

# INTENTIONAL INFLUENCE<sup>IN</sup> SALES

# THE POWER OF PERSUASION WITH NEURO-LINGUISTIC PROGRAMMING



**RYLEE MEEK & SCOTT THOMAS**  
CREATORS OF THE SOCIAL DYNAMIC SELLING SYSTEM

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Intentional Influence in Sales: The Power of Persuasion with Neuro-  
linguistic Programming

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# PREFACE

Stop!

Before you read this book, here's an important warning.

While the techniques we are going to teach you are based in advanced psychology, you don't need a PhD to be able to use them. You may be surprised how easy they are to learn.

Which means, once you do learn them, you'll have a powerful force at your disposal. You'll know how to get people to do what you want and think it's their idea.

Some might call that manipulation. In sales, we call that closing the deal.

Remember, you can't lie or "trick" people into a sale, this will only lead to canceled orders and bad feelings (or ill will).

But we're still going to ask you to make a promise.

We need you to commit to this before you go any further.

Promise us that you will only use this force for good purposes. (And yes, closing more sales is a good purpose)

If you can agree to that, get ready to learn how to add these powerful weapons to your arsenal.



# ACKNOWLEDGMENTS

Prior to 2011 we didn't know each other from Adam. But by taking continual small steps of faith toward bigger visions we found ourselves crossing paths. While we took different roads to get there, we knew everything that had happened up until that point led us to this crossroads...one which would change our lives forever, and which turned out to be the early development of what we now know as The Social Dynamic Selling System. Our lives are the culmination of this selling system. It has changed our lives, and we hope it will change yours.

We want to thank our family and friends for being there for us, not just during the highs, but more importantly the lows. Your support is what helped us make it through the times of uncertainty. We want to thank Doug Rogers and Gail Honeycutt, who have been with us from the beginning. Your continual hard work and faithfulness in our vision is the backbone of what we have developed over the past decade.

In addition, our entire sales team and those behind the scenes that allow us to focus on what we love, which is the people and clients we get to help. So naturally, we want to thank all of our clients and commend your faith in us and in The Social Dynamic Selling System. Your successes are what fuel us!



Thanks to Bruce Corris for helping put this concept on paper. Your expertise and ability to extract this information is the real reason people are reading this today.

Most importantly we want to thank our spouses. Behind any entrepreneur is an even stronger partner. Thank you for being the balance in life that we need. Your loving support and ability to trust is like none other.

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## CHAPTER 1

# The Book on Rylee & Scott

Before we share the secrets of Neuro-linguistic Programming, we thought we should share a little about ourselves.

Once you see what we've learned along the way, what led us to work together, and what led to the Social Dynamic Selling System, we think it will help you see why we're sharing this with you and how you can get more out of it.

Like many successful partnerships, both in business and in life, we are quite different. We come from different backgrounds, and we have different personalities and skill sets. But we have one important thing in common: a passion for helping others succeed like we did.

### *Rylee's Story*

I haven't exactly taken a traditional path to success in business. There have been a lot of unexpected twists and turns along the way.

I grew up in a small town named Miller, South Dakota. A really small town. I couldn't wait to get out of there.

My parents divorced when I was young, so I was shuttled back and forth between them. I was always trying to please both of my parents. I look back at that as my start in sales.

When I was 15, I got a job because I wanted to buy a car. I was hired to make pizzas in the deli at the gas station for minimum wage, which back then was about \$5 an hour. But I quit after one day. Even at that young age, I decided I couldn't let someone put that type of value on my time.

That was also the year something happened that changed my life. I went to Minnesota to spend the summer with my sister. She was involved in Herbalife. I got my first taste of network marketing, and I was hooked. Especially the personal development side. I was transformed.

The next summer I went back to Minnesota and worked on my Herbalife business. I was really growing as a person. The next year, the moment I graduated high school, I left South Dakota for good. I've been in Minnesota ever since.

I thought I wanted to be a chiropractor. I went to a two-year school and got an associate degree in exercise science. I began doing personal fitness training. Throughout this time, I was still working my Herbalife business.

One day I came up with an idea for a sales campaign for a product line called *Shape Works*. It consisted of one little phrase, "We pay you to lose weight." There was an 800 number to call, and I wrote a script which told callers how we paid people per pound and inch they lost. Of course, they had

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to get on our meal plan. So, the call got them in the door for a consultation, which got them into a weight loss program that I set up. For six weeks they would come in to be weighed and measured, and suddenly I was selling nearly \$15,000 worth of nutritional supplements a month.

So much for being a chiropractor. I was 21, making tons of money and buying my first BMW. But I realized this system wasn't duplicable. In the network marketing industry, you need a system which others can follow. I had to figure out how to duplicate the system.

Instead, I decided to move overseas. Say what? Here's another of those twists and turns I mentioned. Herbalife was opening up operations in Malaysia. How could I resist getting in on the ground floor of multi-level marketing in a new country? I booked a one-way ticket and headed to Asia.

But my next turn was a U-turn. I had a 13-hour layover in Singapore, and that's when I had a full-fledged panic attack. This was crazy! Flying to the other side of the world, not knowing the language, not knowing anyone there, and trying to set up something this complicated? I realized I just couldn't do it, so I returned to Minnesota. It was my first failure, but it wouldn't be my last.

Then, I chose a whole new path. I got the necessary licenses and began selling life insurance, which is the ultimate network marketing. I was good at it, and quickly became salesman of the month. But I hated it. I hated harassing my family and

friends. I couldn't imagine being an insurance salesman the rest of my life.

Then I saw an ad on Career Builder which said, "In-home sales, \$80,000-plus a year," and decided to check it out. It was selling windows for a home remodeling company. They told me something that has stayed with me ever since. They said because you're dealing with telemarketing leads and cold calls, you're only going to get into 15 out of every 100 homes you go to. Then when you make your presentation, you might close five or six of those 15.

But I wanted the job. That 15% stuck with me. I knew if I focused on the positive, the numbers would work out. They hired me, and again I did great. I was one of their top reps. I was still in my early 20s, making six figures again, but as I walked into a house one day carrying a window I thought, "Is this any better than selling insurance?"

I decided to open a gym. Remember, I had fitness experience. But since I didn't want to work for someone else, I bought a franchise. I quit the sales job, put money down and got a loan for the rest, and ran the gym full time. I knew I'd be successful. I knew I'd build it, buy more clubs, and have an empire. Nope! I worked harder and made less money than anything I had done since the day I made pizzas for minimum wage. After a year, I had nothing to show for it.

Then, I moved to Mexico. Welcome to my next adventure. A friend's company was opening up operations there and looking for people to get it started. I know, I should have

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remembered Malaysia. But I desperately needed a change, so I leased out my condo, hired a manager for my club, and flew to Puerto Vallarta, where I worked my tail off building that company. But five months later, the Mexican government suddenly shut us down. To this day, I don't know why they did it. Important lesson learned: Forces outside your control can bite you. Minimize your risk!

I returned to Minnesota, and this time I had no place to live since I had rented my condo, so I crashed on my sister's couch. I still owned the gym, but wasn't making any money from it, and I couldn't sell it.

Then one day I saw another ad, this one on Craigslist, which only said, "Work three days a week and make \$10,000." Yeah, sure. But I called, which led to a meeting, which led to my ultimate life-changing moment.

The guy did sales presentations to groups of people. I was intrigued because I had always sold on a one-to-one basis. I went to one of his events, saw his presentation, and saw him pass out appointment cards to the group. The next day, he went out and met with them individually, and made a bunch of sales. I had the proverbial lightbulb moment. I realized I could leverage my time, do one or two presentations a week, and make a lot of money.

At first, I took some of his products, added a few others, and started my first company. With only \$673 in the bank. So, my first events went on my credit card. My credit debt kept getting bigger and bigger. But, so did my sales, because as I



did more events, I learned how to do them better. I also learned how to put a system in place that made things automatic. This was the birth of the Social Dynamic Selling System, but I didn't know it yet.

Business kept growing. \$2 million in sales in just six months. I began hiring sales reps and adding products. We did \$12 million in sales the next year, and the year after that. By then, I wasn't doing the selling. I was booking places and filling rooms so my reps could do the presentations, get the appointments, close the deals, and bring me the money. Lots of money. It was a cash cow. I looked for more products to sell. We added walk-in bathtubs, and with only one person selling them we did \$2 million in sales in the first year.

Which is when it hit me. I had a system. A really good one. Back in my Herbalife days I knew a system needed to be duplicable. This one was. I realized instead of looking for products to sell, I should look for people who are passionate about what they sell but need help selling it.

This was when *Social Dynamic Selling* became a reality. There was still work to do. Processes to be created and fine-tuned. And of course, a partnership to be forged.

### *Scott's Story*

Like Rylee, I was born in a small town. Mine was near Buffalo, NY. But that's where the similarities end.

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My family escaped winter and moved to Clearwater, Florida just before I turned five. My upbringing was pure Norman Rockwell. Two parents and a strong religious upbringing. My dad was chairman of deacons for our church and my mom was the church secretary. We went to church twice a week, and that's where most of my friends were from. On Sundays after services we'd go home and I would play with my brother and two sisters, and then we'd have a family dinner.

As a child, I began to understand the power of words, whether I would use them on my parents or my older sister who often babysat me. Like most kids, I was always trying to get away with things. But unlike most kids, I would consciously think about what I would say and how I would say it. I remember practicing, "Okay, be sure to word it this way." So, even then, I focused on the message. Some call that manipulation. I only knew I was figuring out how to get things to go my way, even when it didn't look like that was going to happen.

I wasn't the best student in school. I didn't study much, and I had a short attention span. I was always thinking of the next thing, which has served me well in my career. High school did teach me I wasn't college material, and I wasn't cut out to work for someone else. But I had no idea what I wanted to do.

Then one day in eleventh grade, during my Oceanography class, we had to draw what we saw when we dissected a little shark. My drawing was lifelike. It looked more like a photo than a drawing. My teacher was quite impressed, and told me

if I gave him the drawing, he'd give me an automatic A on the final exam, which I immediately agreed to.

Until then, I thought everyone could draw like that. I saw my dad do it. He was a sign maker and could draw and paint. But when I realized not everyone had this skill, I thought it could be the ticket to my business. I began looking into it and ended up going to art school right after I graduated from high school.

But as I was learning about art, I was thinking about how to use it to sell things. How to use it to convey a message. I was learning the difference between an artist and a marketing artist. Because looking good wasn't enough, you needed to tell a story and give people a reason to do something.

I learned I could get humans to respond in different ways by changing what they see. From a headline to a graphic to the way you lay things out. I knew it and I could prove it. I would send out different versions and correctly predict which would do better, and I kept getting better at it.

And even though I said I wouldn't work for someone else I began doing just that. At first, agencies and small companies. Then one giant company, BIC. I started in the art room and eventually worked my way up to marketing director.

I did this because I knew I needed to learn things in order to start my own business. Case in point, at BIC we used various companies as vendors, and as I established a rapport with the owners of these companies, they showed me the ropes. When I left BIC and opened my own agency, I was able to get

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BIC as a client. Imagine, leaving a company, wanting to charge them a lot more than they paid you when you worked there, and having them say, “Yes, that’s a great idea.” I was on my way.

I began using what I had learned early in life about messaging. Growing up as one of four siblings with four different personalities, with parents whose personalities were different than all of us, I learned how to get what I wanted by using words differently. As I said earlier, when you’re a kid, adults call that manipulation. But it’s really just marketing. What’s your message? How do you convey it to the right person to get them to do what you want?

Hello, Neuro-linguistic programming.

I began to focus on this. Then I got better at it. Once I got good enough, I began showing other people how to do it. Then they got better at it. Which proved to me how well this works if you learn it well and practice it effectively.

When I’m asked to describe myself, I often don’t say “Sales Coach” or “Marketing Guru,” I say, “Human Response Expert”. Think about this. How many times has someone told you something like, “Well, I’m from New York and it’s different here”? Actually, it isn’t. Humans are humans. We may have different accents but we’re going to respond the same way, as long as someone reaches us the right way.

As a “Human Response Expert,” I understand how humans work. Sales is all about understanding the buyer. How they

buy and how they think. And then honing your message to reach them in the most effective way.

People ask me, “You’re a marketing guy, why should I come to you for help with sales?” Marketing is just the beginning of a conversation. It leads to a sales conversation, and that conversation leads to a sale, as long as both conversations were conducted correctly and flowed logically from one to the other. I help marketing people start the conversation better, and salespeople end it the right way.

In fact, that’s how Rylee and I began working together, and have had all this success all these years.

### *The Social Dynamic Duo*

So here we were, Rylee starting companies and growing sales, and Scott teaching marketing people and salespeople to think like each other and work together to close more deals.

And then we met. At first it was just about filling the rooms. Rylee knew how to help people sell, and Scott knew how to get people’s attention. So, we talked about direct mail campaigns and messaging and all of a sudden we said “Wait a minute. Wait. A. Minute. What if we joined forces?”

We’re both process people. We knew if we put our processes together, the sky was the limit. We could bundle everything together into this new process that no one even knew existed, but when we taught it to them it would blow their minds and explode their businesses.

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That was when the Social Dynamic Selling System took off. Since then, we've started seven new companies and taken them to seven and eight figures within year one, and we've taught hundreds of businesses and thousands of salespeople how to have that type of growth.

You know the old saying, "Those that can, do. Those that can't, teach." We fly in the face of that because we do it every day, and we teach people how to do it. We show them how we've done it, and we're teaching the exact same system that we've used. The best proof of a successful model is when we can transfer our knowledge to you, and you can use the model and be just as successful.

Now it's time to do that with Neuro-linguistic Programming.



## CHAPTER 2

# Who is This Book For?

*“Everyone is in sales every day of their life.”*

As you’ve figured out, this is a book to help you do a better job of selling. Whatever that may be. Whether it’s a product or a service, it really comes down to this: you’re selling yourself. You could have the best widget that’s ever been invented, and you could be pitching it to someone who desperately needs widgets, but if they don’t like you, they’re not going to buy from you.

So, this is a book for anybody who’s in sales. Salespeople, sales managers, people just starting out, people who’ve been selling for years, people who are struggling, people who make a good living but want more....anyone in sales in any capacity will benefit from the information we’re going to share.

But here’s the deal. **Everyone is in sales.** Whether you work in sales or not. You may be a doctor or a software engineer or be in any profession you think is the absolute opposite of sales, but you’re still in sales.

If you’re married, you have to sell to your spouse every day. Are you going to be good partners? Is she going to keep you around? You have to sell your children on why they need to do their chores. You have to sell your employees on why they should want to work for you and do what you need them to



do, and you have to sell your boss on why you're valuable and need to keep your job, or why he needs to approve your project.

Everyone is in sales every day of their life. You're always trying to get a buy-in from somebody else.

What's the oldest profession? No, not THAT one. It's sales. Human beings come out of the womb with a natural instinct to sell. For example, as soon as we are born, we need to sell our mother on how hungry we are. A baby cries, and its mother takes action to meet its needs.

As we grow, our techniques evolve through trial and error. Picture the toddler who has learned to make those puppy eyes when they really want a toy. If that doesn't work, they may switch to the tantrum technique. Even when we don't realize that we're selling, we unconsciously look at different angles to gain traction in getting what we want. In fact, if we actually are aware that we're selling, we might be smarter in how we go about it at key times in our life.

The next time you're out for dinner with your spouse and you see a couple on a date, watch how many of the sales techniques you'll read about in this book are deployed. Both verbal and non-verbal. Things like smiling at the right time, asking good questions and being a good listener. These are all methods of influence. Whether the goal is a one-night stand or a life-long relationship, they're selling each other on themselves.

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Selling comes naturally to humans. It's an instinct. But some of us are better at using this instinct than others. The better you are at selling, the more successful you will be in all aspects of life.

But let's go back to people who are actually in sales. This book will benefit you no matter where you fall on the sales spectrum.

Maybe you're new at sales and worried about making your quota. When you start to stress like that, you start to make bad decisions. You start to sound desperate. The techniques you'll learn in this book will help you feel better about every conversation because you'll feel prepared.

Maybe you're the experienced salesperson who feels capped out. The one who's working hard, but his income has hit a plateau. That person who wants to earn more but can't work any more hours. Or they'd like to earn more while working less. They need more sales, or bigger ones. They have a different reason to improve their technique.

These techniques will also help the sales manager who says, "I have a team where two or three are doing great, two or three are average, and then there are two I'm really struggling with. How can I help the average ones and the struggling ones?" Because that's where sales managers end up spending their time.

Then there's the category of salesperson no one wants to think they fall into. Someone who's just lousy at sales. That

can include the owner of a company who's a good entrepreneur and came up with a good product, but doesn't know how to sell, or the salesperson who doesn't have the natural instincts and never learned how to sell properly and effectively.

That can be hard to accept, but there are some clues you can't avoid. If someone is struggling to reach his quota and the other seven people on the sales staff are consistently hitting theirs, that's an indication. That person either has to get better or do something else.

There are salespeople who never learned the right way to sell, and there are salespeople who just learned the wrong way. Like this guy:



Let's face it, one of the reasons many people have a stereotype of salespeople as a pushy fast-talker is because so many salespeople ARE pushy fast-talkers. They can't help it. It

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could be their personality, it could be the way they were trained, or it could even be the way they were raised, because they saw their father do it that way. So, it's understandable that many people think of a salesperson as the guy who will sell anything to anyone. Someone who never listens to you or may not even let you get a word in until he slams the pen down on the table and says, "Okay, sign here."

But those guys we're making fun of used to be at the top of their game. They were the best at what they do. They made \$100,000 a year when that made you rich. They won the company trips, and every salesperson in their company wanted to be them. What they did worked incredibly well. But it absolutely will not work today.

Seasoned salespeople know the world is always changing. Your audience is always looking at things differently. You are either growing or you're dying. There's no such thing as staying the same. It's like a plant. It grows and grows, or it starts dying, and that's it. In sales, if you're not progressing, you're regressing. You constantly need to be refining your skills, because the moment you sit back and become idle is the moment people surpass you

You may be at the top of your game now, but something's going to change and you're going to have to make an adjustment. All these skills are actually the cushion. They're the buffer to make sure that even though things will change, humans will still decide.

We're going to use the word humans a lot in this book. Because that's what sales comes down to. Humans interacting with other humans, the way we have for centuries. This book will teach you new techniques and tactics that are based on thousands of years of experience. When you're selling something, whatever that may be, you're selling yourself. One human to another.

## CHAPTER 3

# “Sell” is a Verb: Your Actions



How you sell....and how you fail to sell...will be determined by many things. What you say and how you say it. How you act, how you look and how you present yourself when you talk to your prospect.

Particularly how you act. It's easy for a bad salesperson to mess up a good thing. A bad salesman can take what should be the easiest close on the planet and turn it into a situation that's uncomfortable, unproductive, and unprofitable. That easy layup suddenly bounces off the rim.

You can over-talk a prospect. You can fail to listen to them. You can fail to build rapport and just go in and pretend you're the greatest thing since sliced bread. You can really mess it up. Your actions matter to your sale. There are plenty of salespeople who think, "I have the best product. I'm the only one who sells it. They have to buy from me, or they won't get it." Guess what? The prospect is going to say, "Okay, I won't buy it." It doesn't matter how much they want it. Nothing sells itself. There are things that are in higher demand and more popular, but a lousy salesperson isn't going to close the deal. There can be a salesperson who doesn't realize that just one or two of his actions are creating a problem.

We listen to a lot of recordings of sales calls for our coaching clients. We listen to how people talk to customers over the phone and critique them. And we hear a lot of things that shouldn't have happened. Many of which the person never realized they did. Here's one we use all the time as an example in training sessions. The prospect on the phone just wasn't getting it. They didn't understand the benefits of the product. And finally, they said, "Okay, can you please stop and go back to the beginning and explain this again. How does it work, and how do you do your part?" The salesman agreed, but he also sighed. A long, frustrated sigh. The salesman had no clue he did it. But the prospect knew. They didn't miss it.

The salesman might have thought he was being cooperative and doing everything he could to help answer their questions. But what the prospect heard was, "What am I doing here? Why am I wasting my time? I have to have this whole conversation all over again because you weren't listening."

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Needless to say, he didn't sell anything on that call. All because of a sigh. The person is asking, "Can you help me buy from you? Can you help me understand your product?" And the salesman's response killed the deal.

We played the recording five or six times. The salesman never thought he did anything wrong. The other salespeople in the room kept asking, "What was wrong with that?" Then we cranked up the volume and played it one more time. Half the room got it right away. "Ooh. I heard that. You sighed. That was bad." It had nothing to do with the product. Nothing to do with the price. Nothing to do with the words he said.

But actions matter.

You may think you're giving the perfect sales pitch. And maybe you are. But one action, especially one you aren't even aware you're taking, can derail the whole thing. That sigh killed the deal. One exhale let all the air out of the room.

You're never going to sell someone something they don't want. But you can make them see why they want what you're selling. And you can make them want to buy it from **you**, because no matter what product or service you're selling, you're really selling yourself. The old saying, "You can lead a horse to water, but you can't make them drink" is true, but you can put salt in their oats. They need to drink the water. You're just giving them a little push in that direction.

Body language can and should play a major role in your actions. Chances are you've read articles or a book about



body language, or you've heard a speaker or sales coach talk about it. But most of the time, their focus is only on reading the other person's body language. How are they sitting? Are they perfectly still or are they jittery? What are they doing with their hands? The idea behind observing all this is so you can judge their mindset. Do they believe you or are they skeptical? Are they at ease or are they nervous? This will help you determine how they'll respond to you.

This isn't just valuable in sales. Think about a detective, whether in real life or on one of those police dramas on TV. When they question a suspect, they know if that person's lying because their voice may sound panicky or their body is moving like they're in the middle of an earthquake. When someone's body is saying one thing and their mouth is saying something else, their body is telling the truth.

But if body language is that powerful, shouldn't you spend as much time or more learning how to use YOUR body as part of YOUR language? Some skilled salespeople instinctively know this. They know how to convey confidence and trustworthiness. They know when to have their arms crossed, when to put their hands on their hips, and when to change their position. That last one is important because there are many ways people can convey a better message in a more confident way just by simply changing their position.

Here's a classic example. It's called "steeppling", so named because your hands look like the steeple on a church. Touching the tips of your fingers together with your palms further apart and your hands arched is the strongest show of

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confidence someone can have. Politicians who are effective communicators do this all the time. You're not being cocky, you're using your body language to tell them, "You can believe me. You can trust me". You come across as loose and completely confident.



Clergy use body language a lot. Many times, pastors speak with their hands palms out, and their arms loose. Doing this makes them come across as sincere. On the other hand (so to speak), clenched hands can convey the message that you're hiding something or not being completely truthful.

Here's an easy homework assignment for you. Take a look at people you admire. Look at those people whose way of speaking resonates with you. Watch what they do. See how they convey themselves. Think of that in the context of this book.

Because whether we're talking about sales or any aspect of your life, the key to NLP is not to read it but to send it. To use every aspect of it you can. Use your body language to convey the message you're trying to get across.

This is why we say sell is a verb. Selling is an action. And while you'll see in upcoming chapters that listening and watching are important aspects of your sales conversation, once you've gathered the information, how you respond is the key to closing the deal. If you use every tool at your disposal to be persuasive and come across as confident and trustworthy, you're on the way to having that conversation end the way you want.

## BONUS CONTENT: SETTING THE TONE

Many scientific studies have shown that the words you use are not nearly as important as how you use them. Your tone can literally “set the tone” for your conversation with a prospect, and help you lead them in the direction you want, i.e. closing the deal.

Here's a brief exercise we use in our sales training. We call it “seven words, seven ways”. That’s because there are seven words in this sentence, and by changing which word you emphasize, you change the entire meaning of the sentence.

Here’s the sentence: “I didn’t say he beat his dog”. Read each version out loud, emphasizing the word that’s in bold font.

I didn’t say he beat his dog.

I **didn’t** say he beat his dog.

I didn’t **say** he beat his dog.

I didn’t say **he** beat his dog.

I didn’t say he **beat** his dog.

I didn’t say he beat **his** dog.

I didn’t say he beat his **dog**.

See the difference? More important, hear the difference?

What you say in a sales conversation is definitely important. But how you say it carries more clout.



## CHAPTER 4

# What is Neuro-Linguistic Programming?

*“The subconscious mind is 99% of the mind.”*

Before we delve into how to use Neuro-Linguistic Programming in sales, let's take a deeper dive into just what NLP is. The interesting thing is, while it's been in the public domain for more than 50 years, there has never been and probably never will be an official definition.

But we can tell you this, NLP consists of a variety of concepts and models from some of the most influential minds the world of psychotherapy has ever known. It's an approach to communication using science and psychology. And once you master it, you'll wonder how you ever managed without it.

### **The Roots of NLP**

Neuro-Linguistic Programming was created by Richard Bandler and John Grinder in the 1970s. It's based on the premise that neurological processes, language, and behavioral patterns are connected and can be changed.

Basically, it comes down to this: the words we use and how we use them (including tone and body language) can affect the subconscious mind, where decisions are made.

The subconscious mind is 99% of the mind. That is where all decisions are made – including all buying decisions – so it's easy to see how important it is to learn to communicate with it as skillfully as possible. By using language that influences the subconscious mind, we can help lead people into a state of mind that will make them more inclined to listen or act. These states of mind, or just “states” for short, are what dictate our thoughts, feelings, and actions.

We naturally go through the day constantly moving from one state to another. If you want to influence people, you just think of what state they need to be in and then move them to it. If you want to sell a prospect something, you need to move them from their “not interested” state to a “buying” state. If you want to borrow something from a friend, you need to move them from their “I’m really busy right now” state into a “doing favors” state. If you want to get your partner “in the mood,” you need to move them from their “I just want to watch TV” state into an “I’m feeling frisky” state.

Understand that this is not about tricking or deceiving people. It's about using the natural tendencies we are all born with and molding them into a direct advantage in the sales world.

Subconscious influence is not about getting people to do things against their will. That's not likely no matter how proficient you are with your language. Rather, subconscious influence with NLP is just about using your language to easily move people from one state of mind to another.

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The greatest communicators including sales pros, negotiators, and yes, even seducers, all know this intuitively. When you finish this book, you'll be armed with the tools to subconsciously influence anyone, easily and effortlessly.

The most basic purpose of NLP is the modeling and teaching of excellence. Over the years, many extremely successful salespeople have been modeled using the tools of NLP, and the Social Dynamic Selling Model is the culmination of that effort. It consists of five simple steps:

1. Establishing Rapport - Gain deep unconscious rapport with your prospect within minutes or seconds.
2. Identifying the Need - Find out specific details and speak the language of your customer or his business.
3. Establishing Value - Discover your prospect's challenges or obstacles that need solutions.
4. Linking the Need to the Offer - Explain how your product or service provides those solutions.
5. Closing - Ask for the sale & handle objections.

Once you know the NLP principles behind each of these steps, sales will be a breeze for you. As we continue, we'll delve deeper into each step and provide specific instructions and exercises to help build each skill.



CASE STUDY:  
FROM STRUGGLING TO SUCCESSFUL  
*Setting the Stage for Intentional Influence*

Dan owns a construction company and is great at his trade, but he was always struggling. And he hated sales. He didn't feel he had the credibility to present himself and his company confidently. He certainly didn't know how to get prospects to close themselves.

When he came to us, he was newly married with a baby on the way, and he was really stressed out because of his constant struggle to make ends meet. He knew if he could make at least \$10,000 a month he could provide for his family and his wife would be able to stay home with their baby.

We took him through the process and taught him the Intentional Influence System. In his first week, he sold \$16,432 worth of services. Not bad for a guy that hated sales! He went on to make nearly \$175,000 over the next nine months utilizing the language patterns and sales process we've put together. He wasn't struggling anymore. He wasn't stressed out anymore. He went from earning about \$40,000 a year to more than quadruple that amount. His wife was able to stay home.

Dan no longer has the stress of feast or famine. He now has the income he wants, and he can rely on it, because of a sales process that produces predictable income. He's gone from hating sales to loving life.

## CHAPTER 5

# NLP Tactics: Humans to Humans

*“When you want to influence someone, you need to understand their decision-making process.”*

This chapter’s title sounds so scientific. “Humans to humans” makes it sound like some type of psychological research project.

In a way, it is.

Whether it’s the beginning of a meeting, an appointment, a seminar or even a phone call, when you’re engaging another person with the intent to influence them, it’s human on human contact. What we do is based on centuries of experience and experimentation.

In a sales scenario, of course your intent is to influence the other person to eventually buy your product or service. Your ultimate objective is to close the deal. But whatever they’re buying from you, they have to buy in to you first. You have to sell yourself. It all comes down to one human talking to another.

We know what you might be thinking. “My customers are different. What works for someone else won’t work for

them.” We hear that all the time from our sales coaching clients. But guess what? People in Portland, Maine aren’t that different than people in Portland, Oregon. The accents might be different, but the mindset is still human.

The way we’re hardwired, the way we react, the way we interact with each other is the same. From an early age, babies know they need physical contact. Babies know their mother’s touch will make them feel better. As adults, we connect with each other a certain way. We gather information from each other a certain way. It’s all being human.

When you want to influence someone, you need to understand their decision-making process. Everyone likes to complicate this, but really, everyone makes decisions the same way. They gather information through their senses. What they hear, what they see, what they taste, what they smell or what they feel, and they bounce that off what they already believe. That’s how we make decisions.

We’re not mechanical. We’re not computers gathering data and analyzing pros and cons and spitting out a recommendation. When you influence somebody to buy from you, the human over there decided to work with the human over here. People buy from people. That’s not business to business or company to company. A person doesn’t decide to work with a company. They decided because you made them feel good about it.

It all starts at the beginning of a relationship. Any relationship. Not just a relationship between salesperson and customer. It

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can be with a new friend, a new boss or employee, or a new date. What works in one type of relationship will work in all types.

This is where we begin to decide if we're comfortable interacting with the other person and begin to believe the other person is someone we would want to interact with. Whether you're borrowing a neighbor's lawnmower, influencing someone to get you into a hotel room, or trying to sell your product to someone who's partially resistant. Between the introduction and the final decision, it's just two humans interacting, and using NLP techniques will help one of them influence the other to accept the interaction as a valid part of their decision making.



### **Know-Like-Trust: The Power of Rapport**

In sales, this is the critical stage of the process where you begin building the rapport that will pay off for you later. Think about how it all begins. Before you can bond, before you can be in rapport, you have to “build” that relationship. You don't

know each other. This may be your first interaction ever. It could be an in-person conversation, a meeting at a trade show, talking to someone individually or in a group setting, or even a phone call. The setting doesn't matter, what matters is how you interact.

The word "like" takes on double meaning here: affection and similarity. You want them to like you, because if they do, they're more likely to buy from you. But they also want to know that you are like them. You can accomplish both these goals by using NLP tactics.

We always wonder, "How do I get people to like me?" Some people are just born with charisma and the rest of us are out of luck, right? Not necessarily. The founders of NLP modeled one of the most charismatic people in the world, a well-known psychiatrist and hypnotherapist named Milton H. Erickson. He had a certain charm that people instantly felt when they were in his presence. No one knew why, but they automatically liked him.

The human body is what's called a "psychocybernetic" system. This means the mind affects the body and the body also affects the mind, like a cycle. For example, being happy (mind) makes you smile (body), but it's also scientifically proven that smiling will make you happy. So, if being in a state of rapport (mind) causes you to sync with the other person (body), this tells us that syncing with the other person will create rapport. This is precisely what Milton Erickson was doing, which created a strong, instantaneous rapport and why people thought he was so charismatic.

To create rapport, begin by matching things you notice about the person. How are they standing or sitting? What is their posture? Do they have a certain look on their face? These are all physical characteristics of your subject that can be matched which will begin to create a sense of rapport automatically. It's like magic, and it happens completely out of the person's conscious awareness. This was the "magical" quality that Milton Erickson had which allowed him to get his clients to do nearly anything for him, within moments of meeting him.

### **Pacing and Leading**

To lead a person into the state you want, you have to begin by speaking to the state they're currently in, by using language that matches this state. This is called "pacing". By doing this, you've engaged the subconscious mind to pay attention. Now you can lead them into another state.

Imagine you're having a great day, but one of your co-workers is really grumpy. What do you think will happen if you wave at them and say, "Hey, isn't it a FANTASTIC day today?" After they give you a few choice words, they'll probably avoid you the rest of the day....and they certainly won't agree with you on anything. You've conflicted with their state, and as a result you've lost all power to influence them. But if instead of conflicting with their current state, we match it and pace ourselves with them, we can lead them to where they want to be AND where we want them to be. If someone is calm and laid back when you're having your sales call, you want to sit back and act in the same manner. If they're angry, act the same way. When you meet them where they're at and get in

alignment with them, then you can lead them down the path you want, because the power of agreement is so important.

On the other hand, how many times have you seen or experienced something like this? One person is talking slowly and someone else comes up and starts talking fast. That first person often has a visible reaction. They'll take a step back. They might even put their hands up and say "Whoa!" There's a visible and physical change in the mood or feeling. Even though what that fast talker has to say is exactly what they need to hear, they aren't going to hear it. They aren't going to listen. The pace is just too different.

### **Matching & Mirroring**

You may not have ever thought this consciously, but subconsciously there have been many times you've been influenced by someone using the NLP tactic of matching, or mirroring. If you breathe at the same pace as them, speak the same way they speak, use the same terms they use, make the same movements they make, it can lead you to guiding them the way they want to be guided. If you can work with somebody the way they like to be worked with, then they'll start to know and like and trust you.

When you match them or mirror them, you're showing how much you're like them. In sales this can mean matching our prospect's mood or tone. If you sell roofs, you could be dealing with someone who's frustrated and panicked because their roof leaks and they need a new roof. You can match them and say things like, "You know what? This frustrates me too. I hate that. Let's get it taken care of." You can start to talk

at the same pace as them. Now they're going to feel you're accepting them in the way they're treating this scenario. Their acceptance of you and your message will go up. Now you're just two people who are alike, and if that's the case, then you're probably right because they know they're right, and if you're like them, you're right too. It's easy to subconsciously think, "This person is just like me because you breathe like me. Your body language is like mine."

Why do you go to a certain restaurant or bar? It's not always just because you like the food or the drink prices. Subconsciously, you're aware that people there are acting like you. If you want to just chill, you're going to go someplace like Starbucks, not a club that's hopping. If you're in the mood for a fun night, you don't want to walk into a club you think is hopping and discover there are just eight people there doing nothing.

This is how we share energy with each other, and achieve our goal of influence, which is reassuring the other person that you're like them. If you move like them, and breathe like them, and speak at a pace like them, or have the same energy they do, even if it's just for that moment, they'll subconsciously check that box that says "This person's like me."

### **Specific and Artfully Vague Language**

While much of what we've discussed here involves the way we use our bodies, the words we use matter as well. When seeking to influence others, there are times we need to use specific language and there are times we need to be artfully



vague. Specific language is precise while artfully vague language is deliberately open to interpretation. So, when do you use each type?

We use specific language when:

- Needing to be understood in a single, specific way
- Sharing information
- Recovering information

Here are a couple key things to consider about the use of specific language:

- 1) Using the language of the people we're communicating with increases our chances of being understood the way we want. Use their own words and phrases.
- 2) Don't overload people with tons of information. Our short-term memory can't handle that much at a time. Keep it concise.

We use specific language to create a precise understanding. However, it can't create an emotional connection, which we can do by using artfully vague language.

### **Artfully Vague Language**

This language provides context, but limited content. It leaves out information and contains distortions and generalizations.

We use artfully vague language to encourage someone to:

- Go 'inward', to choose an appropriate experience and learn from it in new ways
- Access the resources of their subconscious
- Feel an emotional response

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One of the greatest speeches of all time is actually an example of artfully vague language. Read Dr. Martin Luther King Jr.'s *I Have a Dream* speech from 1963. Look for the deletions, distortions and generalizations, and how it encourages listeners to relate his words to their own lives. It was – and still is – hugely motivational.

Some of these techniques are very deep, meaning they're below the subconscious part of the mind. Think about the levels. There's the logic, then there's your gatekeeper, and then there's your subconscious. If you just come at someone with nothing but logic and facts, and you talk at a different speed and breathe at a different pace than your prospect, it's pretty much impossible for the two of you to align.

But when you can bond with someone early in the sales stage, build rapport and build a relationship, you can get somebody to believe you're like them and they'll start to like you. Then, if you can find some similarities through normal conversation, what happens is their subconscious tells them, "This person works and moves like me, and said things that matter to me, and we have some things in common. They're like me. How can I not like them?"

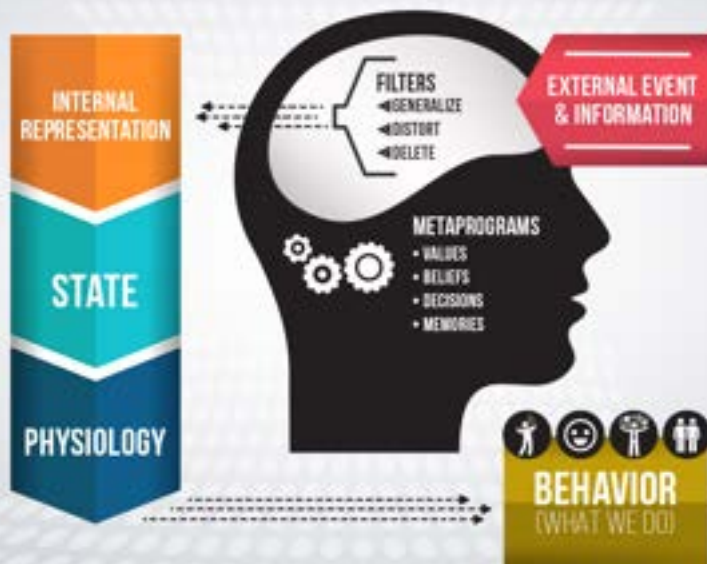
**And if they like you, they're going to buy from you.**

## TAKEAWAYS FROM THIS CHAPTER

- You can create rapport with your prospect by paying attention to their body language and matching how they are presenting themselves.
- To lead someone into the state you want them to be in, you need to reach their current subconscious state.
- The use of specific versus vague language increases your chances of being understood the way you want.

Before you can close the deal and get your prospect to buy your product or service, you need to get them to buy into you first. When you want to influence someone, you need to understand their decision-making process. We all make decisions the same way: we gather information through our senses. It always comes down to one human talking to another.

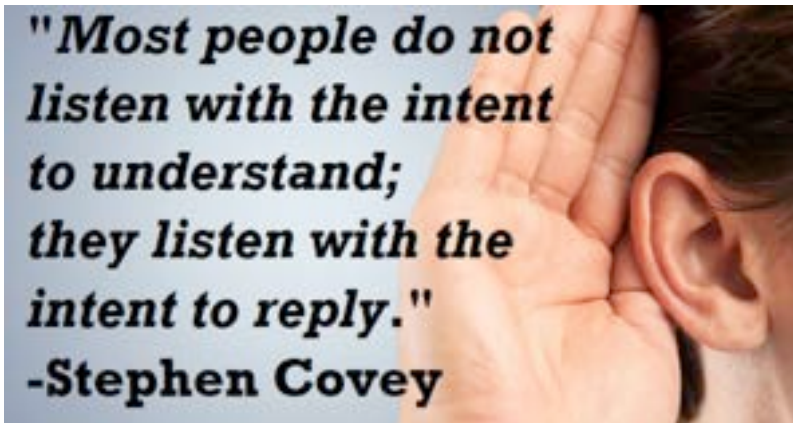
# THE NLP COMMUNICATION MODEL





## CHAPTER 6

# NLP Tactics: Investigate



We've all watched those police and legal dramas on TV. And we've all seen the "gotcha" moment. That's when a detective questions a suspect or a lawyer questions a witness, and when they ask that certain question, it's answered in a way that leaves the person totally trapped.

The same thing happens all the time in an investigative report on a newscast. A reporter asks a question, and the minute the elected official or company spokesman answers it, you can see the deer in a headlight look on their face.

Guess what? When you're in sales, you do investigative interviews all the time without knowing it. You don't think of

them that way. You just think you're having a conversation with a prospect.

Granted, you're not doing it to trap them. You're not looking to get the gotcha. But you are investigating. You're looking to learn as much as you can about them. Their needs, their challenges, their fears, their goals, their desires. What do they want, and how can you give it to them?

This is the fact-finding portion of the sales process. Because you've established rapport with them, they're comfortable talking with you. Now you can identify their needs so you can steer the conversation in a direction which allows you to convey your benefits in a way that addresses their needs and overcomes their objections, and ultimately close the deal.

Actually, you're not selling the benefits. You're selling the benefits of the benefits of the benefits. Stay with us for a minute. No one buys a drill because they need a drill. They buy a drill because they need a hole. But the hole isn't the ultimate benefit that will give them the warm and fuzzy feeling about the drill. What's the hole for? Maybe you're going to put a hook in that hole so you can hang your wedding picture or a painting your grandmother did.

This part of the process, the digging for information, will lead us to effectively attach emotions to our product or service, which we'll detail in the next chapter. But for now, let's keep digging.

### **Affective Questioning**

We're going to focus on asking our questions in a way that steers them to where we want them to be. We do that by asking questions that are affective. Not effective, although they're that as well. Affective means they're designed to get answers which contain attitudes or feelings, not facts. Which is really a new way of describing a strategy that's been around many years and used many ways: answer a question with a question. "Why do you feel that way?" Or, "Why do you need that?"

This all starts with asking a question the right way. If you ask a yes or no question, you're going to get a yes or no answer, and now you're going to have to ask another question. And if you ask several yes or no questions in a row, it's going to begin to feel like an interrogation, and no one likes to be interrogated. Now they're going to feel like that witness or suspect, and all the rapport you established is going to go out the window.

We need to get information out of people, which can include information people are uncomfortable sharing. Things like financial information. So, you need to ask questions in a way where they'll feel comfortable giving you the answer. You may have to dig a little deeper, and you can only do that if they don't feel like you're prying or pressuring them.

Ultimately, you want them to share their pain point. Because if you're going to solve a problem, you need to know their pain. By nature, most people don't want to expose their pain. And if you try to go after it through the logical portion of



their brain, one of their gatekeepers is going to stop you. That could be pride or ego or any defense mechanism.

Would you ask someone, “How much money do you have in the bank?” Of course not, they’d never answer it honestly. But what if the question was artfully vague? “Let me ask you about people in your area, who are about your age, who might do what you do. What would you say the average person like that has in the bank?” 89% of the time they're going to tell you their number. Because they want to feel like they're part of a group, so they'll project themselves onto that “average person” and share their own information without a defense mechanism kicking in.

Effectively asking questions is how you get people comfortable, or give them the ability to feel comfortable, to answer with a real answer, and make them comfortable to continue the conversation.

Which is what you're having. Not an interview, a conversation. So, to make that conversation effective and get the information you need, you need to not only be able to ask the right questions the right way, you also need the ability to truly listen to what they say. Better yet, you will hear what they mean, and be able to ask further questions in a way that feels like a conversation and doesn't feel threatening.

### **Active Listening**

Your next question needs to make sense to them and prove that you're really listening to them. You're hearing the source

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of their issue. Now your next question is even more relevant. And it's not scripted. An interview is scripted. A conversation flows. If you pre-script it, you're ignoring the possibility of an answer being different and unexpected, which takes you in a totally different direction than you anticipated.

This is why the order of these steps is so important. You've gained the right to have this conversation and ask these questions because you spent the time building the rapport. Not only have you gotten to know them, you're able to match their body language and tonality, and increase their comfort and trust with you.

Any sales process has a natural progression. Think about the date scenario we mentioned in the first chapter. A man doesn't just walk up to a woman at a bar and say, "Here's how tonight's going to go. We're going to have dinner and then we're going to go to my hotel room." That may be how the night will unfold, but it has to take its course. If you disrupt the natural progression, the deal's off. If you follow the natural progression, you've earned the right to go to the next step. In sales, if you've built rapport, you've earned the right to ask questions. It's like any social interaction between two humans.

Let's talk a little more about the actual questioning and how important it is to be a good listener. You need to prove that to the other person. The only way to prove you're a good listener is to get the other person to talk. If you can't get them talking, you'll never be able to listen. So, you have to ask questions in a way that makes someone feel comfortable

enough to answer them. And again, they're not just yes or no questions. They're open-ended, and they're non-threatening.

There's a big difference between "Have you ever done this?" and "Tell me what happened the last time you did X. Tell me what that experience meant to you." Often, someone will try to get the information but fall short. Someone might say, "Hey, tell me about the time you went sky-diving." You'll get a description, but you may not get the emotion. On the other hand, if you say, "Tell me about the time you went sky-diving. How did it feel? Would you do it again?" Even though the last part is a yes or no question, there's more to it that's valuable to me when I'm gathering information about you.

Let's say the answer is, "It's the most exhilarating feeling I've ever had. It's even better than X." Now I have more questions to ask you, and more information to get. Now I can attach a feeling to your answer, and because you've revealed X, I can ask you more about that. All of which is helping me prove I'm a good listener. Again, once you prove you're a good listener, people will tell you more, and you'll learn more to help you close the deal.

This also means you're not just a good listener, you're an active listener. That's an important distinction. Active listening is used in things like counseling, training, and solving conflicts. As an active listener, you're not just hearing what they're saying, you're paying close attention and responding in a way that helps you get more of the information you need. Remember, the follow-up questions are usually the most important questions you'll ask.

### **Yes, You Have the Power**

Chances are, there have been times you've agreed with someone or made the decision they wanted you to make without realizing how they steered you in that direction. And chances are, they did that by using "The Power of Yes." They tapped into what psychologists have known for decades: being repetitive is part of our DNA, and we can be influenced by repetition.

The Power of Yes comes when you say several things in a row which are all designed to get a "Yes" response. For example: "You're reading this book" (yes). "You're absorbing these words" (yes). "You're learning how to become a better influencer" (yes). All are undeniable. Then, once the pattern is set, I can follow up with the suggestion I want you to accept and believe: "... and that means, you'll want to learn more from me" (yes!).

You can make this even stronger by literally using your head. For years, body language experts have written about the power of nodding your head. Expert negotiators will tell you it's a simple but powerful tool to get people to agree with you. If you combine the Power of Yes with the Power of the Nod (just by nodding your head when you say each statement) you'll increase the effectiveness of the repetitiveness, and increase the likelihood that you'll get the outcome you want.

Think about people who sell out of fear. That can be an effective way to sell. "Get this insurance or your family will be left with nothing." There's certainly a basic assumption

that everyone is afraid of that. But that's not the case. If you're selling insurance and you just assume everyone you talk to is afraid their family is going to be left with their bills, you could be wrong 40% of the time. So, you have to begin by finding out if they're afraid of that, and if not, find out what they are afraid of so you can take a different route.

During the investigative stage, we're doing research. But we're doing two different kinds of research: factual and emotional. Both are important, but the emotional research is going to play a bigger role in helping us reach our objective.

There are many salespeople who only do factual research. If they're selling solar panels, they're getting facts and figures. How big is the house? How much electricity do they use? They certainly need facts like that. But the art of asking questions and turning it into a conversation is being able to obtain the emotion part when they think you're just gathering facts. What does that person who's getting solar panels really care about? Maybe it's lowering their electric bill, maybe it's saving the planet, or maybe it's something more.

Picture the salesman building rapport with an older couple who own a farmhouse, and then learning this: "We want to leave the farm to our kids and grandchildren. The mortgage is paid off, and we put in a well so there's no water bill. If we get solar, we can leave them a house with no mortgage, no water bill, and no electric bill."

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Now it's a completely different conversation. You can talk about the grandchildren. "What are their names? What are they like?" And bring up the fact that long after they're gone, their grandchildren are going to be so grateful to them for all the pre-planning they did. The farm will stay in the family and it won't be a financial burden.

There are those who accuse salespeople of using this tactic to manipulate the client and manipulate the conversation. That's not true at all. You're doing this to learn what's important to them, so you can show them how your product or service meets that need, which it must be able to do. No matter how much you learn from a prospect, if you can't meet their need, you're not going to make the sale.

The fact is, you're not going to sell them something they don't want, no matter how much rapport you built up and how much information you gathered. But if you do it right, the investigative stage lets you attach the emotions that are important to them.

Now you have the "why", which is why people buy.

## TAKEAWAYS FROM THIS CHAPTER

- In the investigative phase you're doing both factual and emotional research, but it's the emotional research which will pay off.
- It's important to ask the right type of questions: those which gather information and are more open-ended, so they can't be answered by just yes or no.
- Your follow-up questions need to prove to your prospects that you're really listening to them
- As a result, they should feel like they're having a conversation which they want to continue.

This is the stage in the sales process where you're identifying the prospect's needs, goals, fears, and desires. By asking the right questions and really listening to their answers, you're steering them through a conversation, not an interrogation. You're making them comfortable and you're identifying their emotional needs. That will pay off for you because their buying decision will be based on emotion.

## CHAPTER 7

# NLP Tactics: Establishing Value

*“Facts tell but stories sell.”*

You’ve done the hard work. You’ve built rapport and you’ve done your investigating. So, now that they know, like, and trust you, and you know what matters to them, it’s time for your hard work to pay off. It’s time to sell them effectively. It’s time to apply the emotional hook.

Attaching emotion is all about speaking to their subconscious, to visualize what the final product or service is going to look like as they’re using it. This is where you zoom in on the benefit of the benefit. Or take it one step further and show them the benefit of the benefit of the benefit. Attach something emotionally, so they can picture themselves using what you’re selling and get the warm and fuzzy feeling that will close the deal.

### **Anchoring**

When you drop anchor in a boat, you’re connecting yourself to a specific place. In NLP, anchoring connects people to a feeling. This all started long before NLP. We all learned about Pavlov’s dog back in high school. Pavlov rang a bell every time he was preparing to feed the dog. Eventually, whenever the bell was rung the dog would automatically salivate, even if he



didn't get fed after the bell rang. The dog had been trained to associate the ringing of the bell with being fed.

In Psychology this is known as Stimulus – Response. In sales this is known as “the hook”.

When humans experience an intense emotional state, our mind connects something in our environment to that feeling. That's why certain senses are so emotional. We smell cookies baking and we think of our grandmother. We hear an old song and it takes us back to our prom.

It's been almost 20 years since 9/11, but everybody over a certain age still knows where they were on that day, at the very moment when they first got the news. Because it emotionally anchored that memory, or that feeling, or that sense.

The founders of NLP turned this phenomenon into anchoring. And it can be used very effectively in sales. One easy way is just using your body language. We've had many client meetings on Mondays, where we naturally talked about the weekend. If they had a good weekend, we'd talk in a certain tone and sit in a certain way. For example, putting our left hand on a certain spot on their desk. If they had a lousy weekend, the tone and body language are different, with our right hand on a different spot. Then, when we talk about our products, we use the tone and body language associated with their good feelings. When we're talking about our competitors, it's the opposite.

Think about how useful it would be to be able to control the emotional state of your client. When used correctly, Anchoring can accomplish that.

### **Hypnotic Stories and Metaphors**

We like to say facts tell but stories sell. When we take people on an emotional journey, we always tell it in story form because that draws them in. Unfortunately, we've all had the misfortune of being in a roomful of people at a presentation where the guy just stands up there and tells us fact after fact after fact. We remember how boring it was, but do you remember anything he said?

On the other hand, if you can attach a story about somebody, you've attached emotion to it and people will remember it.

By far, the most influential form of communication is metaphor. Metaphors are influential stories that lead a person into the state you desire. These are stories people can relate to. They can be stories about someone just like them, who experienced what they're experiencing, who has similar needs and had to overcome similar challenges.

If it can be a story about yourself, that adds to the value. "Let me tell you about a time I had to deal with this same thing." But it can be a story about anyone.

Let's go back to that guy selling windows. Yes, he could tell people his windows use the latest technology and materials, but that's not the selling point if he's selling to someone who lives someplace where it gets below zero in the winter, and he

can't sit in his favorite chair and watch TV without bundling up in blankets and afghans because there's a cold breeze coming in through his old windows. When you tell that guy about someone just like him who bought the windows and now can sit in his chair RIGHT NEXT TO THE WINDOW all winter long without a blanket or sweater or even a long-sleeve shirt, now you've done it.

That's the story that sells. Yes, you can certainly use some facts. Maybe that window has the same technology NASA uses in the Space Shuttle. Facts will boost your credibility. But the stories will do the selling.

Here's a question. How many decisions to buy have you made in your life? A lot. How many have been emotional decisions? The answer is all of them. There's no decision devoid of emotion. Even if you think you've done your homework, and you've done all this analysis, at the end you're going to use your emotions. You're going to picture the end benefit, and that's going to drive your decision.

It's easier to make that connection when you're selling a lower price point product. Like the drill we talked about earlier. It's easy to visualize that picture of your family hanging on the wall. If you're selling a more expensive product or service, or something that may not be a commodity, it's going to require a little more help. But never stray from the thing that makes humans make decisions, which is their emotion. The one way to do that is figure out something they're emotionally attached to and make some connection to it.

That's a big part of anchoring. Since we're using that term, let's use a boating analogy. Say you've learned (through the NLP tactics you used in your rapport-building and investigative stages) that the prospect likes deep sea fishing. What if your analogy is to say, "Imagine being 100 miles offshore and not having any idea how much gas is in your tank? Your business or house or family is like a boat in that way. Not knowing X or Y is like not knowing what you need to know to survive in a boat in the ocean." And as luck would have it, what you're selling gives them the same benefit as that gas gauge in their boat.

Cha-ching! You've helped them understand that this is a decision that makes sense in an emotional way. You're taking a fear that's real to them and relating it to the benefit of what you're offering. In effect, taking that fear and translating it to their business or house or family, and creating a whole new fear.

When you're determining how someone would feel or how you want them to feel, you have to understand why they would want your product or service. In this scenario, what you're offering creates a sense of comfort or safety for them. That's the value, and that's the emotional connection.

As you continue to learn more about them, as part of the human-to-human need to bond, you're trying to find out more things that might get them thinking that way. Say you're selling software that provided great analytics and had a clear easy to use dashboard, and you just learned about the deep-sea fishing. Your close practically writes itself. "Imagine having

no gauges on your boat. Imagine being out there and not knowing how far offshore you are, and how much gas you have, and how deep the water is. Imagine trying to find your way home. That's what it's like for your business without the right software." Now they're thinking, "I really need better visibility into the X of my business." You're providing clarity and comfort, and you're showing how what you're selling relates to something that matters to them.

In addition to using a fear of avoiding something they're afraid of, you can also use this to steer them toward something they're attracted and emotionally connected to. This is how you can anchor parts of your service or product to something they already know or can relate to.

Whether you go with fear of loss or opportunity of gain will depend on what you've learned in the rapport and fact-finding stages. You're going to learn whether there's a pain point to press or the opportunity to get them to emotionally visualize what it would be like to have that product or use that service. That's why you do your homework.

And it reinforces what we discussed earlier, which is active listening. You have to be listening for these things, not just checking off boxes. What they like and what they don't like. Say someone tells you, "I was driving the other day and this guy passed me on a motorcycle, and he went past me like I was stopped. Man, I'd never go that fast." Maybe that person is fear averse, or risk averse. They could put more value in safety and security than risk and reward. On the other hand, you could learn something that indicates the prospect is

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someone who wants to gamble. You might discover they'd rather risk more because they think the upside is better for them. Now you have to come up with a benefit of a benefit that reaches that desire emotionally.

We're trying to establish the value to them. If you're talking to someone who's a gambler, telling them, "This is really safe," isn't going to work. But if you tell them a fable about someone who did this even though everyone told him he was taking a risk, but he knew it was going to pay off, and it did, and he accomplished X, now you've connected it to something they can relate to. When they remember the rush they felt when they got a big payoff, it will pay off for you.

You can't effectively connect the person's emotions with the benefit of the benefit until you know what their emotions are. Once you've learned that, you've learned how to reach them.

## TAKEAWAYS FROM THIS CHAPTER

- When you're establishing value to your product or service, you're speaking directly to your prospect's subconscious.
- The NLP tactic of anchoring allows you to connect people to a feeling, and you can choose the type of feeling that works best for you.
- If you can attach a story about someone, you've attached emotion, and people will remember it.

When you effectively establish value, your prospects can visualize what the final product or service will look like as they're using it. You're not just showing them the benefit, you're taking it one step further and helping them see the benefit of the benefit. The benefit of new windows may be lower heating bills, but the benefit of the benefit is when the prospect pictures himself warm and cozy in his house in the winter. Facts tell but stories sell.

## BONUS CONTENT: ANCHORING TO YOURSELF

Want to feel more confident on a sales call? You can use Neuro-linguistic Programming to instill positive feelings.

### **NLP Anchoring in 5 Quick Steps:**

1. Determine how you want to feel. Say, more *confident*.
2. Remember a time when you felt really confident. It can be any memory when you were feeling confident, under any circumstances.
3. Choose an anchor device that involves touch, such as making a circle by touching your thumb and forefinger.
4. Remember what you saw, heard, and felt in your confident memory. Put yourself back in the moment and relive the memory until you feel that confidence coming over you. Now activate step 3. When the confident feeling increases, perform that action. When the feeling subsides, let go.
5. Test the anchor by performing that action *in exactly the same way* again. Don't be skeptical and resist the anchor, allow it to happen. If it worked, you now have an NLP anchor to build your confidence when you need it.





## CHAPTER 8

# NLP Tactics: Attaching Emotions

*“Information with emotion is retained for a lifetime.  
Nobody remembers 8/11.”*

One of the most effective NLP technique is going on around you virtually every day. You may be doing it to others, and others may be doing it to you. But most people who do it have no clue that’s what they’re doing.

For example, do you know someone who just brings you down within minutes of being with them? Suddenly you start to feel as bad as they do. Guess what? When you start to interact with them, they are giving you subtle commands to feel that way. They’re using the NLP technique known as Embedded Commands.

### **What are Embedded Commands?**

Embedded commands are a way to hide action commands in plain sentences and normal conversation. Basically, they’re language patterns that are specifically tailored for the unconscious mind, which in an oh-so-subtle way influences people to take an action.

Embedded commands help to steer a prospect in a certain direction. They’re a subtle but persistent call to action at the unconscious level. They can invoke emotions that will work in

your favor and make your sales message more compelling. The prospect hears what you say about your product or service, but the unconscious mind hears something completely different. The more you use them, the more the prospect feels compelled to do something.

### **Examples of Embedded Commands**

You may be surprised to learn what could be considered an embedded command and how they can be used. For example, “Buy this product” may sound like a direct order, but it’s a common embedded command. Many people don’t realize that because all embedded commands are disguised or “embedded” inside phrases. I can get you to think about anything I want you to think about with the right embedded command.

Picture yourself approaching a prospect and saying, “Buy this product. It’s the best and you’ll really benefit from it.” How effective do you think that will be? Not very.

On the other hand, you can put it like this: “When you buy this product, you can feel the difference immediately.” See the subtle difference? Using “when you” has helped you deliver the embedded command “buy this product.” You’ve set the assumption that the client will buy the product, and at the same time, you’ve given them a visual perspective to the advantages of buying it by “feel the difference immediately,” another embedded command.

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There are plenty of examples of common embedded commands:

- Say yes
- Act now
- Learn this
- Order now

And the list goes on and on.

But embedded commands are incomplete without phrases such as:

- You can
- As you
- When you
- You will find
- A person can

And many more.

How you deliver an embedded command is as important as the command itself, no matter what media is being used. If you are face-to-face with your clients, it's all about the tone. You must use the correct tonality in your voice. You want the tone of your voice to drop down at the end of the command. Also, use pauses to drive home the point to your prospect. In addition, you can use the person's name prior to the embedded command for greater effectiveness. We are all conditioned unconsciously to respond to our name. "When you, Mr. Prospect, use our service you will find..." The word

“you” and the prospect’s name are the most influential words you can use in selling.

In the case of printed or online media, you may want to distinguish the commands by using a different font, or use other techniques such as underlining, italics, highlighting, etc. to bring the embedded command to the forefront.

Embedded commands are everywhere. Now that you’re aware of them, you can use them effectively and recognize when others are using them on you.

### **Priming**

The Priming technique works on the principle that you can plant ideas and concepts into the mind without people’s awareness.

You may have seen the movie *Focus*. There’s a scene in which Will Smith plays a seasoned con man who gets caught up in a high-stakes wager. He lets the man against whom he is betting randomly choose the number of a football player from the teams below them in the stadium. If Smith’s associate, played by Margot Robbie, also chooses the same random player, Smith wins. If not, he loses everything.

*Spoiler alert, both choose player 55 and Smith wins.*

As it turns out that there was nothing random about number 55 at all. Smith and his cohort had spent the day “priming” their victim to subconsciously recognize and choose the number 55 by having it represented all around him. On the

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lapel of the hotel doorman, in the light fixtures, a poster in the elevator, on shirts worn by people on the street, and even in a Rolling Stones track playing in the background. By the time he needs to choose a number, the choice has already been made.

Priming is one of the most important psychological principles to understand because it influences behavior through implicit memory. In other words, exposure to a cue in one setting can form an association that carries into another.

One of our favorite examples of priming comes to us from the supermarket wine section. Imagine one week you go there, and you hear French music playing in the background. You buy your wine and leave. Now imagine you return a week later, but this time German music is piping through the speakers. Again, you buy your wine and leave.

Chances are, when French music was playing you purchased French wine, and when German music was playing you bought German wine. That's exactly what three quarters of the participants in a research study did. Were these consumers aware of the music and its impact on their decision? 86% of them said no, the music had no effect. But we know differently.

Priming works on your subconscious and produces an effect that usually lasts a day or two but can last longer. You can use your knowledge of this technique to become very self-observant. If you pay attention, you realize that we make most of our decisions on a subconscious level.

That can be wearing a blue shirt after a friend had recently told you she was feeling blue. That can be wanting to eat pasta for dinner after seeing an Italian travel billboard on your way home from work. If you're really attentive, you'll discover that many of your actions have been predetermined for you based on the way your subconscious mind reacts to certain signals.

In sales, priming is a great way to target your prospect's subconscious mind to accomplish your goal. By simply planting a similar idea or word in their mind, you can get them to make the decision you desire.

The effects of priming work unconsciously. If, instead of a subtle approach, it's blatantly obvious and we're aware of an effort to influence us, we reject the persuasive influence and weaken the effects. But if we're not aware of it, we perceive primes as our own ideas. Now the effects become decisions based on our knowledge and personal judgment.

When confronted with a decision, we usually can't consider all aspects involved. Instead, we rely on knowledge we already have. We retrieve information from memory. Through priming, information in our memory is temporarily made accessible, which makes it likely that we use this information for the interpretation and judgment of a follow up stimulus.

Embedded commands and priming are a powerful one-two punch in influencing decisions.

## TAKEAWAYS FROM THIS CHAPTER

- Embedded commands are a subtle way to steer people in a certain direction and influence them to take an action.
- They reach the subconscious mind and can bring up emotions that will make your message more compelling.
- Priming also works on the subconscious, letting you plant ideas and concepts in people's minds without their awareness.

Embedded commands are one of the most effective NLP techniques. Hiding commands in a sentence, and tailoring language patterns to reach the unconscious mind, bring up emotions that help influence people to act. Priming also works on the subconscious, by getting people to associate one thing with another and use a memory to influence a decision. The combination of the two helps you influence prospects to make the decision you want and think it's their idea.



CASE STUDY:  
SELLING MORE, WORKING LESS  
*Understanding How Parts of the Brain That Make  
Buying Decisions Actually Work*

Kyle had a decent sales career. He had sold various products or services. When he came to us, he was a successful sales rep for a medical device company. But there was a limit to how much he could earn, and that wasn't nearly what he needed for the lifestyle he wanted to live.

At the time, he and his wife had two young sons and a third child on the way. Kyle was tired of the long hours. He wanted to be home more with his young family.

He needed to earn at least \$150,000 a year.

Kyle had heard about the success we were having with the Intentional Influence System. When we filled him in on how it works, he realized the simplicity of our system, and if he could just model what we were doing, the sky was the limit.

As luck would have it, Rylee happened to have a sales opening in one of his territories. Kyle didn't know much about our product line, but he was a good fit for that area, and he was eager to learn the system. So, Rylee hired Kyle and plugged him into our system.

After a brief training period, Kyle started selling. And he kept going. In just over six months, he made \$194,000 in commissions!

During that time, their third child arrived. This time, it was a girl. Their family was complete. And because Kyle was so successful, his wife was able to quit her job and stay home with the kids.

Now Kyle is earning more than a half million dollars a year...working PART-TIME! He has the income and the lifestyle he always wanted, all because he learned how to reach people the right way through NLP.



## CHAPTER 9

# The Complete Picture



Using NLP will help you become much better at selling and will help you in other aspects of your life as well. Using these techniques will get you the level of influence you want. You can persuade others to listen to what you have to say. You can help them make decisions...not the least of which is deciding to buy your product or service.

Let's break down the five steps of the sales process, and how to use Neuro-linguistic programming in each of those steps. As we do, think back to how we described the NLP tactics and techniques. Hopefully, you'll have plenty of "A-ha" moments, which will pay big dividends for you moving forward.

First, the process, from the opening handshake to the closing of the deal. Let's take you through it in detail, step by step.

### **Step #1: Establish Rapport**

The first thing to do in any selling situation is establish rapport. We know, you're thinking, "Duh, of course!" But how you do this may be a bit more complicated than you thought.

That's because most communication is outside our conscious awareness. 38% of all communication is tone of voice and 55% is physiology. Only 7% of communication is made up of the words we use. That means that there is a tremendous opportunity for communication outside normal channels, and that's what rapport is all about.

The basis of rapport is that when people are like each other, they like each other. When people are not like each other, they don't like each other. When you like someone, you are willing to help them, you're willing to give them what they need....and you're willing to buy from them.

This is the step where we work to get your prospect to know, like and trust you, using the following NLP tactics:

- **Pacing & Leading**
- **Matching/Mirroring**
- **Voice/Breathing**
- **Specific & Artfully Vague Language**

Pacing & Leading and Matching/Mirroring flow together as we use words, tone, body language and more to steer our prospect to the place they want to be, and where we need them to be. We want to be in sync with them, and they want the same thing.

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What's their mood? What's their state of mind? Are they happy, sad, frustrated, excited, angry, calm? What type of words are they using, and what tone are they using it in? If they're upbeat, you need to be happy and energetic. If they're calm, you need to be laid back. If they're angry, you need to be pissed-off right alongside them.

This works in sales, and it works in any aspect of your life. It can get you out of a fight with your spouse, and it can help you get your kids to do what you want them to do.

When you speak the way they do, breathe the way they do, and use the same movements they use, you're showing them just how much you're really like them. It gets them subconsciously thinking, "Boy, this person is a lot like me. I like this person."

Here's an interesting test that's been done many times. Go into a restaurant and sit near someone and take a look out of the corner of your eye to make sure you're where they can see you. Then, every time they take a drink, you take one too. When they put it down, you put your drink down. When they cut their food, you cut yours. When they drink, you drink. When they eat, you eat. You can keep doing that and a little while later you can take your drink and they will too. You've mirrored them and now they're mirroring you. It happens a lot. Here's something else you'll see in a restaurant. Someone balls up their napkin and puts it on their plate, and across the way somebody else will do it. People are in sync a lot more than you might think.

But let's not forget the 7% of communication that's made up of the words we use. In this stage of the sales process, that means language that is specific or artfully vague.

Specific language lets us drill deep, whether that's getting information from our prospect or sharing information with them. This is where we have to be sure to use their language. Use their own words and their own phrases. It will help in being understood properly, and it reinforces the feeling of "This person is just like me." And keep it simple. You know the phrase, "information overload." We want to avoid that at all costs.

And while being vague may have negative connotations, being artfully vague is a skill that has been used effectively by some of the most successful communicators ever. By leaving out information and using distortions (in a good way) and generalizations, our prospects will subconsciously feel an emotional response. And emotion is why people buy. Which segues to:

### **Step #2: Identify the Need**

This step will be happening simultaneously with step one. You can be establishing rapport while you're asking questions. The key is the right type of questions.

Don't ask just a couple questions, ask enough questions until you learn enough about them to know their "why". Why would they buy your product or service? What are they looking for emotionally? How can you relate what you're

selling to their needs and fears and desires? How can you be interested in them and get them interested in you?

One of the big keys to asking the right questions is listening to their answers. Their answer to your first question could result in a sequence of five or 10 questions or more, all in the form of a conversation, not an interrogation. Step Two builds on Step One and continues to build the relationship that will result in a sale.

Here is where the following NLP tactics come into play:

- **Affective questioning**
- **Active listening**
- **The power of “Yes and...”**

Affective questioning is all about getting answers that contain attitudes or feelings. This is not a fact-finding mission, although facts will be revealed, and we can use them in the next few steps of the sales process.

But for now, we’re looking for the “why.” Which means asking questions that are more open-ended. Not just a bunch of yes or no questions. Yes or no questions lead to yes or no answers, and after a while, it feels like an interrogation. As we referenced in chapter 6, at this point they don’t like you anymore. Any rapport you established is gone, along with your chance of closing the deal.

We want to learn feelings. We want to learn pain points. We want to learn what makes them happy or excited, and what scares them. We want them to be comfortable having this



conversation with us. Again, that is what it needs to be: a conversation, not an interview.

To do that, you not only have to ask the right questions, you need to listen the right way. That's active listening. Hearing what they say, and what they mean. That triggers the next question in the conversation and makes that question truly relevant. Now your conversation has a flow to it. It's leading them deeper into their why, and it's leading you deeper into a strong connection with them. You're proving to them that you're really listening to them and you really understand them.

Now, although we want to refrain from a lot of yes or no questions, let's not forget the *Power of Yes* and *The Power of the Nod*. Using a series of questions or statements which are designed to get a "yes" response without coming across like an interrogation, leading to a suggestion you want them to believe. And by nodding your head each time you make one of those statements or questions, you're making this repetitive process even more powerful and increasing your chance of success.

### **Step #3: Establish Value**

There are two parts to this:

- a. Identify a Need or Opportunity
- b. Provide a Solution

This is where the answers to your questions will begin to pay dividends. You should have discovered a need, or an opportunity. Now you can establish the value of your solution. In doing so, you'll use these NLP techniques:

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- **Anchoring**
- **Embedded commands**
- **Priming**

Anchoring connects people to a feeling. You may think of your grandmother when you smell cookies baking. You may hear a song and think of your prom. Or it can connect a physical touch with a specific feeling or behavior.

In addition to using it on a prospect, we can use it on ourselves. Maybe you've done something like this: People who want to stop swearing put a rubber band around their wrist and snap it every time they curse. Ouch! You swear, you feel pain. Swear, pain. This is NLP anchoring.

Embedded commands reach people on the subconscious level and guide them to make the decision we want them to make. The conscious mind doesn't pick up on them, but your subconscious mind sucks them in like a vacuum cleaner.

Here's a great example. The founders of NLP used to tell a story that started with, "Remember when Mom used to bake cookies from scratch? Your mom used to do that, right? Everybody knows what that's like." Within minutes, the whole audience was scratching and rubbing their noses. That's because the command "scratch, your, knows (nose)" was subtly emphasized in the sentence: "Remember when Mom used to bake cookies from **scratch?** **Your** mom used to do that, right? Everybody **knows** what that's like."

This is also where priming pays off. By subtly planting a similar idea or word in your prospect's mind, you can steer them toward the decision you want them to make. But remember, it has to be subtle. If we're aware of an effort to influence us, our defense mechanisms kick in and we reject the influence. But if we're not aware, this effort has "primed the pump" and made us think it's our own idea.

And when it's our own idea, it's the right one.

#### **Step #4: Link the Need to Your Offer**

Now is when you keep reminding yourself of these words, which we've shared before, and which a great salesperson lives by: "Facts tell, stories sell." Linking the value of your product or service to the buyer's need is done by meeting their emotional need.

This is where you tell stories that relate to them. This is where you show how what you're selling will ease their fears, or give them a warm and fuzzy feeling, or a combination of the two.

Anchoring them will continue to play a role here, along with hypnotic stories and metaphors.

Remember, people buy based on emotion. You can be the most fact-based person in the most fact-based profession (think engineer/geek) but you're not making your decision solely on the facts. You have to feel good about it.

When people purchase a product or a service, they're picturing themselves using that product or receiving that

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service. So, you need to paint that picture for them. The most effective way to do that is with a story about someone just like them, facing the same challenges, having the same needs, trying to accomplish the same goals.

Speaking of pictures, picture yourself selling solar panels, like the guy in the story we told back in Chapter 6. *Spoiler alert: hypnotic story coming.*

You're selling solar panels. And as you're building rapport with your prospect, and identifying the need, you learn that this elderly couple wants to put solar panels on their farmhouse so when they leave it to their grandchildren, there's no electric bill to pay. And since the mortgage is paid off and there's no water bill because they put in a well, the farm will be free and clear.

Here we go: "That's a great plan. Let me tell you about another couple that did that. They left the family farm to their grandchildren. One of them lost his job. If he hadn't been able to live in the farmhouse at no cost, he would have been in a world of hurt. But not only was he able to live there free and clear, he actually started farming. And it turned out he loved doing it. So now, not only is the farm still in the family, it's a working farm again, and it's feeding people in the community." Now they're picturing their farm staying in the family and having a purpose long after they're gone.

**Facts tell. Stories sell.**



**Step #5: Close – Ask for the Sale & Handle Objections**

If you've gained rapport, done your digging, found a need, established the value of what you're selling, and shown how it can fulfill their need, it's time to make your sale.

However, more often than not, they'll raise an objection or two. That doesn't mean they're not going to buy from you, it merely means you need to help them see the benefit.

In Star Trek, the Borg said, "Resistance is futile." In Sales, we say, "Resistance is no big deal." We turn that into objections, which we can easily overcome.

No matter what your potential client/customer says, there are really only four objections:

1. "I don't have enough time."
2. "I don't have enough money."
3. "It won't work for me (even though it works for everyone else)."
4. "I don't believe you."

We could write page after page about how to handle these objections, but it all comes down to these five steps:

1. Listen fully to the objection.
2. Act a little surprised.
3. Say, “Oh I get it, you mean that's the only reason you're not buying or moving forward?”
4. “If I could show you how to have [i.e., the time] then would you buy it or move forward?”
5. Answer the objection and go right back to establishing the value.

Many of the NLP tactics make a return appearance in Step 5, as well as one we haven't discussed yet:

### **Agreement**

Good salespeople never argue with their prospect. Disagreement is one of the fastest ways to break rapport, so you need to practice the discipline of respecting your client's “Model of the World.” You don't have to agree with them, but you do have to be in agreement with them. Here's the distinction: We live in a subjective universe. The world looks different to you than it does to anybody else. Nobody's model is wrong, they're all just different. To maintain rapport and really connect with others, you need to both respect and enter their Model of the World.

For example:

Prospect: “I'm not ready to buy yet.”

Salesperson: "That's right, you're not ready yet, because you haven't asked me the one question that will have you totally and completely ready to go home with this today."

Prospect: "The economy is really tight right now."

Salesperson: "Yes, it is! Tell me, how has the economy affected you?"

Prospect: "I'll need to talk to my wife before I purchase this."

Salesperson: "Absolutely, she'll have to approve a purchase of this size. Of course, if you know right now that she'll approve, there's really no sense in waiting. Why don't you just take it home with you now, and if you need to, you have seven days to bring it back."

This is also the part of the process where another language tactic can pay off:

### **Double Binds**

It's important to remember that nobody likes to be manipulated against their will. People always want to feel they have a choice. If they feel they have no choice, they will resist your influence no matter what. So, always offer them one - even if it's only an illusion.

This is the power of the double bind, which in sales is often called the "Alternative Advance Close." Your prospect thinks you're giving them two options, but in reality, you're giving them two ways to do what you want.

Case in point, a good car salesman would never say, "So, do you want to buy this car?" It could be, "Which would you

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prefer, buy or lease?” Or a clothing salesman would say, “Do you want the grey suit or the navy one?”

There are two choices, but both put money in the salesman’s pocket.

So, now that we’ve outlined the sales process and listed the NLP techniques that will work in that process, the only thing left is to put it all together and put it to work.



## TAKEAWAYS FROM THIS CHAPTER

- There are five distinct steps of the NLP Sales Process, also known as the Social Dynamic Selling Process: *Establish Rapport, Identify the Need, Establish Value, Link the Need to Your Offer, and Close – Ask for the Sale & Handle Objections.*
- Each step involves a different group of NLP techniques, but there are some tactics that can be used in more than one step, and many will be used in the final step to help you close the deal.
- Ultimately, using NLP effectively throughout this process will get you the result you want.

Now that you're putting it all together, you can see how Neuro-linguistic Programming will help you not only become much better at selling but will also help you in other aspects of our life. It's all about influencing others and persuading them to make the decision you want them to make. Using NLP throughout the sales process will allow you to begin your relationship with your prospect properly, grow that relationship, and in the end, help them to close the deal themselves.

## Social Dynamic Selling





CASE STUDY:  
GET YOUR PROSPECTS TO CLOSE THEMSELVES  
*“Beefing up” a Business*

Long before we met Seth, he was the “Meat Man”. He sold meat door to door when he was in college. He was good at it, so whenever he was low on money he went out and sold more meat.

He worked in the energy conservation industry for a while, but he really wanted to get into financial services, so he got his licenses and tried to figure out how to build a successful practice.

He didn’t want to be like a lot of insurance agents, calling on friends, family, and neighbors. That’s because most of them remembered him selling meat. They didn’t see him as a credible financial services professional they could trust with their money.

After we got together, he realized he could do what we had been doing, and once he learned the selling process and language patterns, he could powerfully influence others and build his business without calling on the people who knew him and still saw him as the “Meat Man”.

After working through our sales process, he actually hosted an event selling his services, and utilized what he learned with the power of the five hypnotic closing questions. He earned

more than \$63,000 in commissions! That's more than most financial services reps make in their entire first year of selling.

Seth now has his dream home on a lake, and he gets to spend a lot of time there with his wife and kids, because he now can effectively take any prospect through a sales process that gets them to close themselves.

## CHAPTER 10

# Putting it to Use

*“Some of the best poker players never even look at their cards. They’re just playing the other person.”*

There are many salespeople who just instinctively get it. They may never have even heard the words Neuro-linguistic Programming, but they know how to use it. They just know they’re good at sales. They’re good closers. Their customers like and trust them.

Then there’s the rest of us. Including a growing number of salespeople who are also using NLP. But not because of instincts. Because of knowledge. Salespeople who learned NLP. Salespeople who studied and practiced until they were ready to use the tactics we’ve listed in the previous chapters.

What about you? Are you ready to use what you learned in this book? Because now that you’ve made it this far, it’s time to put it all to use. So, here are some guidelines on how to use these NLP tactics.

Let’s begin by doing what the best athletes on the planet do every day. Practice. Athletes know even if they don’t have a game, they need to be on top of their game. The best actors rehearse their lines over and over again. Singers and musicians are constantly practicing. If you’re a golfer, how

often do you go to the driving range and hit ball after ball after ball?

That doesn't mean you should script your pitch. You need to be comfortable, not robotic. That means knowing how to work with other humans, and have a conversation that feels like a conversation, not a sales pitch. In fact, you're most likely not even mentioning your product or service just yet.

It's all about navigating a conversation that should feel and be free flowing, going in any direction that person wants to take it, so it doesn't feel scripted or staged. Or, you take them down a path, and if they happen to step off that path, you bring them back mentally. It's all about making it comfortable for them. Yes, you want them to do something. Yes, you want them to buy something from you. But when they see you or talk with you, you're just taking them down a path that happens to be your path.

Remember, we don't want you to just go and sell something to someone. You need to meet with people and put them in a position where they want to buy something from you. And if you're being scripted, you're also being rigid and "salesy". You might have used the same three or four sayings on your initial call, and then repeat them when you meet in person.

So, like that athlete that loosens up before working out, loosen yourself up so you can do it freely, not regimented.

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Try having your spouse or significant other videotape your presentation, then watch the video in the context of what you've learned here.

Take advantage of your colleagues. Practice with other sales professionals. Have them just fire questions at you and see if you can navigate through the steps with people no matter what path they take.

Even if that path is an attempt to shut you down. In the previous chapter we laid out how to overcome objections and close the deal.

If someone says they're not going to buy anything today, what's your response? How about, "Okay, let's just talk." (There's that conversation again) And if you've done it right, by the time you're done, they actually do buy something from you today.

There are people who will say price isn't the biggest thing to them, but then they ask for it right up front. "What's this going to cost?" But that doesn't mean you have to bite. However, you do have to work the whole process very comfortably, which is why you can't make the stages so rigid or the techniques so predictable because you keep repeating the exact same words. You need to understand the underlying idea, what you're trying to do, and then do it in a couple different ways.

It's all about making them feel they're the ones driving this bus. As we've said throughout this book, the beauty of NLP is



that your prospect will actually close the deal for you. They can think the whole thing was their idea. If you've learned this properly and use it properly, they're going to walk away from your meeting or end your phone call having bought whatever you're selling, and they're going to be thinking, "What a great idea. I'm so glad I did this." You've taken away buyer's remorse, and the threat of the deal being cancelled.

### **Using NLP at Different Stages of a Sales Career**

Early on, we said this book is for anyone, not just salespeople, because no matter what you do, you're really in sales every day of your life. And what you've learned in this book will help you every day of your life. You're going to use this material virtually every day in one way or another.

But chances are, if you've made it this far, you're in sales. Which means you probably fall into one of three categories: those who are just starting out, those who have hit a plateau, or those who are extremely successful but want to be sure they stay at that level.

So, how would each group use NLP?

If you're a new salesperson, or just starting out in any career, what we hope you take away from this book is that no matter what you do, the most important thing you could ever learn is how to communicate effectively. That's going to become your greatest skill: to persuade people to do what you want to have done but make them think it was their idea.

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For those who have hit a plateau, the big takeaway is that you don't need to work harder or longer hours to make more money or close more deals. You now have powerful new tools in your arsenal, and if you use them properly, you'll achieve that next level of success that has been eluding you.

For the sales rep who has been doing this for 30 years, hopefully this was an eye-opener, because to be blunt, you need to forget everything you used to think about sales. The "Ben Franklin close" doesn't work anymore. The slick car salesman doesn't have a place anymore.

Buyers are more educated than they used to be. The speed of information is so fast you can't just "dazzle" someone with your knowledge (or your BS). People will actually pull out their phone in front of you and Google your competitor to see if the claim you just made is true. Stuff like that doesn't work anymore.

But no matter where you are in your career, you'll benefit from NLP for this simple reason: the human brain still works the same. The decision-making process is still the same. How humans accept or reject information is still the same. You'll reach them as long as you continually speak to their subliminal mind.

People like to think, "I make smart decisions. I gather all my information, and then I do the pros and cons, and I make an educated decision based on everything I've learned." No, that's not how it works. People may gather information and

look at all of it, but they're still going to make their decision the way humans make decisions.

They gather all the information using all their senses. What they see, what they hear, what they can smell, what they believe, what they feel. Then they bounce that off what they already know and believe. So, part of your job is to find out what they already believe.

Back to those three levels of experience. Here's a bit more on how each group would benefit from NLP.

Someone who's just getting into sales is getting a strong foundation to build upon. You'll get how to interact with humans for the rest of your life. And it won't have anything to do with your product. It has nothing to do with sales. As long as you're persuasive as a person, or you can understand getting to someone's root need or their belief system, you're going to be a better and more effective communicator.

That salesperson who has plateaued may be missing a crucial step but didn't know it was missing. Unless you took a step back and focused on it, you wouldn't know that you always do it a certain way, and you probably say the same thing to everyone, but you didn't realize there may be a sentence or two in there that are hurting you in sales. The benefit of having that level of experience is when you get these new revelations, you can look back and realize the mistakes you've made. Now you can change the way you do it and change your results.

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What about those who are already successful? If you're crushing it, and breaking sales records, and every month you're selling more than the previous month, maybe you'll get one little tidbit out of this. Maybe you can make an adjustment on the fly at some point. Wouldn't that be beneficial?

Remember the homework assignment we gave you back in Chapter 3? We suggested that you take a look at people you admire, whose way of speaking resonates with you, and watch what they do. See how they convey themselves. Now that you've read the book, you know what NLP tactics to watch out for.

Here's something else you can do. Look at the really good salespeople you know. Maybe the guy in your company who wins the trip every year. Or the person who started with you 15 years ago but isn't there anymore because he has his own business, and he's making half a million a year. Think about how they've succeeded. Are you seeing the connection to NLP?

For that matter, think about how these tactics have been used on you without you realizing it. Maybe it was the time you bought that car, or new windows for your house. And don't just look back. Looking forward, you can actually go hunting for NLP tactics. Think about the people you interact with. Are they pacing or mirroring you? Are they fidgety when you fidget and still when you're still? The next time you think, "Boy, that person was really sincere," be aware of body language, positioning, tone, etc.

Remember, there are a lot of people who are just naturally good at this, and don't even know this is what they're doing. You may know someone who's really endearing or sincere, whether that's a co-worker, or a relative, or someone at your church. Look at some of their mannerisms. Just by their nature, when they ask a question, they listen intently. They want to hear your answer. They really care. Those are things you can duplicate. You can take what you've learned about NLP in this book and use it both in your sales career and your life.

But there's also a lot more you can learn. And you can learn it directly from us. We've put together a coaching program on Neuro-linguistic Programming, which will give you in-depth training on how to influence others and grow your business without feeling like a pushy salesman.

Just like this book, the course is called *Intentional Influence*. We'll show you how to persuade the people you need to do what you want.

You'll get in-depth training on every aspect of this proven system that works like magic but is based in science. We'll take you through the process from beginning to end, share the secrets we've used, answer your questions, and set you up to explode your business.

This program normally sells for \$3,997, and everyone who has signed up has gotten their investment back ten-fold, 100-fold, or more.

## INTENTIONAL INFLUENCE IN SALES

But because you got this book, you can get everything in the program for just \$997!

Go to <https://www.sdsinfluence.com/influence-program-order> to sign up.

Imagine what you could do in your business if you were an *Intentional Influencer*!



## BONUS CONTENT: 5 QUESTIONS TO HYPNOTICALLY CLOSE MORE SALES

The five questions we use in this script hypnotically put your prospects into a trance so you can bypass their conscious mind and enter their unconscious mind (where the buying decision takes place).

In addition to sharing the questions, we're also going to cover the deep human psychology that makes them work so effectively (and why people will respond in a positive manner!)

### *The five hypnotic closing questions*

Question #1: How long have you had this problem?

Question #2: What have you done to fix this problem?

Question #3: What were the results?

Question #4: Who else is being affected by this problem?

Question #5: If something doesn't change in the next 12 months, what is the long-term effect on you and those affected?

Don't let the simplicity of these questions fool you. Each one has a direct psychological purpose that will get your prospects to connect with you, and open up to you in a way they never would have before had you not asked them.



## *The Psychology Behind the Questions*

### **Question #1: How long have you had this problem?**

#### **PSYCHOLOGY:**

This allows people to speak out loud exactly how long they've been dealing with the problem. Here's what's important: NEVER let your prospects get away with saying: "A long time." When they say this, it's because they don't want to hear how long the problem has existed. They'd rather suppress it.

It's YOUR responsibility as a sales professional or entrepreneur to get people to a place where they understand they need to see the big picture...and allow the truth to be revealed about what's going on in their life.

Therefore, you want to make them give you the exact time frame with a question: *"Okay, well how many years has that been exactly?"* When you ask this, you'll see some people become emotional when they hear the actual number come from their mouth. When they speak the words out loud, it creates a sort of psychological turn inside the brain.

### **Question #2: What have you done to fix this problem?**

#### **PSYCHOLOGY:**

This is when they realize they have already tried several ways to fix this problem but couldn't. Of course, you know this, because otherwise they wouldn't be speaking to YOU. However, when they begin to explain it to you, it's imperative to extract as much information as possible.

You can do that with a simple follow-up question: *"Anything else? What else have you tried?"*

The more you get out of them, the more you'll be able to utilize what they tell you when it comes time to close the sale and they have objections. Because then you're able to say "Wait a minute, let me check my notes. Didn't you say you've tried all these different things to fix the problem, and none of them have worked?"

Now you start to become an authority in their minds. Again, every single question, as simple as it is, has a psychological purpose, and it makes your job easier.

### **Question #3: What were the results?**

#### **PSYCHOLOGY**

Now they get to admit that the problem was NOT fixed and is still there. This is a huge step in YOU not only controlling the conversation but letting them see that everything that they've tried so far has not worked.

Which creates the perfect frame of mind for the psychology behind question #4:

### **Question #4: Who else is being affected by this problem?**

#### **PSYCHOLOGY:**

This one is BIG. They now recognize that their problem is affecting others...especially their family. This is where you get the chance to spend some time and begin to establish the essential KNOW, LIKE, and TRUST.

This is an important piece of the puzzle you must never forget. When someone says, "My family is being affected," this is your opportunity to dive deeper with them.

Important Side note: 3 powerful words you should ALWAYS use when talking to your prospects:

"TELL ME MORE!"

People are hesitant to completely open up to a stranger. So, let them know you are there to listen. That you have an active ear to listen to what they have to say. You do that with more questions:

*"Oh, you have a family? Tell me more about that."*

*"Oh, you're married? Tell me more about that. What's your spouse's name?"*

*"How many kids do you have? How old are they? Tell me more. What are their names?"*

Here's where some magic happens. As they're speaking, and describing their family, they'll begin to realize, "Oh my goodness, this is not just affecting me, it's affecting my three-year-old, or whoever that person is for them. This is absolutely powerful!

HUGE piece of advice regarding this sales question: If you ever have someone break down with emotion, and maybe even start crying, DO NOT INTERRUPT! What you're witnessing is them in the midst of a moment. Something massive just clicked in their mind.

Some people may not go the extra mile for themselves, but when they realize it's impacting the people they love and care for, it changes the whole dynamic. Not just of the conversation, but any other problem they're having.

**Question #5: If something doesn't change in the next 12 months, what is the long-term effect on you and those affected?**

**PSYCHOLOGY:**

If nothing changes, things don't typically stay the same. They almost always get worse. This gets people to understand and envision that if they don't do something to solve this problem which has been in their lives for a large amount of time, where they'll be in 12 months will not just be the same as it is now. It will likely be very worse.

Because that is the reality of problems. They truly don't just stay the same, they get worse. Most people don't want to go there and think about the worst-case scenarios, so it's up to you to bring it to the table. That can mean asking questions like, "What happens if it does get worse? What happens if you lose your job, or get into an accident, or get sick?"

Unexpected things happen to people every day. Most will not plan for the worst, and when it happens, because they didn't plan for it, they're now in a dire situation. For some, it's a matter of life or death. Which means as you are going through these questions, and getting people to open up and talk to you, it's not just to help you close the deal, it's to help them live a better life.

**INSIDE TIP:** If you haven't acquired the skill of remembering what people say to you, always grab a pen and paper and write copious notes while speaking to prospects. Try to write down everything they're saying, as closely to what they're

actually saying as possible. You'll need those notes to close the individuals once they're done answering your questions.

**Bonus Question #6, The Gauge Question: On a scale from 1 to 10...1 being you're not going to do anything to fix this problem, 10 being it stops TODAY, where are you?**

**PSYCHOLOGY:**

If their number is not at an 8, 9, or 10...they're simply not serious. If they answer anything between 1 and 7, then the next question is: "I'm curious, why are you not a higher number? Why are you not an 8, 9, or 10?" Then just sit shut up and listen!

If what they said about how their family is being affected is true, sometimes it's just a matter of them having a misrepresentation of the gauge question. They may say something like "Well, because I'm not quite sure how you're going to help me, I'm a 7." That's when you clarify: "Okay, so once you know exactly how we can help you, and we've put everything on the table and it all makes sense, on a scale of 1 to 10 where are you now?" Very often their number will jump up into the 8, 9, or 10 area. Going through this will allow you to make sure you're not wasting your time.

## **THE SECRET KEY TO MAKING THESE QUESTIONS SO EFFECTIVE**

Throughout this book, we've spent a lot of time discussing body language. How to read your prospect's body language, but more important, how to use it more effectively yourself.

You must be confident in who you are and what you're bringing to the table. The more confidence you convey, the better you are in sales. How does your prospect see you?

Whoever has the most posture always wins. How is your posture? When is the last time you practiced before a mirror so you could see what your prospect sees?

Everything counts toward posture:

- The look in your eyes
- The way you stand
- The tonality of your voice
- The volume of your voice

How well do you “speak body language?”

### Why Letting Your Prospects off the Hook is Wrong

When you don't close a deal, your first reaction is always to regret losing out on the income. But there's more to it than that. We've come up with four important reasons why you don't want to let your prospects off the hook.

#### **Reason #1: If YOU Don't Help Them, Who Will?**

You're a professional, and you're completely capable of becoming a great salesperson. But you must first decide that's who you're going to be. So, when your prospects do come to you for a solution, understand that YOU are the answer. You're the one that can help them.

### **Reason #2: They Set Up the Session with YOU (So They Want YOUR Help)**

Something about YOU grabbed their attention enough to set up a meeting with you. They wouldn't do that if they didn't want or need your help.

### **Reason #3: As Entrepreneurs, It's Our Responsibility to Change the World.**

That's simply what we do as entrepreneurs. It's what WE do better than any other person on the face of this planet. And guess what? You cannot change the world if you don't change one person at a time!

Ask yourself this: Do you realize the snowball effect that happens when you DO what you're supposed to do, versus the snowball effect when you DON'T? It's a significant difference. Because you matter a lot more than you think.

### **Reason #4: You Have to Be Okay with Selling.**

Selling is what makes your business a business, and it's what makes the world turn. You have to sell, so embrace it. You now know more about closing sales than 99% of the population. Please do not take that lightly. Utilizing these questions and approaching your prospects with the mindset and posture we discussed can help you close more sales, acquire more customers, and change your life!

Want to Learn More?

We want to remind you, we've put together a coaching program on Neuro-linguistic Programming, which will give you

in-depth training on how to influence others and grow your business without feeling like a pushy salesman.

You'll get in-depth training on every aspect of this proven system. We'll take you through the process from beginning to end, share the secrets we've used, answer your questions, and set you up to explode your business.

And because you got this book, you can get everything in the *Intentional Influence* program for just \$997. That's 75% off the regular price.

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# INTENTIONAL INFLUENCE IN SALES

## THE POWER OF PERSUASION WITH NEURO-LINGUISTIC PROGRAMMING

*Intentional Influence in Sales: The Power of Persuasion with Neuro-linguistic Programming* is a valuable guide for salespeople, business owners, or anyone who knows the benefit of influencing others.

Rylee Meek and Scott Thomas, creators of the Social Dynamic Selling System, share the secrets of NLP, which works like magic but is based in science.

Learn how to tap into the decision-making part of the brain and get people to think the way you want them to think, without them even realizing it. This book shows you techniques that can help you every day in your business and your life.

Rylee Meek and Scott Thomas are the creators of the Social Dynamic Selling System, which uses market-proven principles to create predictable and sustainable income.



Rylee Meek is a serial entrepreneur who went from having just \$673 in his bank account to creating multiple companies with seven and eight-figure revenue streams. He's taught hundreds of businesses and thousands of salespeople how to have that type of growth.

Scott Thomas has spent more than 30 years managing, coaching, and consulting both sales and marketing for some of the biggest names in the business world. He's an expert in understanding how people think and how to reach them in the most effective way.



**SOCIAL-DYNAMIC**  
SELLING SYSTEM

