MASTERING INFLUENCE

10 days to lead, impact and succeed

POWER TOOLS
“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.”
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.
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
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

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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.
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.
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
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.
SCREAM PIGS!

Smile
Compliment
Referral
Exhibit
Ask
Mystery
Poll
Information
Gifts
Startle
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.
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.
UNIT 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
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!