the previous pages to here:

1. ___ K 2. ___ A 3. ___ V 4. ___ A 5. ___ A 6. ___ V 7. ___ V 8. ___ K
 ___ A ___ V ___ K ___ Ad ___ Ad ___ Ad ___ A ___ A
 ___ V ___ Ad ___ Ad ___ K ___ K ___ K ___ Ad ___ V
 ___ Ad ___ K ___ A ___ V ___ V ___ A ___ K ___ Ad

Step Two: Add the numbers associated with each letter. There are 8 entries for each letter.

	V	A	K	Ad
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
Totals				

Step Three: The comparison of the total scores in each column will give the relative preference for each of the 4 major Representational systems.

Source: Tad James, Ph.D., Advanced Neuro Dynamics Copyright 1987-2000 vers.5.01 1/2000

The Reluctant Sales Person Part Two: External Influence

Predicates

VISUAL

Memorize by seeing pictures and are less distracted by noise. Often have trouble remembering and are bored by long verbal instructions because their mind may wander. They are interested by how the program looks.

see
look
view
appear
show
dawn
reveal
envision
illuminate
imagine
clear
foggy
focused
hazy
crystal
Picture

AUDITORY

Typically are easily distracted by noise. They can repeat things back to you easily & learn by listening. They like music and like to talk on the phone. Tone of voice and the words used can be important.

hear
listen
sound(s)
make music
harmonize
tune in/out
be all ears
rings a bell
silence
be heard
resonate
deaf
mellifluous
dissonance
question
unhearing

KINESTHETIC

Often they talk slowly and breathy. They respond to physical rewards & touching. They memorize by doing or walking through something. They will be interested in a program that feels right or gives them a gut feeling.

feel
touch
grasp
get hold of
slip through
catch on
tap into
make contact
throw out
turn around
hard
unfeeling
concrete
scrape
get a handle
solid

UNSPECIFIED (Ad)

They spend a fair amount of time talking to themselves. They memorize by steps, procedures, sequences. They will want to know the program makes sense. They can also sometimes exhibit characteristics of other rep systems.

sense
experience
understand
think
learn
process
decide
motivate
consider
change
perceive
insensitive
distinct
conceive
know

Speech Patterns
V: Quickly Grouped Words
A: Lots of interruptions with "um", or "ah"
K: Deliberate Phrasing
Ad: Long Complicated Sentences

Processing Patterns
V: Quickly with a minimum of detail
A: Will let you know unconsciously when they understand by changing the subject
K: Extensive Detail
Ad: Will not give indication of understanding unless you ask.

Close On
V & A: "Be ready to take advantage of an opportunity."
K & Ad: "Let's study the markets & plan some strategies"

Tone of Voice for Close
V & A: Slightly fast and excited
K & Ad: Thoughtful, considerate & just above monotone

The Reluctant Sales Person Part Two: External Influence

List of Predicate PHRASES

VISUAL

An eyeful
Appears to me
Beyond a shadow of a doubt
Bird's eye view
Catch a glimpse of
Clear cut
Dim view
Flashed on
Get a perspective on
Get a scope on
Hazy Idea
Horse of a different color
In light of
In person
In view of
Looks like
Make a scene
Mental image
Mental picture
Mind's eye
Naked eye
Paint a picture
See to it
Short sighted
Showing off
Sight for sore eyes
Staring off into space
Take a peek
Tunnel vision
Under your nose
Up front

AUDITORY

Afterthought
Blabbermouth
Clear as a bell
Clearly expressed
Call on
Describe in detail
Earful
Give an account of
Give me your ear
Grant an audience
Heard voices
Hidden message
Hold your tongue
Idle talk
Inquire into
Keynote speaker
Loud and clear
Manner of speaking
Pay attention to
Power of speech
Purrs like a kitten
State your purpose
Tattle-tale
To tell the truth
Tongue-tied
Tuned in/tuned out
Unheard of
Utterly
Voiced an opinion
Well informed
Within hearing

KINESTHETIC

All washed up
Boils down to
Chip off the old block
Come to grips with
Control yourself
Cool/calm/collected
Firm foundations
Get a handle on
Get a load of this
Get in touch with
Get the drift of
Get your goat
Hand in hand
Hang in there
Heated argument
Hold it!
Hold on!
Hothead
Keep your shirt on
Know-how
Lay cards on table
Pain-in the neck
Pull some strings
Sharp as a tack
Slipped my mind
Smooth operator
So-so
Start from scratch
Stiff upper lip
Stuffed shirt
Too much of a has-

If I could **SHOW** you an **ATTRACTIVE** way in which you could (potential benefit or their values), you would at least want to **LOOK** at it, wouldn't you?

If this **LOOKS GOOD**, to you we will go ahead and **FOCUS** on getting the

If I could **TELL** you a way in which you could (potential benefit or their values), you would at least want to **HEAR** about it, wouldn't you?

If this **SOUNDS GOOD**, to you let's **DISCUSS** how to set up an account.

If I could help you **GET A HOLD OF** a **CONCRETE** way in which you could (potential benefit or their values), you would at least want to **GET A FEEL FOR IT**, wouldn't you?

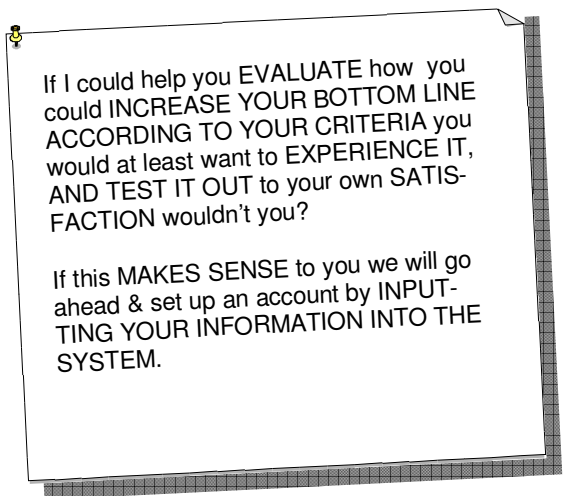
If this **FEELS GOOD**, to you we will go ahead & set up an account by **HANDLING THE PAPERWORK**.

The Reluctant Sales Person Part Two: External Influence

Auditory digital (Ad)

Any abstract words or phrases ending in "tion", Many words from the ancient Greek and Latin, financial concepts and abbreviations like "ROI"

- Presentation
- Collaboration
- Restoration of communication link ups
- Evaluation process
- Preference
- Reference
- Conference
- Third generation time phase contingency
- Honorarium
- Multi-disciplinary concept
- Symposium
- Infrastructure
- Contrastive analysis
- Analysis
- Research proves
- Studies show
- Does that make sense?
- How does that affect the bottom line?
- What's the return on investment?
- Criteria for improvement
- Test it out.
- Input/output
- Specific business or scientific jargon that is appropriate for the person's business or context.



If I could help you EVALUATE how you could INCREASE YOUR BOTTOM LINE ACCORDING TO YOUR CRITERIA you would at least want to EXPERIENCE IT, AND TEST IT OUT to your own SATISFACTION wouldn't you?

If this MAKES SENSE to you we will go ahead & set up an account by INPUTTING YOUR INFORMATION INTO THE SYSTEM.

What other Auditory digital phrases can you conceptualize and execute here in this particular context? ;o)

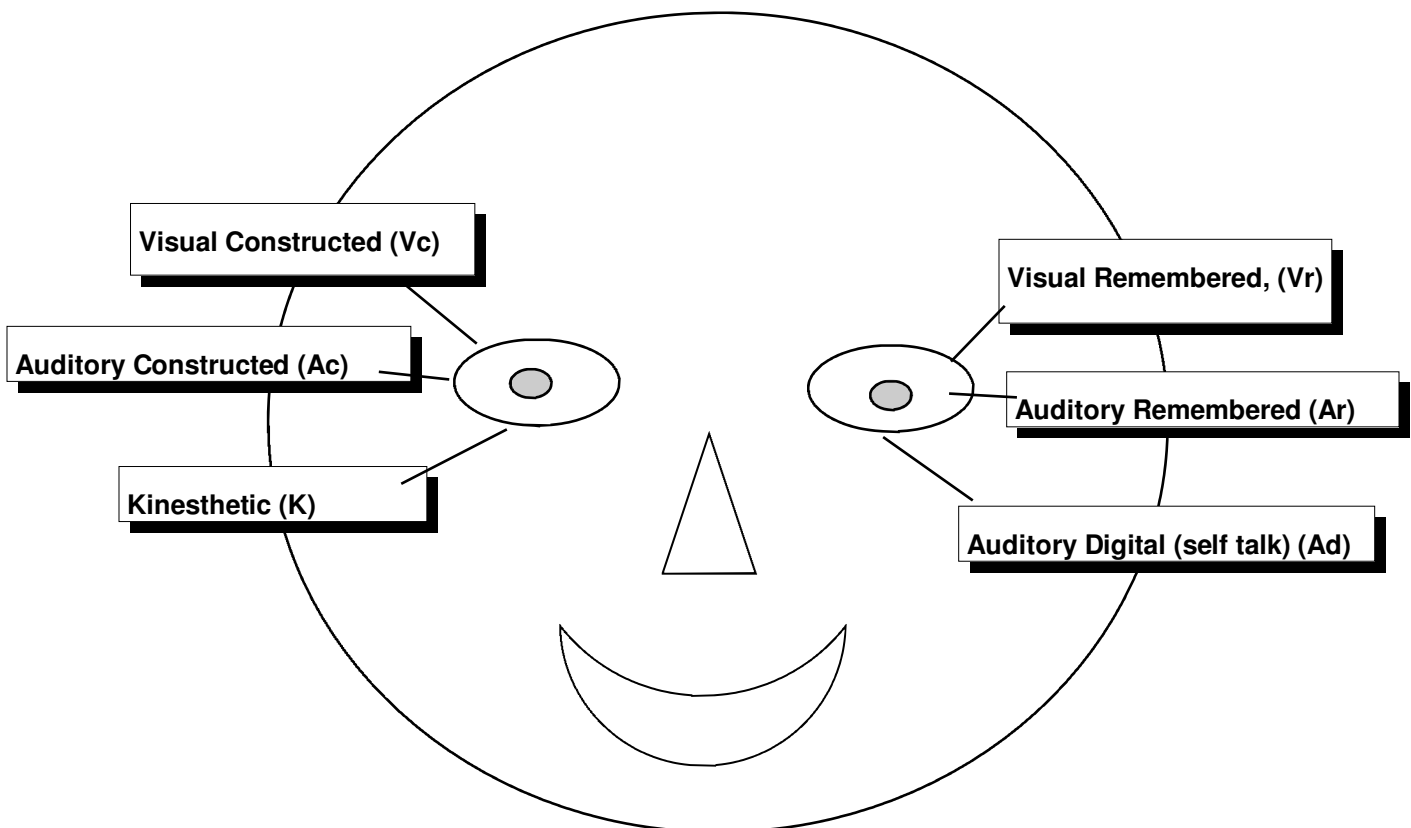
The Reluctant Sales Person Part Two: External Influence

Eye Patterns

Eye patterns of a “normally organized” right handed person. (For “reverse organized” people it is the opposite of this.)

Watch people closely and you will find that they move their eyes a lot.

- Up and to the observer’s right and the subject is **remembering pictures**.
- Up and to the observer’s left the subject is **constructing pictures**.
- Looking to the observer’s right, the subject is accessing **remembered sounds**.
- Looking to the observer’s left, the subject is **constructing sounds**.
- Looking down and to the observer’s right, the subject is engaging in **self talk**.
- Looking down and to the observer’s left, the subject is accessing his or her **feelings**.



The Reluctant Sales Person Part Two: External Influence

Eye Patterns (continued)

- 1. Visual Remembered: (Vr)** Seeing images from memory, recalling things they have seen before. (In addition, some people access visual remembered by defocusing their eyes.)
Questions: What color was your room as a kid? What was the color of your first car?
- 2. Visual Constructed: (Vc)** Images of things that people have never seen before. When people are making it up in their head, they are using visual constructed.
Questions: “What would your car look like if it was fluorescent pink?” “What would your house look like if it was all made of glass?” “What would your dog look like if it had an elephant’s trunk for a nose?”
- 3. Auditory Remembered: (Ar)** When you remember sounds or voice that you’ve heard before, or things that you’ve said to yourself before.
Questions: “Do you remember the first time you heard a Beatles song?” “What was the very last thing I said?” “Can you remember the sound of your grandmother’s voice?”
- 4. Auditory Constructed: (Ac)** Making up sounds that you have not heard before.
Questions: “What would it sound like if the president’s voice sounded like Donald Duck?” “Can you make up a nonsense word?”
- 5. Auditory Digital/Self Talk: (Ad)** “Can you recite the pledge of Allegiance to yourself?” “Is there a poem that you can recite by heart?” “Can you say the 7 times tables to yourself?”
- 6. Kinesthetic: (K)** “do you have a favorite beach or place in the outdoors to walk?” “What does it feel like to walk there without shoes?” “What does it feel like to walk on a wet rug? Wet sand? Hot sand? Wet grass?”

Making Decisions

Many clients make decisions primarily based on Visual, Auditory, Kinesthetic or Auditory Digital.

And it can be determined by asking a simple question:

“When you are deciding something, is it most important that it look right, sound right, feel right or make sense?”

Visual:

Does what I’m proposing look right?

Auditory:

Does what I’m proposing sound right?

Kinesthetic:

Does what I’m proposing feel right?

Auditory Digital (Self Talk):

Does what I’m proposing make sense?

How To Discover Your Client's Buying Strategy

We all have strategies for everything from brushing our teeth to falling in love to happiness, sadness, when to feel motivated, when to decide or buy.

For our purposes here, we will be exploring how to find out in a casual conversation how a person prefers to buy. Then when you present an idea you can do it within their preferred strategy.

For example: Do you know someone who has to go to every store comparing prices or they will suffer from the feeling that there is a better price out there...or someone who prefers to order out of a catalog? Other people hate comparison shopping and buy on convenience. Some people love to be assisted by an attentive sales person, others want to be left alone.

How do you prefer to shop? Have you ever gone shopping with someone who had a very different process from yours? Didn't it drive you crazy?

Simple Conversational Version of Strategy Elicitation

People love to tell how they shop. Ask them a few questions and they will give you many clues about how they process information and how they prefer to buy.

Step 1: Compliment the person on an item of clothing. Shoes, watch, pants etc.

Step 2: Ask "how did you decide those were the right shoes (etc) for you?"

Step 3: Listen carefully and pay attention to the clues they give you. Ask more questions until you get the full story of how they bought that thing. Make sure they bought the item on their own, no gifts, no "helpers." If the clothing item was a gift, then notice something else and ask about that.

Step 4: Adapt your sales presentation to their process.

Step 5: For fun, try to sell them something differently from how they prefer. What are the differences?

STRATEGY ELICITATION

BUYING STRATEGIES

Technically speaking a buying strategy usually consists of several different linked processes.

1. Motivation Strategy
2. Decision (to buy) Strategy
3. Convincer Strategy (See Convincer Meta Program)
4. Reassurance Strategy

NLP TEXT FOR FORMAL STRATEGY ELICITATION

Can you recall a time when you were totally X'd? (motivated, decisive, convinced, reassured etc)

Can you recall a specific time?

As you go back to that time now ...

What was the very first thing that caused you to be totally X'd?

Was it something you saw (or the way someone looked at you?),

Was it something you heard (or someone's tone of voice?), or

Was it the touch of someone or something?

What was the very first thing that caused you to be totally X'd?

After you (saw, heard, felt) that, what was the very next thing that happened as you were totally X'd?

Did you picture something in your mind?

Say something to yourself, or

Have a certain feeling or emotion?

What was the next thing that happened as you were totally X'd.

After you (list previous), did you know that you totally X'd, or...

(Continue until complete.)

The Reluctant Sales Person Part Two: External Influence

1. Motivation Strategy - Conversational elicitation
2. Decision (to buy) Strategy
3. Convincer Strategy (See Convincer Meta Program)
4. Reassurance Strategy

Strategy

Conversational Elicitation

Motivation

What gets you out of bed in the morning?
How do you know it's time to buy a new _____

Decision

How did you decide that this was the right job for you?
How do you know it's time buy?

Convincer

When you make a decision, how do you know it's right? Do you just know? Do you have to check out other options (how many) Do you need someone else's opinion?

Reassurance

After making a decision or a purchase how do you know it was a good one? Do you just know? Do you have a justification or evaluation process you go through? Do you need to be reassured by other people?

Anchoring States In Others:

When we talk to our clients and prospects we want to consciously be aware of how our words and actions are being interpreted on the unconscious level.

The least you need to know:

Avoid talking about unpleasant or painful subjects and keep the conversation on subjects that are pleasurable and positive.

Example: on a first date you don't talk about past relationships! Don't ask someone about their operation (unless you're a health practitioner!).

When you talk about your competition or about a past bad experience, gesture away from yourself preferably to the person's past.

When you talk about your service or a past positive experience your prospect had with a similar service gesture to your self. Hand to heart.

Be careful to be congruent by nodding when you make a promise or a commitment rather than by shaking your head.

You can also use a pen click or a favorite phrase to anchor positive states. Be careful not to overuse it.

Exercise: talk to your partner about your service and ask them if they've ever had a positive experience with a service like yours. As you listen, put your hand on your heart. Now ask them about a similar service or a past experience they were unhappy with and gesture away from you. Then switch.

The 5 Step NLP Sales Process

1. Establish Rapport
2. Ask Questions
3. Find a Need
4. Link the Need or Value to your Product or Service
5. Close

The 5 Step NLP Sales Process

- 1. Establish Rapport:** Remember, people who are like each other, tend to like each other. Match & Mirror:
 - Physiology
 - Tone of voice
 - Representational systems
 - Breathing
 - Key words
- 2. Ask Questions:** The questions you ask need to be directly related to the business of the person you are interviewing. Talk their language. Ask questions in the language of their main interest. In business, talk the language of their business. This is where you can ask questions that give you clues to their buying strategy.
 - What do you do? What are you interested in?
 - How did you decide that this was a good job for you?
 - “For what purpose do you want this?”
 - Also discover client’s I/R of success
 - Find out client’s primary rep system and desired state
 - Discover client’s Motivation, Decision, Reassurance Strategies
 - Elicit Values (“What’s important to you about _____?”)
- 3. Find a Need:** Establish Value. Propose a solution to the client’s problem, and then ask, “Do you see any value in this?” Or “What would it be worth to you to solve this problem?” (If there is no need, then stop here. Find another client. There are plenty out there.)

Your job at this point is to quickly find as many no’s as possible. That means that you need to push up against the client enough so that she makes a decision right now. No’s are infinitely better than, “I need to think about it. Can you call me back tomorrow?” (Remember the spinning plates analogy.) Most

The 5 Step NLP Sales Process

sales people waste 80% of their time on people who buy nothing. If you spend 80% of your time on people who are going to buy, then they will spend more with you. You want “High Probability” clients.

While you are in this step, you can also use:

- **Conditional close** -- “Do you see any value in this...” or “Is it fair to say that if we solved this problem then that would be valuable to you?”
- **Tag questions** – “Then it would be valuable to you to solve this, wouldn’t it?”

4. **Link the Need or Value to your Product or Service**

At this point you propose how your product or service will solve the problem that you uncovered earlier. Make a clear proposal of how, but with as little detail as possible. Only tell the client enough to make it possible for them to purchase.

- “What would happen if...” or “Suppose...”
- “Compared to...” (Contrast Frame)
- Because (studies prove the power of this one word)
- Agreement Frame (avoid “But” use “and” instead)
- Use strategies if you elicited them
- Also repeat client’s values & key words as you close
- Anchor positive solution states
- Anchor and link negatives to your competition or outcome if client does not take action.

5. **Close:** Ask for the order!

- If yes: Future pace. Fire reassurance anchor. Get referrals.

Handle Objections by either:

- Ignoring them and going to #3

-Or-

The 5 Step NLP Sales Process

- Handling Objections and going to #3

Closing is about moving the buyer from resistance or objection to buying.

Closing: There are a number of ways to ask for the order, technically called “Closing”. There are a number of books with many ideas that have worked over the years for closing. Never underestimate the power of just asking them to buy!

“So do you want it or what?” “Are you ready to **get started now?** (command tonality)

Answering the objection

You may choose to answer the objection if you think the objection is significant. Here are the only 4 objections:

1. “I don't have enough time,”
2. “I don't have enough money,”
3. “It won't work for me (it works for everyone else but it won't work for me),”
4. “I don't believe you.”

Handling An Objection: (The Final Objection Close)

1. Listen fully to the client's objection! Objection is not “rejection”. It's a clue to the client's internal evaluation process.
2. Act a little bit surprised.
3. Say, “Oh I get it, you mean that's the only reason you're not buying?”
4. “If I could show you how to have the time (or money etc) would you buy?”
5. The last step is to answer the objection as above and go right back to establishing the value.

Re-Establish Value by going to #3

The Reluctant Sales Person Part Two: External Influence

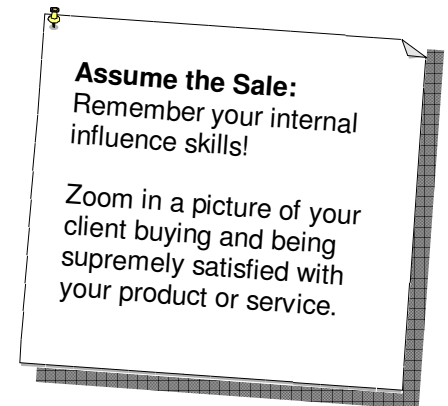
The 5 Step NLP Sales Process

Closes:

Closing is simply asking for the order.

“Do you want this?”

Assume the order all the way through. Assume that the client wants to be your client.



1. Order Blank Close: Fill out and use an order blank. Have it already filled out ahead of time. Turn it around and ask them to approve it. Do not ask them to sign. Do say “Is this Okay?” **Never call it a contract.** Call it an **Agreement.**

2. Questions Close: If the client asks you a question respond with a question. Listen carefully to questions that indicate they’ve bought.

Client: “Do you write reports?” **Salesperson:** “If we wrote reports would you want one?”

Client: “Do you deliver that in blue?” **Salesperson:** “If we delivered that in blue is that something you’d want?”

Note: When the client asks you a question the answer to which if answered “yes” means they’ve bought, then you need to notice it and **allow them to buy.** I hate it when a sales person keeps selling me after I’m ready to buy.

Client: “Well if we hired you, could you come as early as next week to assist me?”

Salesperson: “If I came as early as next week to assist you, would that mean you’re a client of ours?”

3. Alternative choice Close: Offer two choices separated by an “or”.

Examples: “Do you want us to start today, or do you want to begin next week?”

“Do you want the quarter page ad or the half page ad?”

4. Sharp Angle Close: Something that distracts the client’s attention. Example: Turn the agreement around right side up for the client while explaining the agreement, “We’re going to do this, this and this, you’ll do this this and this...Would you like to use my pen?” Asking about the pen shifts their focus.

5. Balance Sheet Close: Point out that after increasing their sales or bottom line with your service or product, even by as little as a dollar more than the cost of your service, it is essentially free.

The Reluctant Sales Person Part Two: External Influence

Cold Calls...Getting to "No".

When making cold calls or prospecting it's much better to get a firm "no" than a maybe. "Maybe" is a notorious time waster. Most people don't want to be rude. So giving them a tag question at the end of your intro statement gives them an out. You don't care. You want either no's or yes's.

Example: "Hi This is Mark Shepard, I help sales shy professionals get over their sales reluctance so they can help more people with their services. Is that something you'd be interested in or not?"

Exercise:

Write your own cold call intro (35 words or less) selling some benefit of your services followed by a tag question:

Hi this is _____ I'm with _____

I _____

Is that something you'd be interested in or not?

(If no) "Great! Thanks for your time."

(If yes) "Great! Do you want to meet with me at the beginning of the week or the end of the week?"

Appeal to your client's self-interest.

"The quickest way to secure people's minds is by demonstrating, as simply as possible, how an action will benefit them. Self-interest is the strongest motive of all: A great cause may capture minds, but once the first flush of excitement is over, interest will flag—unless there is something to be gained. Self-interest is the...foundation."

- The 48 Laws of Power by Robert Greene & Joost Elffers, p. 374.

"Most ads are written under the assumption that the customer is asking, "Who are you? What is your product? When are you open? Where are you located?" Unfortunately, the customer's only real question is "Why should I care?" Your customer is saying, "Tell me a story that has me in it. Don't tell me a story about you. What's in it for me? Can you save me time, make me money, reduce stress in my life or cause people to think more highly of me? If not, then leave me alone."

- The Wizard of Ads by Roy H. Williams, p. 44-45

Every Sales Call Is Like A Job Interview.

In many ways every sales call is a job interview. I know you know all about everything on this page, but just in case you don't...here it is anyway: (adapted from "What Color Is Your Parachute?" by Richard Nelson Bolles)

1. Your appearance and personal habits: Research and experience clearly demonstrates you are more likely to get the sale if:

- You have recently showered, freshly shaved (for men), hair trimmed, nails clean, not too long (for women).
- You are wearing clean, neatly pressed business appropriate attire. Shoes recently polished. For women, wearing a bra, dressing in a manner which is not so daring as to call attention to itself.
- You do not have bad breath, do not dispense a heavy odor of garlic, onion, stale tobacco, alcohol etc. Brushing and flossing your teeth is also a good idea.
- **You avoid heavy amounts of after-shave cologne or perfume.**

2. Nervous Mannerisms: It is a turn off for prospective clients if

- You continually avoid eye contact. Remember your matching and mirroring. Mirror back to your prospect the type and amount of eye contact they are demonstrating.
- You give a limp handshake. This is so basic! Practice a warm firm (not too firm) handshake.
- You slouch in your chair, fidget with your hands, crack your knuckles, snap your gum...(why are you chewing gum? Spit it out before you get out of your car!)

3. Lack of self-confidence. It is a turn-off for prospective clients if:

- You are speaking so softly you cannot be heard or so loudly you can be heard two rooms away. This is where you match and mirror their voice tonality, volume, pitch, tempo etc.
- You are giving one-word answers to all the prospect's questions
- You are constantly interrupting your prospect or acting pushy. Again you want to match and mirror their conversational style. The only time you would consider interrupting them is if they do that constantly themselves. In that case it actually may get you the sale.

The Reluctant Sales Person Part Two: External Influence

4. Figure out how to get there and get there early! A salesperson called on me recently and made an appointment to meet with me. He was late, he had gotten lost. He kept telling me he was right by the gas station on a certain corner. It turns out he was at a different corner. It took me almost 30 minutes of my time on the phone to get him straightened out. In the meantime I had other calls coming in and other things to do. I did not buy from him. Get a damn map! If it's a really important sale, make sure you know how to get there before it's an emergency...and of course **focus** on getting there on time, relaxed and confident...

The Reluctant Sales Person Part Two: External Influence

Pssst!

Want to know the greatest
sales secret of all time?

Write a hand written or (if you must type) specifically personal
thank you note and send it that very day.

Just a simple note! So simple yet neglected by 98% of the other sales people out
there. Everybody knows they “should” do this but so few actually do. Try it. I dare you.

“Dear _____, (hint, make sure you spell their name correctly!)

Thank you so much for taking the time to _____
(Pick a, b, c, or d below)

- a. see me (if they are a visual),
- b. sit down with me (if they are kinesthetic),
- c. talk with me (if they are auditory)
- d. consider my proposal (if they are Auditory Digital).

Yours truly,”

sign your name

Note: Based on your mirroring and matching skills you can be as formal or informal as
your prospect. If they are extremely formal, use their title and proper name. If they are
quite informal and invite you to use their nickname, use it.

The Reluctant Sales Person Part Two: External Influence

How have you changed? What's the most important thing you've learned and will "take away" with you?

When you think of yourself as a confident, successful professional or sales person serving, educating and assisting your clients do you have a picture?

Where is it? Make sure it's in the place of your "true" beliefs. Continue to monitor it's location and keep moving it there until it sticks. Or use your imagination to fasten it, or lock it in place.

Remember you are in charge of your change!

Who is your action partner?

What is your commitment to take action?

The Reluctant Sales Person Part Two: External Influence

Victory Song

5/23-25/2002

Why does it all now come together?
Why do you see it all as one?
Why do you feel light as a feather
Now that your true work has begun?
Why is your body full of wisdom?
why can you access all you know?
Now take whatever may be too dim
Simply ignite it so it glows!

Refrain:

Turn up the volume of the choir!
Paint all your colors that much brighter
Fill your spirit full of fire
Taste the sweetness...
Taste the sweetness... of victory

Why do we heal ourselves with laughter
Why do we heal ourselves with love
Why do we focus on what matters
As the baseball rockets to the glove
Now, can you feel the pulse of music
like healthy sweat upon your skin
Why do you know that you can do it?
Coming from behind to take the win!

Refrain:

Why do you take decisive action?
Why do you aim for your best shot?
Why do you tap into your passion
When you give it everything you've got?
Why do you give yourself permission
to be abundant and at ease?
Now take the time to turn and listen
to the thunder of applause upon the breeze!

The Reluctant Sales Person Part Two: External Influence

Tracking Sheet: Before the workshop

It is helpful to keep track of your progress:

These numbers are for your own use. But I would appreciate being able to quote them anonymously or only with your permission. Please fill this out before your first coaching call.

What did you earn each month for the last 12 months?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

What did you earn last year total? _____

What is a realistic amount of money you could earn in a month if you weren't holding yourself back?

What is a realistic amount of money you could earn in a year if you weren't holding yourself back?

The Reluctant Sales Person Part Two: External Influence

Tracking Sheet: After the Workshop

Please log in your income total for each week following your attendance in this program.

1. _____

2. _____

3. _____

4. _____ Month one total: _____

5. _____

6. _____

7. _____

8. _____ Month two total: _____

9. _____

10. _____

11. _____

12. _____ Month three total: _____

13. _____

14. _____

15. _____

16. _____ Month four total: _____

17. _____

18. _____

19. _____

20. _____ Month five total: _____

The Reluctant Sales Person Part Two: External Influence

21. _____

22. _____

23. _____

24. _____ Month six total: _____

25. _____

26. _____

27. _____

28. _____ Month seven total: _____

29. _____

30. _____

31. _____

32. _____ Month eight total: _____

33. _____

34. _____

35. _____

36. _____ Month nine total: _____

37. _____

38. _____

39. _____

40. _____ Month ten total: _____

41. _____

42. _____

43. _____

44. _____ Month eleven total: _____

The Reluctant Sales Person Part Two: External Influence

45. _____

46. _____

47. _____

48. _____ Month twelve total: _____

49. _____

50. _____

51. _____

52. _____ Month Thirteen total: _____

Please note: do we have a wacky calendar or what? I thought there were 12 months in the year, 4 weeks in a month...but it doesn't add up to 52 weeks....

Whatever! Use this chart however it works best for you.—Mark

The Next Step:

If you haven't already, go to

www.ModernJedi.com

and enroll in the

Modern Jedi NLP Mind Mastery

On-line/Hands-On

training program.

The Reluctant Sales Person Part Two: External Influence Resources:

On Marketing, Advertising & Sales:

- **Selling The Invisible: A Field guide to Modern Marketing**, by Harry Beckwith, Time Warner, 1997 ISBN 0-446-52094-2
- **The Invisible Touch: The Four Keys To Modern Marketing**, by Harry Beckwith, Time Warner, 2000 ISBN 0-446-52417-4
- **What Clients Love: A Field Guide to Growing Your Business**, by Harry Beckwith, Time Warner, 2003 ISBN 0-446-52755-6
- **How I Raised Myself From Failure To Success In Selling**, by Frank Bettger, Prentice Hall, 1986, ISBN 0-671-79437-X
- **Your Marketing Sucks**. By Mark Stevens, Crown Business, NY 2003 ISBN 0-609-60983-1
- **The Wizard of Ads**, by Roy H. Williams, Bard Press, Austin TX 2003, ISBN 1-885167-29-6
- **Ogilvy on Advertising**, By David Ogilvy, Vintage Books, a division of Random House, NY 1985 ISBN0-394-72903-X

On NLP

- **Magic of NLP Demystified**, by Byron Lewis & Frank Pucelik, Metamorphus Press, Portland OR, 1990, ISBN 1-55552-017-0
- **Changing Belief systems with NLP** by Robert Dilts, Meta Publications, Capitola, CA, 1990 ISBN 0-916990-24-9
- **Time For a Change** by Richard Bandler, Meta Publications, Capitola, CA, 1993 ISBN 0-916990-28-1
- **Structure of Magic I & II** by John Grinder and Richard Bandler, Science & Behavior Books, Palo Alto, CA ISBN 08314-0044-7 and 08314-0049-8
- **Time Line Therapy & the Basis of Personality** by Tad James & Wyatt Woodsmall, 1988 Meta Publications, Capitola, CA, 1990 ISBN 0-916990-21-4

General Motivation and Inspiration:

- **Don't Shoot The Dog! The New Art of Teaching And Training** by Karen Pryor, Bantam Books, 1984, 1999 ISBN 0-553-38039-7
- **Unlimited Power** by Anthony Robbins, Simon & Schuster, NY 1986 ISBN 0-671-6008-0
- **Awaken the Giant Within** By Anthony Robbins, Simon & Schuster, NY 1992 ISBN 0-671-72734-6
- **Permission to Succeed** by Noah St. John, Health Communications, Inc. Deerfield Beach, FL ISBN 1-55874-719-2
- **Think & Grow Rich** by Napoleon Hill, (the ultimate classic)
- **The 48 Laws of Power** by Robert Greene & Joost Elffers, Viking, 1998 ISBN 0-670-88146-5
- **The Art of Seduction** By Robert Greene, Viking, 2001, ISBN0-670-89192-4
- **Excuse Me Your Life Is Waiting**, byLynn Grabhorn, Hampton Roads, 2000, ISBN1-57174-381-2

The Reluctant Sales Person Part Two: External Influence

Would you share a testimonial?

Please take a moment to share with us a testimonial and any feedback or insights that could help us improve this program. If you're viewing this on-line please drop me an e-mail at mark@markshepard.com

Thanks!

Thank you for taking the time to do this! I appreciate having your permission to quote your comments above.