

Power Persuasion

By Dr Robert Tracz

Persuasion Skills For Real Estate
Investment Professionals

Brought To You By

REIN & Dr. Robert A. Tracz

According To HR Pros...
The 5 Most Valued Business Skills Are:

- **Oral communication**
- **Problem solving**
- **Interpersonal**
- **Written communication**
- **Technical**
- **What is the common theme?**

The Four Highest Paid
Business Skills Are:

- **Sales**
- **Marketing**
- **Copy Writing**
- **Leadership**
- **What do these skills have in common?**

Fact:

- **Dozens of real estate and JV strategies won't make you money**
- **Combining the above with the ability to inspire trust, convey empathy and persuade others will**

Fact:

- **Money results from working on your business, not in your business**
- **Marketing**... finding properties and prospects
- Conversion... closing the deals (persuasion)
- **ROI**... maximizing profits

Persuasion Is Like Fishing

- **Discover what bait the fish want**
- **Find the fish**
- **Offer the bait**
- **Play the fish**
- **Set the hook**
- **Carefully reel it in**
- **Get the fish in the boat**
- **Get your line back in the water**

You Are About To Learn A SYSTEM

- **This SYSTEM "Sells" your ideas, products & services...**
- **It works with individuals and groups**
- **It is not a form of manipulation... it is a means to persuasive communication**

Disclaimer:

1. **We provide the SYSTEM**
2. **You provide the desire, action & follow through**
3. **The system doesn't work without desire, action & follow through; but then desire, action & follow through don't work without a system**

The "Classical", Sales Driven, Business Model

1. **Find prospects**
2. **Contact prospects**
3. **Establish rapport**
4. **Discover their needs**
5. **Make recommendations**
6. **Close the sale**
7. **Contact more prospects**

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A More Effective, Systematized, Market Driven Business Model

- Target qualified prospects
- Use powerfully worded, persuasive communication to get them to contact you
- Drip on them... repeatedly deliver an invited, systemized and persuasive message
- Educate them so they can make an informed buying decision
- Entice them to act now
- Actively pursue repeat business, referrals and joint venture relationships

Persuasion – The Key To The Vault

- Creates the got-to-have-it feeling
- Taps into primal buying emotions
- Implants hidden "sales" messages
- Arouses inner buying desires
- And leads a prospect to say, "I would have to be an absolute fool to do business with anyone else but you... regardless of the price."

Master This Single Concept And Become A Persuasive Communicator

- If you want to know why John Smith Buys what John Smith buys you have to see the world through John Smith's eyes
- JS doesn't want your product, service or offer – he wants proven results, endorsed by experts and offered by people he likes and trusts and at a price he determines to be a great value.

Critical Fact:

- John Smith buys what he wants to buy not what he needs to buy
- Persuasion works by shaping John Smith's wants

6 Habits Of Persuasive Communicators

1. Thinking win : win (discovery)
2. Proceeding with positive expectations
3. Applying the principles & techniques of persuasion
4. Using "CARING" communication
5. Packaging your proposal for success
6. Persistence

1) Think Win: Win

- A mutually beneficial relationship in which each party is rewarded by being in the relationship
- It's not:
 - Win: lose... taking advantage of the other person
 - Lose: lose... no one wins
 - Lose: win... you're a door mat

Determine Your Desired Outcome

- Have a written Communication strategy
- Keep the purpose of every contact clear - know the next action (to sell, have another meeting, to leave follow-up information...)
- Keep everything else secondary!

Discovery – SWOT Analysis

- Who is your competition? – What are their strengths & weaknesses? – These equal your opportunities and threats
- How can you improve your inside reality? Outside perception?
- What is the best value you can offer? ... how can you increase the perceived value? ... price, bonuses, terms and availability...

Discovery – SWOT Analysis

- Who is your target audience? Spend your time with those that want to buy, sell or invest
- What are the buying motivations? – what emotions can tap into
- What objections might arise? – your response
- What benefits do you offer?
- How do the benefits relate to your prospects fear of loss or desire for gain?

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Determine How They Will Win

- o Clearly list why your offer is in the other person's best interest
- o Convert features into benefits & link benefits to your offer
- o Simplify, simplify, simplify to improve understanding... analogies, examples, testimonials...
- o What proof can you use

2) Approach With Positive Expectations

- o It's not that you say it; It's how you say it
- o The how reflects your attitude, beliefs and expectations and shapes the other person's perceptions
- o Perception is more important than reality
- o Because you bring into reality that which you feel, believe and expect you must change your state of mind before proceeding

How To Do It

- o Be big picture positive
- o Change the information you take in
 - Attend and participate in all REIN meetings
 - Filter the news look for opportunities not obstacles
 - Change what you read...
- o Act as if you can't fail
- o Associate with successful people
- o Use positive self-talk
- o Use visualization

Apply The 19 Principles of Persuasion

Principle #1 Commitment & Consistency

- o The more consistent your look & message... the more familiar it becomes
- o Familiarity breeds sales not contempt
- o People soon forget what they know about you and simply remember that they know you

How To Use Commitment & Consistency

- o Consistency in your look
- o Consistency in your message... no matter how it's delivered
- o Repetition of your message

"Consistency Provides 'Stability' in an Unstable World"

Commitment & Consistency Can Cause Dissonance...

- o Dissonance is that feeling you get when act inconsistently with your true feelings and values...
- o This can be used to your advantage
- o Example: you have pledged to buy 17 properties in 3 three years BUT 2 years have passed and you're still struggling to invest in your 1st property

How We Handle Dissonance

- o Deny it exists
- o Modify our beliefs
- o Reframe our understanding of our commitment
- o Search for evidence to prove we're right / justified in our actions
- o Ignore or forget the discrepancy
- o Rationalize it by making excuses

How To Use Dissonance

- o When someone's actions are inconsistent with their beliefs, attitudes & values they become motivated to change their actions
- o In practice... create discomfort between their actions and beliefs then present your proposal as the solution to relieve their discomfort

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Watch These Strategies

- Get a commitment - people feel the need to act in accordance with their commitments - even if the terms of the commitment are latter changed... very important
- Explain how their actions are inconsistent with their commitment...
- Show them a way to get back on track - your product, service, offer

Principle #2 Reciprocity

- When someone does something for us we feel obliged to return the favor
- E.g.. You provide a free report on how to sell your house in 7 days or less to build a data base of motivated sellers

Creating the Obligation

- The obligation can be tangible (a CD or report) or intangible (a service, information, share a secret, do a favor)
- The obligation must be perceived as valuable with no perceived expectation that it is bribery
- Become the Solution Provider

How To Do It

- In practice, create a feeling of obligation by giving something of value away free... your time or effort, perhaps a product, CD, report or service
- Obliged to Choose You over others who are trying to sell them

Principle #3

Attraction

- Make yourself irresistibly attractive to do business with
- Ability to connect with anyone, anywhere, anytime
- Ability to make others feel comfortable with you
- Ability to make others feel good about them self
- Acknowledge and empathize with the person's situation

Involves:

- 4 C's... your credibility, competence, charisma & character
- Similarity... people like people they perceive to be like them
- People Skills... likeability
- Rapport...

Principle #4 Social Pressure

- We want to be part of a larger group - we want to be liked, accepted and in agreement
- When we don't know what to do we look to others for guidance - a void for you to fill
- In action: the more that do it the more it must be right
- About 5-10% of the population goes against the norm

In Practice

- **Manipulative Examples:**
 - Faith healers use audience plants
 - Making certain items appear to be disappearing on the product table
 - Getting audience members to move in front of others to take advantage of a special

In Practice

- **Non-Manipulative Examples:**
 - MCI - friends & family campaign
 - Exposing others to testimonials and success stories
 - Laughter is contagious... use humor, jokes, situational events...

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How To Do It

- **Provide Proof Other Are Doing It**
- **Introduce Them to Some of the Others**
- **Hint at fear of missing-out, rejection, being wrong, going against the norms**
- **Present it as the best selling, most popular, everyone's jumping on the bandwagon...**

Important Considerations

- **The larger the group the better**
- **The better connected the group the better**
- **The more clearly the product, service or idea is socially validated the better**

Principle #5 of Scarcity

- **Something is more desirable and valuable the more scarce it is**
- **We believe that if rare or scarce it must be more valuable and better**
- **In practice if you offer two things and say one is abundant and the other isn't, they'll want the later**
- **E.g. place a deadline on your offer**

How To Do It

- **Say the supply, space, access is limited**
- **Create the allure by making it desirable but unattainable by most**
- **Say it might sellout – provide proof of previous sell-out**
- **The offer is by invitation only**
- **It's not available to others**

How To Do It

- **This is an exclusive one-time offer**
- **Create a deadline... Take away selling - Tell them it's only available for so long**
- **If you tell them it's not available or will soon be available – they will want it more**

The Importance of Proper Language

- **Albert Mehrabian study ...**
- **Use everyday language**
- **Team up... "Let's" instead of "you"**
- **Use positive vs. Negative language**
- **Punctuate with silence**
- **Watch rate, volume, pitch, inflection**

Language Keys

- **Use emphasis to trigger excitement and mark messages**
- **Create emotional impact**
- **Use tense to diminish and forecast**
- **Watch your vocal fillers**
- **E.g. match and mirror**

Word Choice

- **Change**
 - Contract... Agreement
 - Sign here... OK the paperwork
 - Sell/buy... Take advantage of
 - Salesperson... Business consultant
 - Commission... Fee for service
 - Cost... Investment
 - Credit card... Form of payment
 - Problem\objections... Challenge
 - Cheaper... More economical
 - Service charge... Processing fee

Principle #6

Hot Buttons

- **We All have hot buttons.**
- **Hot buttons trigger emotional responses. Positive & Negative**
- **We buy for emotional reasons**
- **Trigger the right hot buttons then give them reasons to act now**
- **The key to discovering someone's hot buttons... look for the why behind the what in their comments and questions (i.e. it's not important what they say... what is important is why they say it)**

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Hot Buttons Usually Relate To Human Needs

- Basic Needs
 - Food
 - Shelter
 - Security
 - Clothing
 - Love
- Higher Needs
 - Adventure
 - Freedom
 - Power
 - To build and grow
 - Social interaction
 - Acceptance
 - Community
 - Self-expression

5 Basic Human Hot Buttons

- **Fear**
- **Self-centered desires**
- **Curiosity**
- **Sex-appeal**
- **Free**

Fear Hot Button

- **Works best with basic needs**
- **3 Fears to be aware of:**
 - Fear things will get worse
 - Fear of paying too much / making a mistake
 - Fear of losing out
- **4 Principles that alleviate fear:**
 - Objections
 - Credibility
 - Consistency
 - Truth / Proof

Self-Centered Hot Button

- **Works best with higher needs**
- **People want a magic pill that makes life easier & them irresistible and wealthy...**
- **Use benefits and bonuses to appeal to self-centered hot buttons**
- **Support benefits and bonuses with an abundance of proof...**
- **When possible, show don't tell**

Curiosity Hot Button

- **Works best with higher needs**
- **Use words and phrases that turn apathy to interest: secrets, discover, now revealed...**
- **Salt your language**
- **Doesn't work by itself**

Sex Appeal Hot Button

- **Sex doesn't sell, it interrupts**
- **Sex sells sex**
- **Works best with basic needs...**
- **Men associate your offer with getting the girl... direct**
- **Woman associate your offer with romance... much more subtle**
- **Doesn't Work On Its Own!!**

Free Hot Button

- **Works with all needs**
- **In order to push the free hot button you must give your gift free and clear**
- **What you give must be valued and offered without expectation of any attached strings**

Feel Good Hot Buttons

- **Feel good hot buttons are state changers...**
- **People are more likely to buy if they feel good**
- **You can help someone feel good by:**
 - Promise them a magic pill - make it easy and convenient
 - Offer instant gratification
 - Be enthusiastic
 - Offer **specificity** in your word pictures and numbers
 - Use humor, music, fun
 - Use genuine recognition & acceptance
 - Make your offer exclusive
 - Tell them a story about them... how they'll be wealthier, happier and sexier... make them see it, hear it & feel it

The Social Hot Buttons

- **Similarity**
- **Social proof**
- **Rapport**

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The Authority Hot Buttons

- **Expertise**

The Unique Hot Button

- **Your USP - why is your product/service/offer better, cheaper, faster...**
- **How To:**
 - Your product, service, offer
 - Helps...
 - Who...
 - Do what...
 - How...

Principle #7 Contrast

- **The human mind naturally compares one thing to another**
- **You control the comparison and steer the prospect to the object of your choosing...**
- **E.g. Realtors showing you the house you wanted PLUS a house that little bit better – only \$20,000 more!**

How To Do It

- **Reduce the price to the ridiculous...**
 - It's not \$200,000.00; it's \$999.00 a month or \$333.00 a week or \$47.57 a day... that's only \$1.98 an hour... tell me what can you get these days for only \$1.98
- **Reduce the difference between your offer and their price to the ridiculous**
- **Add a bonus, increase the perceived value**
- **Change their focus (i.e. 20% fat or 80% lean; 20% chance of rain or 80% chance of sun)**
- **Contrast ridiculous to reasonable – an unreasonable (huge) request to a reasonable (your desired) one**

Principle #8 Expectation

- **Individuals tend to make decisions based on what others expect of them**
- **E.g. Believe in your heart that your offer is their best alternative and present it as such... expecting them to accept it**

How To Do It

- **Expect results with confidence**
- **Create the expectation of desirable results after they act on your offer**
- **Assume the sale in your words and language**
- **Use persuasive suggestions**
- **Establish time lines with your expectations**

How To Do It

- **Make favorable first impressions**
- **Embed commands**
- **Have them create goals**
- **Create the right environment... i.e. learning**
- **Pace and lead**

Create Goals

1. Get them to set a goal...
2. Build their hope that it's achievable...
3. Help them visualize their success...
4. Explain how to proceed
5. Challenge them to act now

Principle #9 Involvement

- **The more you involve the five senses the more persuasive you'll be**
- **The more you involve someone physically and mentally the more persuasive you'll be**
- **E.g. future pace; ask what's it going to take to get this to happen**

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Here's How

- Increase participation
- Maintain attention
- Share by asking questions
- Captivate with stories & examples

Tips for Involvement

- Get and keep them saying yes... consistency
- Use sensory rich visualizations
- Talk fast
- Have fun, be congruent and engaging
- If it's a product get it into their hands

Tips for Involvement

- If it's a service make it tangible (put a handle on it)
- Use repetition
- Preview what's coming... salt it
- Use success stories and testimonials to validate
- Make it visual, vocal & kinesthetic

Principle #10

Liking

- We want to be liked, praised, recognized, accepted...
- Accept the person for who he is even if he is different

How To Do It

- Genuinely like and want the best for them
- Praise them
- Recognize their efforts and achievements
- Accept them as they are
- Respect them...

Principle #11

Association

- We link objects, gestures, music and symbols with our actions... these become our habits... unconscious actions
- We want to be like our heroes, do what they do and have what they have...
- E.g. The smell of hot apple pie in the oven when you show the house

How to do it

- Use music, aroma, images to trigger memories & feelings
- Make the intangible tangible
- Use endorsements
- Anchor desired feelings to physical actions
- Create and link positive feelings & images to slogans and logos

Principle #12

Balance

- People hate to be sold... they love to buy
- They buy for emotional reasons... fear of loss, desire for gain/comfort/personal satisfaction & pride
- They need logical reasons to justify their purchase – Provide it To Them

Benefits : Logic

- Benefits appeal to the emotions that drives the sale
- Features appeal to Logic that justifies the emotion
- Turn features into benefits by asking "So what?"

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How To Do It

- Balance emotional impact with logical evidence
- Emotional impact (Stories)
 - Six important emotions to be aware of:
 - Guilt: "I hurt you..."
 - Intimidation: "Don't you have enough confidence to decide for yourself?"
 - Ego: "I can see that you're a smart person..."
 - Fear: "This might be your last chance to..."
 - Curiosity: "You'll never know until you try..."
 - Desire to be liked / loved:
- Logical proof (SEDATE)

Use Universal Stories For Emotional Impact

- Conflict
- Organization
- Listening
- Attitude
- Fears
- Success
- Self-esteem
- Parenting
- Relationships

Use Universal Stories For Emotional Impact

- Assertiveness
- Money
- Achievement
- Set-backs
- Change
- Growth
- Risk/gain
- Memory
- Communication

Embed Pertinent Values In Your Story

- Knowledge
- Wisdom
- Mortality
- Ethics
- Freedom
- Independence
- Love
- Money
- Security
- Respect
- Harmony
- Belonging
- Role model
- Fulfillment
- Honesty
- Challenges
- Patience
- Persuasiveness
- Mental health
- Physical health
- Religion
- Loyalty
- Spiritual health
- Financial health
- Relationships
- Friendships
- Loyalty
- Relaxation
- Trust
- Achievement
- Accomplishment
- Power
- Fairness
- Justice
- Recognition

Principle #13 Credibility & Risk

- **Credibility is inversely proportional to risk... as credibility increases, the risk decreases and vice versa**
- **Nothing is more convincing than 3rd party endorsements, facts and figures**
- **E.g. provide testimonials in your binder**

Credibility VS Risk

Credibility ↑ ↓ Risk

- Proven service to a proven market
your existing database
- New Service to a proven market
endorsed mailing, JV
- Proven service to a new market
strong testimonials, strong guarantee
- New service to a New market
JV, borrow/buy credibility

Credibility / Authority

- People want to deal with an expert... not always the best (too expensive) but good
- Build your perceived expertise / credibility
- High credibility reduces a buyer's perceived risk

How To Establish Credibility

- Relevant credentials, associations, education, experience...
- Never tell more than you think they'll believe
- Be congruent in your words and actions
- Win : win for long-term relationships

How To Establish Credibility

- Seek first to understand then to be understood
- Be true to your word – do what you promise to do
- Respect the other person & his time
- Be real - be yourself

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Principle #14 Objections

- Objections are inversely proportional to the amount of input the purchaser has in the final decision
- In other words - people will accept their ideas and object to yours
- Expect objections... you won't be disappointed
- An objection is not a "no", it is a "you haven't convinced me yet."
- E.g. Someone thinks your price is too low but you point out the costs to bring the house up to fair market value and the carrying costs to sell the house

How To Do it

- Prevent objections by bringing them up before they do
- Use the "Big Spotlight"
- When they do object:
 - Remain calm
 - Listen
 - Restate the objection (this may be enough if the objection is ridiculous)
 - Be empathetic - Let him save face
 - Respond

Possible Objections You Need to Address

- Time
- Money - price, can't afford it
- Too much effort
- Methods of learning
- Decision making capability
- Knowledge
- I'm different
- Indifference
- Tried it
- Too new / different
- Product criticism
- "Rumors" objection
- Have to think it over
- Unknown objection...

Possible Objections You Need to Address

- What we have is OK
- Can't decide
- Need permission / to get it OK'd
- It's not my problem
- Why you, Why now, Why your company, Why your product or service
- Company won't pay for it
- What risks are involved
- What are all my options
- Fear they will fail
- Personal ties, satisfied with, loyal to another supplier

Handling Objections

- Reduce it to one... anything else
- Feel, felt, found
- Let's think about it... Ben Franklin
- Time is money... Here's what you stand to lose
- Focus on their most pressing need... implications of not acting now
- This-could-be-you when you... benefits
- Plead... what am I doing wrong
- Let's sleep on it... Let's do the paperwork now and...
- Challenge them... You're not serious

Handling Price Objection

- Compare apples to oranges
- Decrease price by adding value
- Identify the unique invaluable aspect of your proposal
- Make the price a benefit...
- Challenge their ability to pay... "if you can't afford it I can direct you to some alternatives you might be able to afford"

Principle #15 Options

- People want to hear their options before deciding
- No choice usually = no sale...
- Too many choices also usually = no sale... confusion
- 2-3 choices best
- E.g. make two offers to purchase, not one

Principle #16 Challenge

- Express your doubt that they can or will do it or that they are serious about doing it and let them prove you wrong
- Use the 'Take Away' Close
- "Maybe It's Not For You."

Principle # 17

The Up Sell

- Sell coffee to coffee drinkers
- Once a decision to buy has been made it is significantly easier to sell more to that person
- When you add a related product or service that is 10 to 15 per cent of the overall quoted price - 20 to 30 per cent of buyers will take the add-on
- Once someone has decided to sell but before the paperwork is signed they will be more likely to concede on certain items
- E.g. agree on a price on the shed, then offer the tools in the shed for a price

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Principle #18 Value

- No one wants the 3rd best deal he can get
- Build value beyond price
- Value is perceived.
- You Control The Perception!

Principle #18 Value

- Present your offer as the magic wand they need to make their problems go away or achieve their dreams
- E.g. offer a one year lease on a car with the purchase

Added Value - Buying

- Houses take 90 days to sell - have to pay mortgage, insurance, expenses... for 90 days
- Have to pay 6% to list & sell
- Have to keep it clean and presentable
- Have to fix up, paint, update to get top price
- Your Example: _____

Added Value - Selling

- Clean up, fix up & money you've put into the house
- Headaches you've assumed so they won't have to
- Features with benefits you've added...
- Take back a second mtge or help them arrange financing
- Your Example: _____

Added Value - Renting

- Location, view, conveniences, safety...
- Option to buy, portion of rent goes to down payment...
- Features & benefits,
- Welcome package, JV's you've arranged...
- Your Example: _____

Principle #19 The Truth

- We have built in BS meter & any hint of exaggeration and platitudes will trigger it
- Stories are powerful but had better ring true
- The best stories are case studies, success stories, satisfied "customers" & future stories about their success
- E.g. point out the short comings of the property

4 Persuasion Techniques

4 Persuasion Techniques

- Embedded Commands
- Pace & Lead
- Use The Language Of Their Sub-Conscious Desires
- Determine Their Decision-Making Criteria

#1 Embedded Commands

- Embedded commands are suggestions planted in the fertile soil of their sub-conscious
- Given time these commands germinate and become their thoughts
- Once they become their thoughts they will persuade them self to act

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Embedded Commands

- Direct their awareness – you can... others have...
- Future pace – Imagine... What if I could wave a magic wand and...
- Programmed condition – when you... If... then
- Assume the obvious – fact, fact, fact and...
- Settle the conscious mind – don't..., because...

Embedded Commands

- 3rd party – testimonials
- Conditioning a yes response
- If I could make a suggestion...
- Ask a question
- Use an anecdote
- Link it to their desired states
- Use presuppositions – obviously, luckily for you, it only makes sense that
- Tell them why

How To Do It

1. Determine the actual message you want to send
2. Fit it into a bigger, logical sentence, context or story
3. Mark it

#2 Pace & Lead

- A method to lead their thinking into acceptance
- Use statements or questions to pace them... then lead them to focus on what you want them to focus on

How To Do It

- Pace with true statements (3 or 4)... followed with a leading command/ statement
 - You can learn how to invest in real estate from books, online, by going back to school or you could join REIN and be surrounded by the best investors in North America

How To Do It

- Pace with questions and lead them into agreement with a tag-on question
 - You want to learn real estate investing from the best investors in North America, make money and retire wealthy... don't you?

#3 Use The Language Of Their Sub-Conscious Desires

- Ask the right questions and you will discover what they truly want... and more importantly why
- Look for the "why" behind the "what" in their answer and zero your language in on their desires

How To Do It

- What's important to you in an investment?
- Criteria – hot buttons (desired outcomes)
- Why is having... insert criteria... important to you?
- Toward / Away
- Why did you choose to invest in real estate?
- Options / Procedures

How To Do It

- How will you know when you've found the right investment?
- Internal / External
- How does investing in real estate compare to what you do / did before?
- Same / Different
- What do you like about investing in real estate?
- People / Things

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#4 Determine Their Values, Rules & Decision-Making Strategies

- If you know how the decision will be made... you can provide what they need, when & how they need it

How To Do It

- Observe what's important to them
- Are they Reactive / Proactive
- Do they focus on Self / Other
- How often do they need to be exposed: Once / Continuously
- Do they use Feelings / Proof / Free Choice

How To Do It

- Do they Have to / Want to
- What are their Rules – for all; for me, for me but not you, for you but not me
- Do they prefer to See / Hear / Do / Read it

Senior Level Bonus Strategies

For REIN Members

Use Charismatic Communication

Respect Differences

- Personality / behavioral types
- Educational background
- Past experiences
- Cultural
- Gender differences
- Generational differences
- Religious and Political affiliations...

CARING Approach To Charismatic Communication

- Connect
- Attend
- Reflect
- Inquire
- Notice
- Goal-linking

How To Make A Fantastic First Impression

- Smile
- Make the first move
- Look & act the part

Have A Powerful Elevator Speech

- Apply the principle of reciprocity...
- People don't care about what you do... they care about what you can do for them
 - Who are you... your introduction
 - Who are you looking for... your target audience
 - What can you do for your target audience... make a big promise
 - Ask for his help and offer him a bribe... JV with the person to help you find and persuade your target audience

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How To Get Anyone To Like You

- Familiarity - repetition
- Create/associate with good times
- Share common interests, experiences, situations... with them
- **Use Reciprocity**
 - honestly respect & admire the person
 - Offer something of value

How To Get Anyone To Like You

- Let him do something for you
- Match & mirror
- Make the other person feel good about themselves
- Use Association – credibility & authority
- You
 - Project confidence (B&S), passion & high self-esteem
 - Use SOFTENERS

How To Help Anyone To Open Up To You

- Get them to commit to liking your idea or offer in principle
- Ask how it can be improved
- Listen for price or terms

How To Get Immediate Action

- Create scarcity
- Limit their options
- Add a deadline
- Principle of expectation
- Make it easy to do
- Offer a bonus to act now
- Make a small doable request... ask for more once they've done it

How To Get Your Idea Accepted

- Make an emotional appeal
- Provide a sound strategy to achieve it
- Say what will happen if he doesn't act now

How To Appeal To A Stubborn Person

- State, "you have me thinking about what you've said"
- Offer new information
- Motion changes emotion
- Present your offer in general terms looking for agreement (consistency)
- Add that it's likely impossible to do or that she likely can't do it... (challenge her to find the solution)

How To Improve Understanding

- Say, "I expect you will get this because it's relatively straight forward (expectation)"
- Give an overview
- Give the details
- Summarize what you've said

How To Help Someone Open Up And Get Specific

- Ask a specific question in response to a vague answer or statement
- Ask how the person feels about a specific aspect of a vague answer or statement
- Ask, "How do mean?"

How To Get Someone To Confide In You

- If warranted say that you are not judgmental and we all do things we are not proud of
- Confide a personal secret about yourself
- Ask his views about the subject in general terms
- Focus in on how a person feels about the situation... not the situation itself

Power Persuasion

By Dr Robert Tracz

Structure Your Presentation Using The AIDA Formula

○ AIDA

- Attention
- Interest
- Desire
- Action

AIDA

- **Grab their attention**
 - Open with a promise or a problem
- **Hold their interest**
 - Elaborate on your promise or offer a solution to the Problem
 - Salt your communication
- **Build their desire with stories and proof**
 - Testimonials
 - Emotional word pictures & catch phrase
 - Create state changes - lighten it up
- **Get them to act**
 - Hard vs. soft
 - Ask for what you want...
 - Remind them what will happen if they don't act

Key Tips

- You can't bore someone into buying
- Simplify, simplify, simplify – a confused person doesn't buy
- Empower the other person to open up by telling them they don't have to accept, believe or do anything you say...
- Give your messages in the form of a story... use creativity but be truthful
- Be clear about what you want
- Never become defensive... focus on the positive
- Admit your weak points up front

Sample Close #1

- ...Transition
- You don't have to settle with.... it can be better
- My product /service has helped many people just like you get just what you want
- You have nothing to lose and everything to gain
- Others will respect and like you more after using...
- Imagine...
- This is fully guaranteed so you can act NOW and feel secure in your decision to improve your...
- 3 step tie-down
- Walk them through filling in the JV Form

Sample Close #2

- ... Transition
- Summarize your solution
- Tell them the price, terms, offer...
- Discount the price... give them a reason to act now
- Tell them the guarantee
- Explain the form
- Offer a bonus... create urgency
- Give one more benefit for acting now

Persistence is The KEY!

Persistence

- The persuasive communicator's credo: "I will persist until he buys or dies!"
- The 3 A's of successful persuasion: Action, Awareness and Adjustment
- A message must be heard 7 (+/- 2) times
- Just because you are ready to sell doesn't mean that John Smith is ready to buy... plum tree analogy

Persistence Pays !!!

- Source: Jay Conrad Levinson, **Guerrilla Marketing**
 - A marketing message must penetrate the mind of the prospect a total of nine times before that prospect becomes a customer.
 - But... every three times the message gets ignored or missed
 - Goal: message needs to be repeated 27 times to make 9 impressions.

Senior Level Suggestions

Go Out And Create Success With These!

Power Persuasion

By Dr Robert Tracz

Senior Level Suggestions...

1. Establish your credibility
2. Choose 2-3 techniques that you're comfortable with
3. Fine tune it until it works then leave it alone
4. Be entertaining & use humor (interrupts)
5. Talk as if to your best friend... you aren't better just fortunate
6. Make the person feel special because they are open to new ideas... unlike most people that are closed minded
7. Use assumptive language
8. KISS... make it understandable and benefit laden

Senior Level Suggestions...

9. Don't sprout facts... tell stories that demonstrate facts
10. Use lots of positive tag-on questions
11. Encourage participation... tell them what to look for / look out for encourage their participation
12. Use their fears and greed
13. Make your offer imperative to helping them get what they want
14. Remember the 3 V's and to be congruent
15. Plant seeds, drip on them... leave your contact information

You Now Have The System

Please Go Out And Create Success With It!