

Welcome to the Persuasion Tip Newsletter.

The survey in last week's newsletter, yielded some very interesting information. Thanks to all of you who took the survey. (if you took the survey, you know the results as they were returned to you in real time).

I learned a lot.

One of the things I learned was that you'd like the newsletter sent each week on time. So this newsletter comes out exactly seven days from when the last one was sent.

Another thing I learned, is that you'd like more material delivered via the Web. So, in about three to four weeks time, we'll start making this newsletter available on the Web site. Back issues will be available also. I'm working on a new product that will be delivered via the Web as well.

I also received **many** positive comments on the interactivity of the newsletter. When we begin delivering the newsletter online, the interactivity will be more available to all readers not just those receiving the HTML version.

You spoke, and I listened!

This week, I have a lot to share with you including a new product release.

So let's get right to it.

Influence Quote of the Week

"People rarely succeed unless they have fun in what they are doing."
Dale Carnegie

I have a bit of a different slant on this quote.

Often, when a person studying influence and persuasion skills decides it's time to "turn on the persuasion", and use what they've been learning, they get real serious all of a sudden.

You've probably watched the same thing happen when a negotiation begins. Everyone can be having fun and talking amongst themselves, but when the negotiation begins, everyone becomes real serious.

This is often a subtle signal that breaks rapport. One minute all is well, you're enjoying yourself and having fun and the next you turn into a serious persuader or negotiator. This sends a subtle signal that isn't congruent necessarily, with how things began. This can "alert" the person you're persuading and make some wonder why you've all of a sudden changed. And rapport can be broken at that instant

This is also why I've taught for years that in the sales environment, you shouldn't attempt to create rapport with your prospect in areas irrelevant to why you're there. What I mean by that is, if you're there to sell life insurance for example, and you start the conversation by talking about what you think they're interested in, let's say fishing, you'll find it very difficult to switch from your conversation of fishing to life insurance.

You and the prospect both know why you're there... to discuss life insurance. So, start right in talking about life insurance. It may be possible to segue from life insurance into other areas of interest -- but be careful because you may get trapped in those other areas and not be able to bring the conversation back to life insurance.

You'll find that it's easy to create rapport in the context that you want to persuade in. And you'll discover that creating rapport outside that context will create more problems than anything because you will be unable to get back into the context that brought you there to begin with.

This works in friendships as well. Have you ever been in a situation like this? A friend stops by, makes small talk with you for a bit, then says, "oh yeah, by the way could you lend me a few hundred dollars until payday?" Think about it for minute, why did they make small talk prior to their request for money? It was probably because they were nervous about asking you for it, wasn't it. Trying to transition from small talk to their request was very difficult.

The lesson here is to create rapport in the context that you want to use your persuasion skills in. It takes a little bit in the beginning to get used to this way of doing things, but you'll find your results will increase substantially.

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Questions and Answers

In last week's newsletter I promised that I'd devote more space to answering your questions in this one.

You'll find below information on dealing with. . .

- emotional states
- selling engineers
- MLM's

- and more

Here's the answer to recent questions. (If you have one you'd like answered, just email it to me. Not all questions make it in, but send it and I'll do my best.)

Question - David writes:

Kenrick;

I've been wondering about something. Some who use and teach NLP persuasion techniques base their whole program on the ability to simply describe one state, then let that one lead to another more intense, and so on, and so on. Actually, this person says that you taught him. (Ross Jeffries) I have your Maximum Persuasion course and Influential Spinning course and in neither one do you stress this approach.

What do you really think about it. It seems to work.

Answer -

Yes, Ross was a student of mine some years ago. First let me say, I don't believe that the technique you've outlined in your question is what Ross bases his entire program on. Ross offers many additional strategies than just that one.

Getting a person into a "strategic" emotional state is extremely useful.

If I want you to buy something from me, and I can get you into the state of desire, even wanton desire, you'll be far more easily persuaded. If you were a woman and I wanted to seduce you, and I could get you into the state of arousal it probably wouldn't be too hard to let nature take its course from there. :-)

In Maximum Persuasion 2000 and in the new Persuasion Videos (just released as of this issue), I talk about how to use emotions and anchoring to your advantage.

The gist of using emotional states to your advantage can be summed up as follows: it's far easier to persuade someone to do what you want them to do when they're in a receptive emotional state.

What's a receptive emotional state you might ask?

Any state that will lend itself to what you want from that person.

For example if you want to seduce someone, getting them into a "turned on" state would be very useful. That's rather obvious. :-) However, what if you first got them into the state of being open to new

experiences with new people? You could comfortably lead from that state to the state of curiosity. And from there perhaps to bonding with you emotionally and personally... to being turned on... to... I think you can take it from here.

By getting someone to describe an experience in minute detail they'll naturally begin to be relive the emotions. So that's another way you can get a person to experience the emotions you want them to be experiencing with you.

Bottom line, depending on this technique as the primary method of creating compliance with what you want would be less than effective.

Add this to the other skills that I teach in my courses, and you'll be able to create powerful influence environments with your words and your actions, any time you want to, and leverage that to your immediate advantage.

Question - Scott writes:

Is it better to use a blind approach (not revealing your product or company) in your ads or should you reveal this to get a more qualified prospect. I have heard arguments from both sides of the fence. I am in direct sales and have always done better with a direct approach. What is your opinion?

Answer -

The best answer, Scott, is to let your market decide. The numbers never lie. Run a blind ad, calculate how much the ad cost vs. how much you made. Do the same using the direct approach. Which one did better?

But I doubt that's how you wanted me to answer.

If you use the direct approach either in your ads or in what you say to the prospect to get an appointment you'll have much better qualified prospects to talk to. Thus your conversion ratio will be higher. And, not of minor consequence, if you're closing more of the people you're talking to, you just plain feel better about life.

On the other hand, not disclosing the company or product in your ads or your initial approach may produce more people for you to talk with.

If you have plenty of prospects to talk to, you might want to use the direct approach.

My personal preference, is the direct approach. Anything misleading will break rapport later on and create an environment of distrust. You may never get back in front of that prospect again as a result.

To take this further still, I have a hunch -- tell me if I'm on the money or not. (If not, the following will still be useful for you)

The odds are that your real question deals with selling an MLM opportunity or a product that's distributed via an MLM network. And most often I hear this question from Amway/Quixtar representatives.

Here's the bottom line... if you use any form of deception to get a person to look at what you're selling how on earth can you expect them to trust you enough to then decide to do business with you? And just think of how that deception will haunt you in building a business with them for your future.

The reality is, many people are closed to the idea of wanting to build an MLM business. There's a couple of ways of dealing with this.

1. Find out if they've had a bad experience in the past, and, using your superior influence skills, show them how this will be a different experience. It may be difficult to get them to even discuss this with you, as many people that have failed at this are bitter. But if they'll discuss it with you, you have a fighting chance.

2. Or, perhaps just as well, move on. Find another prospect. Far better to work with someone whose values and beliefs are in alignment with yours than try to convince a skeptical and jaded person into doing something they don't really want to do.

Question -

T. Dodak writes -

Hi Kenrick,

I was wondering what are some basic guidelines to sell to an engineer, they seem to have the same responses when it comes to selling them goods or service.

The main responses or delays in selling them are usually....."I need some time to think about this, because I don't make decisions on the first call"....."I need some time to look over everything"...."I need to see how this will fit in my budget".....

They all are interested in my product and service.....however engineers seem to be 'sticking together' on this.....I do understand that engineers do think differently just by the nature of their career.....

How can I overcome this objection and sell them on the first call? I hope this makes sense, being that there are other sales people I work with have the same concern!

Thank you!

Answer -

I'm not sure what you're selling so giving you a comprehensive answer will be a bit difficult.

The first question I have for you is, why not work on a two or more call basis? Why try to make them buy in a way that isn't within their normal way of doing things?

If there isn't any reason that you can't make a second call to close the sale you might consider that approach.

There's a deeper underlying issue here, however. When I hear numerous objections like, "I need to think about it", or, "I don't make decisions on the first call", there could well be a credibility issue that's present. Minimally, I'd be looking at how you're establishing rapport, and work on using my techniques to create it much stronger.

Next, if objections seem to be getting the best of you, look into my new course, Magical Objection Mastery (to be released in the next week or two) for extremely powerful strategies on inoculating objections before they arise and overcoming them when they do.

Typically, although not always, engineers tend to operate from the meta program called "procedures".

The two meta programs in this category are "procedures" and "options".

The options and procedures category of meta programs is rather self-explanatory. Procedural people like and need to follow procedures. Options oriented people want choices. As a rule, options oriented people don't want to be forced into a procedure and procedurally oriented people would prefer to be given a procedure to follow as opposed to too many options.

Using numbers and steps helps a procedurally oriented person follow right along.

Put this step of buying your product or service in the middle of the procedure not at the end.

I'll elaborate on this strategy in a later newsletter.

This should help get you started.

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