

TONY ROBBINS

MASTERING INFLUENCE

10 days to lead, impact
and succeed



POWER TOOLS

PHASE I

“INFLUENCE:

THERE IS NO GREATER POWER
TO MOVE PEOPLE TO ACTION;
TO ACHIEVE EXTRAORDINARY
RESULTS; TO CREATE JOY,
HAPPINESS, AND FULFILLMENT;
AND TO MAKE A POSITIVE
DIFFERENCE IN THE QUALITY
OF PEOPLE’S LIVES.”

PHASE I

5 STEPS TO MASTERY

INITIAL IMPACT
REPETITION
UTILIZATION
INTEGRATION
REINFORCEMENT

PHASE I

4 STEPS TO LEARNING

UNCONSCIOUS INCOMPETENCE

CONSCIOUS INCOMPETENCE

CONSCIOUS COMPETENCE

UNCONSCIOUS COMPETENCE

*80% OF SUCCESS AND INFLUENCE IS FINDING A BIG ENOUGH WHY—
20% IS FIGURING OUT HOW.*

PHASE I

10 STRATEGIES OF TOP SELLERS

THEY HAVE THE ABILITY TO:

Affect their own emotional state

Manage the customer's state

Prepare themselves physically and emotionally

Prospect effectively and enjoy the process

Build trust

Create and sustain interest

Qualify prospects – Probe for problems

Justify buying

Close the sale and obtain commitments

Button up the sale and create leverage

PHASE I

THE PROCESS OF SELLING

STEP 1: FIND A DEEP WANT OR INTEREST

STEP 2: DISTURB THEM

STEP 3: SHOW THEM HOW TO HEAL
THEIR DISCOMFORT BY USING
YOUR PRODUCT

*TWO FORCES DRIVE ALL HUMAN BEHAVIOR: THE DESIRE TO AVOID PAIN
AND THE DESIRE TO GAIN PLEASURE. PEOPLE WILL DO FAR MORE
TO AVOID PAIN THAN TO GET PLEASURE.*

PHASE I

AN UNDISTURBED PROSPECT WILL NOT BUY

Persuasion is the process of getting your customers
to associate not buying to pain.

ERBN:

Emotional Reasons to Buy Now

LRBN:

Logical Reasons to Buy Now

DRAB:

Dominant Reasons to Avoid Buying

PHASE I

PRIMARY TOOLS OF INFLUENCE

Rapport
Question
Personal congruency
State management

BUYING IS JUST THE TRANSFERENCE OF EMOTION.

PHASE I

TWO KINDS OF BELIEFS

GLOBAL BELIEFS:

I am_____.

People are_____.

Life is_____.

Insects are_____.

RULES:

If I _____, then it will mean_____.

*DISCOVER THE PROSPECT'S BELIEFS AND ALIGN WITH THEM,
DON'T ATTACK THEM.*

PHASE I

THREE WAYS TO CHANGE YOUR STATE

Change your physiology
Control your focus
Develop a results ritual

*IN ANY SITUATION, THE PERSON WHO FEELS THE MOST CERTAIN
WILL BE THE PERSON WHO INFLUENCES MOST.*

PHASE I

10 STEPS TO SALES MASTERY

PHASE I: ENGAGE

- Prepare & Do Your Homework
- Turn Yourself On
- Make Contact & Get Their Attention
- Connect & Become Their Best Friend
- Create Interest

PHASE II: ENROLL

- Qualify Them – Probe for Problems
- Create Conviction & Test Close

PHASE III: COMPEL

- Make It Real & Assume the Sale
- Convert Objections to Commitments
- Make It Easy & Create a Future

PHASE I

6 KEYS FOR PREPARATION

1. Know who the customers are and anticipate their needs or hurts
2. Know your own product and its advantages and disadvantages
3. Know your competition
4. Know all the potential objections and have answers ready in advance
5. Expect the best and prepare for the worst
6. Create demand

PHASE I

5 KEYS TO MAKING EFFECTIVE CONTACT

Set specific goals

Be creative, playful, fun, and outrageous

Have a plan for what you're going to say

Get referrals

Do it massively

PHASE I

WHAT STOPS PEOPLE FROM MAKING CONTACT?

They're not prepared
They're not in a peak state
They think they're an interruption

*YOU'RE ONLY AN INTERRUPTION
UNTIL YOU GET THEIR ATTENTION.*

PHASE I

SCREAM PIGS!

Smile
Compliment
Referral
Exhibit
Ask
Mystery
Poll
Information Gifts
Startle

PHASE I

COMPLIMENTS CREATE POWER

State the compliment

Justify the compliment

Immediately ask a question

HOW TO USE COMPLIMENTS MORE EFFECTIVELY

Give third-party compliments

Give compliments about other people

Don't compliment the obvious

Write a complimentary thank you note

PHASE I

HOW TO DEVELOP RAPPORT

FIND SOMETHING IN COMMON

MATCH AND MIRROR:

Voice Quality: volume, tempo, tonality, key words

Physiology: posture, movements, gestures, facial expressions, breathing

PACE AND LEAD

*Clients will choose you because they trust you, like you,
have confidence in you, and think you can get the job done.
Most important, they believe you have their best interests at heart.*

PHASE I

COMMUNICATION STYLES

Visual

Auditory

Kinesthetic

Digital

*TO INFLUENCE ALL TYPES OF PEOPLE, YOU NEED THE ABILITY
TO COMMUNICATE IN ALL FOUR STYLES SO YOU CAN ENTER THEIR WORLD.*

PHASE I

CREATING UNITS OF INTEREST

Make a big fat claim
State a fact
State a benefit
State another benefit
Provide evidence
Get permission to probe

PHASE I

DEFEATS

Evidence **DEFEATS** Disbelief!

Demonstrate

Example

Facts

Exhibition

Analogy

Testimonial

Statistics

PHASE 2

QUESTIONS FOR QUALIFYING CUSTOMERS

NWWAM

Needs

Wants

Wounds

Authority

Money

PHASE 2

SORTING STRATEGIES / METAPROGRAMS

1. Toward / Away
2. Internal / External (Frame of Reference)
3. Possibility / Necessity
4. Matcher / Mismatcher (Relationship Sort)
5. Self / Others / Details (Attention Sort)
6. Completion / Process
7. Convincer Strategy
8. Generality / Specificity
9. Past / Future
10. Cost / Convenience

PHASE 2

3 WAYS TO CREATE CONVICTION

Work on your personal congruency

Work on your ERBNs and LRBNs

Give prospects enough units
of conviction to justify buying

*THE ONLY PURPOSE OF A PRESENTATION IS TO CREATE CONVICTION
THAT YOU CAN MEET THE PERSON'S NEEDS.*

PHASE 2

UNITS OF CONVICTION CLAIM

FACT (“Because...”)

BENEFIT (“Which means to you...”)

BENEFIT (“And that really means...”)

EVIDENCE (DEFEATS)

PERMISSION to ask questions (“My purpose at this time is to get your answers to a few questions”)

TEST CLOSE (“In your opinion, do you feel...”)

PHASE I

TEST CLOSES

OPENING TEST CLOSE

“How long have you been considering owning...?”

TRADE-OFF TEST CLOSE

“Would it be worth _____ in order
to have _____ ?”

PROGRESSIVE TEST CLOSE

“If you were to go ahead with this, when
would you want the service to begin?”

PHASE 2

SIGNS THAT A PROSPECT IS READY TO BUY

Facial muscles: Tight

Posture: Relaxed

Hands: Open, touching product
or application form

Attitude: Friendly

Conversation: Talk about the product
as if they already own it

PHASE 3

10 STEPS TO HANDLING ANY OBJECTION

1. Ignore it
2. Hear the person out
3. Feed it back (nicely)
4. Question it (get more information)
5. Make it a final objection
6. Align with the prospect and provide a cushion
7. Turn it into a question
8. Answer the question (Why Tom & Ed)
9. Tie it down and test close
10. Assume the sale

PHASE 3

WHY TOM AND ED?

Why?

Turn it around

Outweigh it

Minimize

and

Explain

Deny it

PHASE 3

6 WAYS TO MAKE IT EASY TO BUY

1. Order-blank close
2. Minor close
3. Alternate choice close
4. Congratulate them on making a wise decision
6. Make it fun

PHASE 3

ALWAYS SEARCH FOR REFERRALS

Believe that you will get them

Enroll your clients in supporting you; ask them to call
two of the five referrals right then and there

Offer a referral fee or gift

Find out as much information about the referral
as possible

PHASE 3

HOW TO USE REFERRALS

1. Use a third-party compliment
2. Create a key person file

ONE REFERRAL IS WORTH 15 COLD CALLS. EVERY TIME YOU MAKE A SALE, AND EVEN IF YOU DON'T GET THE SALE, ASK FOR REFERRALS!

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