

*Magical Objection Mastery*

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Exposing and using the

*24 doorways*

into the mind to

Obliterate any objection at will

## The patterns

**Deframing** - applying Meta-Model distinctions to uncover and challenge to the structure or representation of a belief.

1. **Chunking down** - How, what when, who specifically. Break it into smaller parts.
2. **Reality strategy** - How do you know? What do you (V, A, K) to represent that in your mind? (Then attack that.)

**Content Reframing** - challenging parts of the belief's content by redefining them, providing counter-examples, or applying the belief or content against themselves.

3. **Redefine the external behavior** - (External behavior or event) doesn't cause/equal (stated feelings/thoughts), it causes/equals (your new definition).
4. **Redefine the internal state** - Your (emotion) isn't caused by (event or cause), it's caused by (some other event).
5. **Reflexively apply EB to self/listener** - (Turn the external event back at the person.)
6. **Reflexively apply IS to self/listener** - (Turn the internal state back at the person.)
7. **Reverse presuppositions pattern** - (The stated cause) doesn't actually cause (what they said), it causes (the opposite).
8. **Counter example** - Do you know any examples where X caused something other than Y? Do you know any examples where something other than X caused Y? (What objection was), but perhaps you're forgetting (counter example). How can you say (objection) when (counter example).
9. **Intention of EB** - (External behavior or event) is actually (invent a plausible intention for it that suits your needs).
10. **Cause of ES** - (External behavior) is because (invent a plausible cause for it that suits your needs).

**Pre-framing** - altering an earlier meaning, intention, or cause to get what you want. Making up or manipulating a context in the past which frames the belief in such a way as to cause the person to change it per your suggestion. This category doesn't usually work by itself. Combine it with others. (You can use it as a powerful pace, prior to blowing up their belief.)

11. **Manipulate the prior intention** - You have that belief so that you can (invent a purpose or intention for the belief which you can leverage).
  12. **Manipulate the prior cause** - You have that belief because (make up previous events which caused the belief and can be used as leverage).
- Alternate Futures - Describing an alternate future that changes the belief or objection. Finding a context in the future in which the belief doesn't make sense or is insignificant, or the belief's consequences are undesirable. Talking from the position of now, where the future changes the now. This pattern is GREAT for eliminating objections before they arise. Also, you can use this pattern to "pace and lead" (going more global with each step) the outcome of your choice.
13. **Immediate or short-term consequence** - (Paint a picture of the immediate effect of the EB=IS belief.)
  14. **Outcome of outcome** - (The short term consequence) will lead to (additional longer term consequences.)
  15. **Eternity** - (Talk about now from the distant future, usually in global terms.)

**Bigger Picture** - Finding a larger context to think about the belief that provides a natural environment for the belief to change. This pattern doesn't usually work well by itself. Combine with pre-framing.

16. **Model of the world** - That's an interesting model of the world! (To combine with pre-framing, say, "Here's why you have it.")
17. **Criteria/values** - (Pick one of their criteria or values and show them how their belief

prevents them from getting it. Works very well when criteria are extracted from the presuppositions in the belief.)

18. **Allness** - (Apply to a class of people or events.) If all (consumers, people, etc.) believed that...

19. **Time** - For how long? When does this belief not make sense? (Sometimes, this works on its own)

20. **Have to/modal operators** - (Restate their modal operator and suggest a different one. Have to => must, etc.)

21. **Equality** - (Challenge the idea that the EB and the IS are the same thing. Assert that they are different.)

22. **Ecology** - (This pattern is a combination of the Alternate Futures category and the criteria pattern above. Challenge that the belief or objection has undesirable consequences.) Believing that... or The consequences of that... or With that kind of negativity...

23. **Huge global misconceptions** - Do you always (connect belief or objection with huge global statement.)?

**Metaphor - Telling a story, possibly seemingly unrelated, which somehow correlates to the belief or situation, and provides alternative viewpoints and options which help the unconscious mind to make the associations it needs to change limiting beliefs and become unstuck.**

24. **Metaphor/story** - Align the story so it's isomorphic in structure to the situation you are changing via the metaphor.

## The objections

1. Cancer causes death.
2. Poverty causes crime.
3. You don't need to know persuasion to be a good salesperson. You just need to be good at closing.
4. Persuasion skills are overrated as the cause of lawyers' success.
5. I've been burned by MLM before: I don't want to take a risk again.
6. Governments cause corruption.
7. Governments tax us so they can provide services we all need.
8. Saying that makes me get real mad.
9. If you were serious about helping me make the right choice, you'd give me time to think about it.
10. I'd like to check out your competition. Maybe they're cheaper.
11. I'm not comfortable enough to make a purchase at this point.
12. If you really think this'll work, you'll wait to have sex with me.
13. If you love me, you'll have sex with me.
14. If you think about this too long, you'll miss out.
15. If they really want to sell the house, they'll come down in price.
16. If I can't get more money for this house, I won't sell it.
17. Haven't you waited long enough to get the car you really want? Isn't it time you felt the pride of ownership again
18. I need to get a better deal on the car or I won't feel good about buying it.
19. Aren't you a bit too old to be running for office?
20. You're a loudmouth
21. I don't want to visit with a Bible Thumper today
22. Spoken like a true lawyer.
23. You sound like all other politicians.
24. You never let me finish my point
25. You are always asking for money. What do I look like, a bank?
26. You're so old fashioned and set in your ways.
27. I want a raise

## Responses to objections, by pattern

### Deframing

#### 1. Chunking down

1. "Which cancer causes death? Under what circumstances?"
2. "When specifically does poverty cause crime? How does poverty cause crime? Is every poor man a criminal? Is each criminal a criminal because of poverty? How poor does one have to be to become a criminal?"
3. "Which salesmen that you know are extremely successful know nothing of persuasion besides closing?"
4. "What lawyers specifically do you know that are successful without the ability to convince their clients to hire them, or persuade judges and juries that they're right?"
5. "Which MLM burned you? How much of a risk will you be taking by joining mine?"
6. "What parts of governments cause corruption? How specifically do they cause it? Who or what becomes corrupted? Who has to govern in order to corrupt that person or thing?"
7. "Do all of us use all the services governments provide? How do governments make sure that we only pay for services we use? Are services to us the only thing that governments use taxes for?"
8. "How do you get from hearing me say that to mad? What do you do first in your mind that leads you to become mad?"
9. "How much time would I have to give you to think about it for you to know I'm

serious about helping you make the right choice? What factors are involved in the 'right' choice?"

10. "Which competitors specifically would you like to check out? What benefits, such as support and warranty, are you considering when you consider price?"

11. "How comfortable will you have to be to make a purchase? What point will you achieve that comfort level at?"

12. "How long do I need to wait to have sex with you for you to know that I think this will work?"

13. "Do all people who are in love have sex? What other ways would let you know that I love you?"

14. "How long is too long to wait? What part of the opportunity would I miss out on, specifically?"

15. "How does really wanting to sell the house make it certain that they'll lower the price? How much do they have to lower it before they can be considered 'really' wanting to sell it?"

16. "How much more money do you want before you sell the house?"

17. "How proud will having a new car really make me feel? How long do you think is long enough for me to wait before I get the car I really want? And how do you know that this is the car I really want?"

18. "What makes a deal better? How do warranty and service factor in for you in addition to the price? How much better is good enough for you to feel good about buying the car?"

19. "How old is too old? Who decides? What other offices have age limitations?"

20. "When am I a loudmouth, according to you? What do you think makes me a loudmouth?"

21. "How exactly am I a Bible thumper? According to whom?"

22. "What makes me sound like a lawyer? What other kind of lawyer could I sound like?"

23. "How do other politicians sound? Which specific politicians are you referring to? What did I say that sounds like them?"

24. "Which points specifically have you not finished because you thought I stopped you?"

25. "When do I ask for money? What else do I ask you for that a bank would provide for me?"

26. "Which ways am I set in? What parts of my behavior are old-fashioned?"

27. "How much of a raise? For doing what?"

## **2. Reality strategy chunk down**

1. "What do you see/hear/feel that convinces you that cancer causes death?"

2. "How do you know poverty causes crime? According to whom?"

3. "What in your life experience has convinced you that salesmen don't need to know persuasion, only how to close?"

4. "What makes you believe that persuasion is overrated as a factor in attorneys' success? How overrated is it? How would you rate it so it wouldn't be overrated? How do you know it's not underrated?"

5. "How do you know the difference between the kind of MLM that would burn you, and us?"

6. "What do you do in your mind to support your belief that government causes corruption?"

7. "How do you know that the money you pay in taxes goes directly to provide services for you?"

8. "How would you know if saying that didn't make you mad?"

9. "How will you know when you've had enough time to think about it? How do you make the decision?"

10. "What do you consider in your mind when you consider how cheap you buy? How does the importance of price shrink in your mind when you consider how much more you get for the price we charge?"

11. "What lets you know that you've reached the point of being comfortable enough to make the purchase? What do you see, hear, or feel first when you begin to reach that point? And next? How does that increase your comfort even more, now?"
12. "What else lets you know that I think this relationship will work? How do you feel at times that you really believe that this will work? How willing are you to commit to our relationship at an even deeper level when you feel like this?"
13. "How many of the things I do let you know how much I really love you? How good do you feel? How deeply does that make you feel the love you feel for me? Just deeply enough to respect my choice to abstain from sex until I'm ready, or deeply enough to encourage me and protect me in all the ways you can think of?"
14. "How do you feel when you think about me missing out on this opportunity? What do you think of that motivates you to help me take advantage of it? And as you think of it now, just like this, how motivated does that make you to ensure that I get what I need so that you can feel like I have taken advantage of the opportunity you have to offer?"
15. "How would you know if they wanted to sell the house even if they didn't lower the price? What have they already done that makes you feel like they want you to have this house because it's the right one for you? And what have you noticed about the house that confirms this?"
16. "What lets you know that you are getting enough money for the house? How does the feeling you get from that get even stronger when you realize how much quicker you get the money than if you don't sell it now?"
17. "How do you know the difference between a customer that you can really benefit, and someone like me who is just not ready a car? What steps do you need to make it OK inside yourself to let go customers who aren't ready and spend more effort on getting those that you can help what they need
18. "How do you know when you've got the right deal on the car? How easily do you begin to notice the less obvious features, like the excellent warranty and service we provide, justifying in your mind the small increase in price? How good does that make you feel about buying it? And when you imagine driving this car two years from now, how glad are you that you made this decision?"
19. "How would you know when a candidate has enough experience to seek the Presidency? Would he only have to have extensive experience serving in a political office, or also have the benefit of experiencing the results of decisions made by many Presidents? What would let you know that he's walked in the voters shoes for many miles, and knows how to make them more comfortable?"
20. "What do you hear in your mind when you judge me as a loudmouth?"
21. "How do you know you don't want to visit with a Bible thumper? Maybe what you're really feeling is the fear of admitting to yourself and the world that you're not saved yet."
22. "How do you distinction something that a true lawyer would say from something an untrue lawyer would say? Or from something a non-lawyer would say?"
23. "How do you know what all other politicians sound like? How do you compare in your mind what I said to what other politicians might say?"
24. "How do you know I don't let you finish? Do you feel like you're not done? Maybe that feeling isn't that you aren't finished with your point, but haven't achieved closure on something inside you yet.
25. "What do you see or hear in your mind when you think of me always asking for money? What do you feel? How do you compare that feeling to being a bank?"
26. "How do you know I'm old-fashioned and set in my ways? How do you represent that belief in your mind?"
27. "What do you think of when you think of wanting a raise? What do you see, or hear, or feel? How do you evaluate that in your mind?"

## **Content Reframing**

### 3. Redefine the external behavior

1. "Cancer doesn't cause death, it causes a weak immune system."
2. "Poverty doesn't cause crime, it makes the government tax us more so that poor families can get their food stamps and welfare checks."
3. "If all you have is a high pressure close, you'll be your client's enemy, and get nothing but buyers' remorse in the end."
4. "Persuasion isn't vital only in presenting a case. Attorneys also need to persuade their clients to hire them. An attorney can't be successful without clients!"
5. "MLMs don't burn people, they provide a very flexible and powerful structure for marketing a product and the possibility of earning some of the people involved a lot of money."
6. "Governments don't cause corruption, they protect us from each other. Government is a union people enter into to give up certain freedoms in exchange for security and other conveniences."
7. "Governments tax us not to provide services, but to gain more power, with which they can raise taxes more and more, and control our minds and finances more and more until an elite few are in control of the entire world. Government is nothing more than a cult based in law."
8. "Saying that doesn't make you get mad, it makes you realize how right I am, and that makes you mad."
9. "I'm serious about helping you make the right choice, and for that very reason, I want to make sure you make it now, before your opportunity to take the best route for you disappears. Opportunity knocks only once, and I'm here to help you get to the door in time!"
10. "The cheapest price means the cheapest features. You'll get no service package with the car, and you'll get a very limited warranty. I hope you really know what you're getting into before you make the decision to buy the cheapest car that comes your way."
11. "I'm not the one that makes you comfortable with a purchase, you get comfortable with a thought over time. Right now, your mind is working on getting comfortable with making this purchase so you can go ahead and do it. Since this deal won't be around much longer, how much faster are you getting to the comfort level you need to buy now?"
12. "The fact that I really think this will work makes me so excited to be with someone that I can stay with for a long time that I just want to be with you in every way that I possibly can. Don't you feel this way too?"
13. "I love you so much that I want to explore every way of making our time together special. And there are so many ways besides sex to do it! How would you like to curl up and watch a romantic movie tonight?"
14. "The longer I think about this, the more I'll be sure that I make the right decision. If I miss out on a special price that you're offering for a limited time, so be it. I'd rather be sure that I make the right decision, and if it takes paying more money, then I'll do it."
15. "They want to sell the house for a reason - probably to get back the money they've paid for it. If they lowered the price, then there would be no point in them selling the house!"
16. "Since you won't get any more money for the house, you might as well sell it for the highest price you can."
17. "I've waited and saved for such a long time that waiting a few weeks or months until a better deal comes along is no problem at all."
18. "We have the best deal for this model automobile in the area, considering how little we are charging for the warranty and service plan. If you want the car for less money still, we can reduce the warranty coverage and service plan for you."
19. "My age doesn't make me out of touch, it shows that I have had the time to gain the necessary experience to run the country wisely."
20. "The fact that I talk a lot doesn't mean that I'm a loud mouth. It shows how

intelligent I am because I always have something relevant and interesting to say."

21. "My beliefs don't make me a Bible thumper, they give me the opportunity to show people like you to the path of salvation through Jesus."

22. "I didn't say that to sound like a lawyer, I said it to help you understand the situation more fully."

23. "Politicians don't make empty promises. We make promises that we intend to keep. Then it turns out that different officials have made different promises, and each one strives to carry his or hers out at the expense of the others'. That's why my goal to create policies which help government officials to align their causes makes me the right candidate."

24. "I didn't interrupt you permanently, I interrupted you to respond to one aspect of what you were saying. You can talk now, can't you?"

25. "I'm asking for money so that I can do something useful with it, not to make you feel like a bank."

26. "I just know, from hard-earned personal experience, what works well and what doesn't. I know to stick to what works well."

27. "I made you responsible for more interesting and challenging projects to test whether you deserve a promotion and raise, and to make you think so that you would never be bored. It's not a signal that I'm ready to give you a raise now."

#### **4. Redefine the internal state**

1. "It's not the cancer that kills, it's the treatments! All the chemotherapy, etc."

2. "Poverty doesn't cause crime; uncontrollable lust for power, sex, and money causes crime." "It's not poverty that causes most crime, but laws that shouldn't exist in the first place. If those laws weren't in place, then they wouldn't be broken!"

3. "A smooth close only happens at the end of a sale where the client is persuaded that making a purchase is in his best interest."

4. "Granted, a very good knowledge of law and precedent is necessary for success as an attorney. Still, a lawyer can't be successful without persuasion skills. He would end up as a college professor!"

5. "My MLM won't burn you. What'll really bum you is if you wait six months to join, after the company has grown, and instead of being on top, you'll be close to the bottom. Kiss the potential for residual income goodbye!"

6. "If you want to see what really causes corruption, look at the banking industry! They abuse their power much more than governments ever could."

7. "Governments don't provide all the services we need. Banks provide our most important services. Maybe our taxes should go to banks instead."

8. "It's not saying that which makes you get real mad, it's that you realize that I'm right, and the harder you try to make yourself look right, the more stupid you feel, so you get mad at yourself for looking stupid."

9. "Sure I'd give you time to think about it, if I didn't care that you might miss out on this deal that will only be around for the next three days."

10. "It's not really the cheapest price that will make you buy, it's the best value. You can't beat the warranty we're including with our product at this price, which is only a few dollars more than our competition's."

11. "You aren't making this purchase just because you're comfortable with it, you're making it to provide something essential for your family (or any other criteria)."

12. "If I didn't have sex with you, it would be because I'd be worried about the consequences. Is there something you haven't been telling me that I should know?"

13. "Go ask Becky. She certainly doesn't love you, and she'll have sex with you because she'll have sex with anyone. Of course, with all the diseases you'll pick up, no one else ever will ever have sex with you."

14. "The only way I would miss out on anything is if I didn't give myself enough time to consider whether I'm making the right decision, and bought something I



didn't need. You wouldn't want me to miss out on making the right decision for myself, would you?"

15. "They'd come down in price if they were desperate to get rid of the house for some reason. They're just moving down the street and they can wait until someone comes along who will give them more money for it."

16. "You're not selling the house to rip me off and make a few quick grand on me, are you? I thought you said you were selling it because you're moving and need to get back the money you've paid for the house, and I'm offering you that much."

17. "I am not buying a new car because I've waited a long time to do it. I'm buying one so that I can get from one place to another reliably, conveniently, and in style. For that, I can wait a little more until the price comes down or I get a better service plan for this same price."

18. "What'll make you feel REALLY bad is when you buy the car a bit cheaper, without our bumper-to-bumper warranty, without our service plan, and without our 24/7 three year roadside assistance plan, and then something happens and you get in an accident or the car breaks down for some reason. You'll be stuck with huge bills for fixing your car, when it could be done for free if you buy at this price."

19. "Out of touch isn't someone who's got so-me years behind him, it's a candidate who's so wet behind the ears he can't make the connection between age and experience."

20. "You don't think I'm a loudmouth because I talk a lot. I don't. You just tend to disagree with what I say."

21. "I think you don't want to see me not because you don't have time, but because you're afraid of the ability I have to know you at a deep level with God's help."

22. "My words to you don't make me into a lawyer. My knowledge of the law, my dedication to protecting the rights of my clients, and my ability to get results in the courtroom is what makes me a lawyer."

23. "Lies and manipulation don't define politicians. What makes me like most other seekers of political office, such as my opponents, is that all of us have a dedication to help make a positive difference in the voters' lives."

24. "I interrupted you for a second, and then let you continue. Now, instead of finishing your point, you're complaining that I didn't let you finish. Why don't you finish it now."

25. "You don't feel like a bank because I ask for money every once in a while. You feel like a collection agency because everyone else who borrows from you never pays you back."

26. "If you want to see really old-fashioned, look at all of your friends' parents. We're much more liberal than them."

27. "I can't give you a raise for being in charge of the projects for only two months. I can only give you one when you're promoted, and it will take a few more months before you reach that level of experience."

## **5. Reflexively apply EB to self/listener**

1. "That kind of belief sure spreads like a cancer!"

2. "Now there's a poverty mindset if I ever saw one. Where did you get such an impoverished model of the way the world works?"

3. "Who persuaded you that you only need to be good at closing to be a successful salesman?"

4. "That argument wouldn't persuade me to hire you as an attorney, that's for sure!"

5. "Paranoid beliefs like that have burned me over and over by preventing me from seeing opportunities. I wouldn't want the same to happen to you."

6. "Why do you let beliefs like that govern your view of the world?"

7. "Supporting the government the way you do must be pretty taxing on your health. Are you sure it's worth it?"

8. "How could you say that you get mad at me? Do you know how much that hurts? I think I'll go to my room and cry now."
9. "Are you serious about taking advantage of opportunities that could infinitely improve your lifestyle, or are you just wasting your time and mine?"
10. "How do cheap thoughts like that one compete in your mind with the belief that the value our service plan provides far outweighs any difference in price?"
11. "Are you comfortable with the idea that your hesitation might mean missing out on the opportunity of a lifetime?"
12. "Does the idea of a relationship that doesn't grow deeper and progress work for you?"
13. "Do you love me enough to respect my choice to abstain from sex until I'm more ready to deal with the possible consequences?"
14. "How long did you have to think to come up with that line?"
15. "You won't sell me on the idea that they're desperate to get rid of that house. They can wait for a higher bidder. [Do you really want the house, or are you looking for a bargain?"
16. "How much money have beliefs like that cost you in the past?"
17. "You sure are driven to make this sale. I guess you've waited long enough! Isn't it time you sold this car? Let's talk about a deal that'll put some money in your pocket without breaking my bank account."
18. "How would you deal with the situation that getting a lesser warranty and service plan will inevitably put you in?"
19. "That sort of argument sure is getting old. But the oldest precedent is the fact that there's a minimum age, 35, to run for Presidency, and no maximum age. Our forefathers must have had some reason for making that part of our Constitution."
20. "You are always calling me by one name or another. Maybe you just talk a little too much about everyone else's faults."
21. "Wouldn't it hurt you to visit with an atheist like yourself if you were me? You're so closed-minded."
22. "That was spoken like a true anarchist."
23. "Well, you sound like all the other people who don't care enough to vote for the people that might do something about the problems you're talking about."
24. "No, I was making a point and you interrupted me with what you wanted to say. I was merely continuing and trying to finish my point."
25. "You're always complaining about problems, and how everyone around you makes you feel. I listen, don't I"
26. "I think you're just too set in your way of seeing me as old-fashioned to recognize how much my opinions change and evolve as time goes on."
27. "It's very difficult to try to get a raise approved for you at this point. You've only been working in your new capacity for a couple of months."

#### **6. Reflexively apply IS to self/listener**

1. "That kind of belief system will soon put you in the grave from anxiety from worrying so much about cancer."
2. "Why, that kind of belief in itself is almost criminal. How dare you stereotype the weak, poor, and homeless as criminals?"
3. "Whoever sold you on that belief must be very persuasive!"
4. "When you become a successful attorney, tell me that persuasion skills had very little to do with getting there."
5. "Can you risk not taking advantage of this opportunity to invest so little and potentially gain so much regular residual income?"
6. "Who corrupted your mind with that belief about the government structure which protects us and provides for us? Are you going to try to corrupt my mind with it as well?"
7. "Do you really need to have a mindset that's so dependent on the government? Or would it serve you better to be more in charge of your own destiny?"
8. "Well, I'm absolutely appalled and furious that just saying something to you can make you mad at me! I thought we had a deeper relationship than that!"

9. "Do you really have time to waste in hesitation and put off making this critical decision?"
10. "How did you buy into the idea that simple price is more important than the added value we provide for the price?"
11. "I just don't buy that you're making an excuse like that and hesitating on this life-changing purchase because you're not 'comfortable.' What's really going on?"
12. "I can't believe you've waited so long to tell me how you feel about sex. How do you think our relationship will work if you don't communicate your opinions about such important things to me more clearly from the start?"
13. "You're joined at the hip with the idea that if a man loves a woman, he has to have sex with her, aren't you?"
14. "One thing I sure won't miss out on is your pushy sales tactics."
15. "How expensive a belief to hold! Our family needs a house of that quality, and you're haggling about a few thousand dollars that will only end up increasing our mortgage by less than fifty dollars a month!"
16. "Since you feel that way about selling the house, maybe you feel that car dealers should never sell a car for less than full price, even if it means that they almost never sell cars?"
17. "Do you feel proud that you're attempting to pressure someone who's just not ready to buy this car into buying it?"
18. "Does it feel good to know that you've been basing your interpretation of a 'good deal' on price alone?"
19. "It's amazing how out of touch some of the younger candidates can be with the reality of the country's need for an experienced leader."
20. "Well, what does constantly calling me names make you?"
21. "Do you really want to be so closed minded, especially when your soul is at stake? Do you want to die over and over again in the burning pits of hell?"
22. "You'd be a real good lawyer yourself with that ability to label people."
23. "Politicians tend to be very accusative and place blame like that. I'm trying to set an example of a campaign without accusation or blame, but instead, a plan with steps we can take now to improve our educational system, the health care options that are available to our voters, and the well-being of our environment."
24. "Hold on and listen for a second, I'm trying to tell you something."
25. "For the years I've known you, you sure are a bank of creative ideas and suggestions, which is why I know you'll always be able to find a way to help me. If I ask you for money, you'll have something up your sleeve that will compensate for the money you lend me."
26. "I haven't heard anyone accused of being 'set in his ways' in years. Your allegation is pretty old-fashioned."
27. "I know how you feel. I wish I were paid more too, with everything I have to do. I have to direct this entire department, write the project proposals, take care of the personnel needs like salary and benefits, follow up on projects, and in general direct this department. Unfortunately, we just can't give you a raise at this point."

## **7. Reverse presuppositions pattern**

1. "Have you ever thought about how surviving cancer will give you the skills and strength you need to live healthy, happy, and fulfilled, for a very long time?"
2. "Now that you really think about it, it makes sense that those who live in poverty need the system to help and protect them, and so would never want to commit crimes against it, doesn't it?"
3. "Have you ever worked with the top salesperson in your company and noticed how when she sells, she makes everything build up to a smooth, easy close? Now that's persuasion at its best!"
4. "Besides persuading judges and juries that their argument is valid, persuading their clients to hire them, and persuading themselves to be congruent in the courtroom, can't you find anywhere else that attorneys use persuasion to achieve

success?"

5. "Have you taken the time to realize how you'd really be getting burned if you didn't take advantage of this amazing business opportunity?"

6. "Funny that you say that. When was the last time you gave yourself a chance to look at all the checks and balances of government, and all of the mechanisms that prevent corruption from occurring so that we enjoy a healthy, dynamic, and balanced economy and system of government?"

7. "After reading this research, you'll realize all the ways that governments use our tax money to gain more and more control and power over us so that they can extract still more money from us."

8. "As you take the time to look deeper into the meaning of what I'm saying and why I'm saying it, aren't you beginning to feel warm and delightful inside, like you've finally found someone that cares enough for you to say that to you?"

9. "How does the fact that I'm rushing you to make this decision really show that I am serious about helping you make the right choice while it's still available?"

10. "Have you thought about how buying from our competition Will actually end up being more expensive for you?"

11. "You haven't yet considered how the fact that you aren't yet comfortable is exactly the reason that you should make the purchase now, and how making the purchase will make you even more comfortable with it."

12. "Don't you see all the ways that both of us thinking that this relationship will work is precisely the reason that we should get more sexually involved?"

13. "Do you understand how the fact that I love you as much as I do makes it so important that we wait to have sex?"

14. "How does taking my time to think about this actually open up opportunities for me?"

15. "That doesn't make sense at all. The fact that they want to sell the house is the very reason that they won't lower the price on it!"

16. "If you can't get any more money for the house, that's the more reason you should get rid of it. Otherwise you'll never sell it for even as much as they're offering!"

17. "The fact that I waited so long is the reason that I want to wait until a better deal comes along on this car."

18. "Have you considered why buying this car from us will make you feel absolutely wonderful about your purchase for as long as you own the car?"

19. "Have you thought of all the reasons that my age will be a benefit to me in office?"

20. "Actually, the things I say help the whole group, including me, keep useless discussion to a minimum and stay focused on the important things."

21. "Don't you realize that the fact that you don't want to talk to a devout Christian is the very reason that you need to talk to me and become saved?"

22. "The advice I just gave you is actually advice any caring person would have told you a long time ago if you were only open-minded enough to listen."

23. "I have a brochure with a fully detailed description of the plans I just described. This is more than empty promises. As soon as I get elected, I will begin to put these plans into effect."

24. "I interrupted you to ask a specific question that, when you think about it a little, will help you make what you're trying to say much clearer in your mind, so that you can explain it to me so I can understand it."

25. "Dad, I'm asking you precisely because you're not a bank. You're my father, and I know you love me enough to let me borrow some money. Besides, if you gave me the money, I wouldn't ask any more."

26. "You seem to refuse to realize that the principles and beliefs I committed myself to years ago are the very principles and beliefs that allow my opinions to change and evolve."

27. "I just gave you a new, high-tech, challenging project to do so that you grow and learn and gain some essential experience that will take you very far in your field. You need to appreciate this opportunity. Once you're a bit more experienced

here, we'll talk about a raise."

## 8. Counter example

1. "Do you know anyone who has survived cancer?" "Do you know anyone who died, but not because of cancer?"
2. "Have you ever stolen anything? You're not poor, are you? White-collar crime is on the rise these days. Some executives are embezzling millions of dollars from their corporations! What about the author of the Harry Potter books? Did you know that she was a starving author until she got her big break?"
3. "I tried to test that theory a few years ago. I took all the best closes I've seen people use, and tried to use just those closes to sell memberships in my club. The few sales I did have canceled their memberships after just a month. When I went back to using criteria, binds, time-release suggestions, and all of the other techniques I know, my close rate shot right back up and most of the clients I've sold are still active members."
4. "All the successful attorneys I can think of have persuaded me of their competence and success. The more you think of any successful attorneys, the more persuasion you'll notice them using. After all, they persuaded you that they're successful, didn't they?"
5. "A friend of mine recently got burned by one of the largest and most respected banks in the nation. They froze his accounts for no reason, and he still has no access to that money, which is in the hundreds of thousands of dollars. But he made it all back, and then some, by joining another MLM I promote and working side by side with me."
6. "Not all governments cause corruption. There's a small island country in the South Pacific where the traditional ruling system has been in place for centuries, and has always been a model of honesty and integrity."
7. "That certainly isn't so. Have you seen 'Enemy of the State' where the government virtually tracks Will Smith's every move? All of the technology in that movie was declassified about a decade ago. Your tax dollars go to the development of high-tech intelligence devices that the government uses to watch you and control you."
8. "I remember just yesterday when I said the same thing to you and you told me how much you appreciate that I care enough to tell you."
9. "It's funny that you'd look at it that way. The person you saw coming out as you came in said he couldn't thank me enough for making sure he made the decision to buy now, so that he didn't waste any more time."
10. "I remember a few years ago I bought one of these from the place that sold them cheapest. Well, it turned out to have some slight defects that I thought nothing of until a few months later, when those defects made it break. I couldn't return it or get it fixed because the warranty expired after 30 days! That's when I bought one from a company that charged me a little more, but knows how to take care of its customers."
11. "A week ago another customer also said he wasn't comfortable enough to make the purchase, but since we offer the guarantee, he went ahead and bought it anyway, because he knew that the deal would expire tomorrow. Just yesterday he called and thanked me for one of the most important purchases he's ever made."
12. "Do you know Bob and Peggy, in English class? They've been dating for three years now, and they had sex on the first date. Jack and Jane just broke up, and after two months of dating, they haven't had sex once! You do want this relationship to last, don't you?"
13. "Jill hasn't had sex with Richard yet, and they've dated for three months. She tells me every day how much she's in love with him! And then there's Becky, and she'll sleep with anyone. I don't think she's ever known what love is."
14. "My best friend was in the market for one of these recently and he was going to buy one from one of your stores in New York City. He decided to go home and

talk it over with his wife, though, and it turns out that one of her friends knew a place to get them cheaper, and with more options. Maybe I should go talk to them."

15. "My secretary's best friend at work was selling her house, and instead of lowering the price she used a different real estate agent, who told her to raise the price and brought in an affluent couple to look at the house. They bought it without even haggling. Now, do you really want the house, or are you ready to look at different ones that are more within your budget?"

16. "What would make you want to sell the house even if you couldn't get more for it? What would make you want to keep the house even if you could get more for it?"

17. "My brother just bought himself a new BMW, after saving for years. He was going to buy a cheaper car, but he decided to wait for a better deal on a more expensive one as he saved some more money. Now he's the envy of everyone in his neighborhood. Imagine how proud that makes him feel. I think I'll do the same."

18. "The last person just in here told me about when he bought a car five years ago. He got it cheap, and thought he had a good deal, until it broke down on the road a few weeks ago. He called the dealer for assistance, but the service plan and warranty didn't cover that kind of damage for such a long time. So he had to buy a new car, and this time he made the right decision and came to us. We may charge an extra thousand dollars, but in five years you won't junk the car, because we'll fix it for you."

19. "Bill Clinton is one of the youngest Presidents we've had. Look how much trouble he's gotten himself into."

20. "How can you say I'm a loudmouth when I just kept my mouth shut while you verbally abused me for 20 minutes!"

21. "I know you don't think you want to talk to a Christian today, but if you were to ask your neighbor about what he learned from me yesterday, you would quickly realize how important salvation really is."

22. "I only wish I was that slick all the time. It would complement my excellent knowledge of the law very well."

23. "Not all politicians promise to work on aligning all government officials so that government can do more with less conflict."

24. "Didn't you just finish your point?"

25. "The last time I asked to borrow money was a month ago, and I paid you back in full after a week."

26. "Yes, and that's exactly why I'm switching my business accounting systems from the pencil and paper I've been using for 30 years to a computer."

27. "You already make more than most of your coworkers who have a similar level of responsibility, and you've only been at your level for a couple of months."

## **9. Intention of EB**

1. "Cancer is really a message to you from your mindbody to tell you that you need to change something. The problem is, those that die don't know how to listen and make the right changes."

2. "Poverty is really a signal of tremendous technological growth. The people who end up jobless and poor simply can't keep up with the changing times!"

3. "When a salesman pulls off a great close, it's usually because of the skill with which he persuaded the client throughout the sale."

4. "A lot of successful attorneys didn't learn persuasion skills formally. Instead, they found that their people skills gave them an amazing advantage over their colleagues and rivals. Now imagine how successful they'd be if they had a precise, workable system to increase their charisma and persuasion abilities!"

5. "You were burned by MLM because you didn't have an experienced and caring friend like me to show you how to choose the MLM that will work for you."

6. "Governments are the result of people getting together and agreeing to give up

certain rights in exchange for protection and security."

7. "High taxation is the result of people becoming more docile and complacent, like sheep. The American Revolution happened over taxes, and the Colonies were being taxed at much, much lower rates that people seem completely willing to pay now."

8. "I say this only because I love you and care enough about you to bring it to your attention."

9. "I'm actually very serious about helping you make the right choice, because when you make the decision to work with our company, I will be the one who works with you to get you what you need in the long term."

10. "Some of our competition is cheaper. That's because they have shoddy service and warranty. If it breaks down, we'll fix it free of charge. You'll pay half of the original price to have it fixed with them."

11. "I think you aren't comfortable enough yet because you haven't considered all the ways that buying from us will help you get (criteria). Why don't we talk about that for a moment."

12. "I really think this relationship will work. After all, look at how long we've been together, and that's without sex! Imagine how much better our relationship will be once we're sharing everything with each other, including our bodies and our deepest emotions."

13. "You know I love you, and one of the reasons is that you put so much less pressure on me than the other partners I've had. You wouldn't want that to change, would you?"

14. "I want to wait and think about this to make sure that making the deal with you won't cause me to miss out on some other opportunities I'm considering."

15. "They really do want to sell the house, and they want to sell it for a reason. They want to get back what they've put into the house, like what they paid for it originally, and the work they've put in improving the house."

16. "You aren't getting the money you want for the house because you want too much, and the home buyer that will actually pay your price is so rare that it's very hard to find one in the time that you have to sell it. Now, are you serious about selling the house so that you can have enough money to move into your next one?"

17. "I've waited so long because I've been looking for a good deal on the car I want. If you really felt pride in your ability to work with your customers, you'd figure out how to get me the deal I want on this car."

18. "When you consider our service plan and warranty, and all the other things which come standard with every single one of the cars we sell, you won't find a better deal than the one we're offering."

19. "I'm old because I've been smart enough to take care of myself, physically and mentally, even under the pressures of having been in politics for so long. And in living to a ripe old age, I've only gained experience, knowledge, and wisdom."

20. "I talk so much because I have a lot of information I need to share with you, and you keep interrupting."

21. "I believe that Jesus is the only path to salvation because he has saved me from poverty, crime, and drugs. From what I see, you don't have those problems. If I got where I am today from where I was just a few years ago, imagine where you will be in a few years after you accept Jesus into your heart."

22. "The advice I gave you is for your benefit, to help you know what to watch out for so you don't get ripped off. You don't have to follow it, but don't blame me if you get badly screwed over."

23. "I make the promises that I do because, after countless nights spent awake researching the how's and why's behind issues, I believe fully that they are the right promises to make. After you do your own research, you'll agree with me."

24. "I interrupted you to clear up what you were saying. Now that I understand better, please continue."

25. "I need money so that I can go out and have fun with some friends at the amusement park. You'd rather have me breathe fresh air, get some exercise, and

learn social skills than have me become a lazy couch potato who can't even make friends, wouldn't you?"

26. "I do things the old fashioned way because I want what I do to work, and I know that whenever I've done those things that way before, everything worked out well. You know what they say - if it ain't broke, don't fix it."

27. "I put you in charge of some very important, challenging high-tech projects. I want you to show me that you can handle that kind of responsibility and have the technical knowledge and learning ability to handle the technical aspects of the project. After you've passed the test, you'll get a full-blown promotion and raise."

## 10. Cause of EB

1. "Cancer is caused by the same amazing processes and phenomena that allowed us to evolve from apes to who we are now. Who knows, maybe the next cancer patient will develop some superhuman powers!"

2. "I always thought crime was caused by a profound motivation to really get ahead in life, with just one thing missing - the knowledge of how to do it legally!"

3. "People buy things when those things give them something that they're looking for. While a good close is hit-or-miss, a master of persuasion knows how to find out what someone wants, and sell it to them."

4. "Most attorneys who don't have powerful persuasion skills spent a lot of their time in intense study, learning everything they could about the laws relating to their field of practice. We've expended the same intense effort in developing an easy-to-learn, workable system of persuasion, because attorneys like you didn't have the time. Now you can have the best of both worlds."

5. "You were burned by the MLMS because at that time, you didn't have the resources or the experience to pick out an MLM where the directors and members conduct business with honesty and integrity. And you certainly didn't have someone like me to guide you along the path. What other ways can you think of that this situation is different from the past ones you've been in?"

6. "Actually, the only corrupt governments are those with corrupt people who get enough power. That's why our democracy is so great. We choose our government officials, and even if we choose some corrupt ones, the government has enough checks and balances to neutralize them."

7. "The US government taxes us because over the past century, the population has become more and more complacent and docile, trusting their fates to government officials that they elect and therefore think have their best interests in mind. This has allowed the government to grow bigger as it has assumed more and more power."

8. "You know I only say things like that to you because I care about you and I hope that they help you to look inside and learn something about yourself so that you can grow and expand and become an even better person."

9. "If my company's policy wasn't to take great care of our customers after the purchase, then I might try to pressure you into buying from us whether it was right for you or not. And I really do believe that buying is the right choice for you, and want to help you make the right choice while you still can at the price we're offering."

10. "I respect the fact that you want to check out what options you have. But think about what options you'll have a few years from now, should something happen. If you buy from us, we'll fix it, free of charge. If you buy from our competition, your only options will be to pay for fixing it or buy a new one."

11. "Are you sure it's the purchase you're not comfortable with yet? Deep down, what is it you're really uncomfortable with, and how might this purchase actually help you get over that?"

12. "Part of the reason I think our relationship will work so well is because of our intense sexual attraction for each other. You do think I'm attractive, don't you?"

13. "I think you know how much I really love you. I think our relationship works so well because I know you're not just out for sex, like the rest of the guys our age. And you care about my well-being enough to respect the fact that I'm not ready to deal with the consequences of having sex yet."

14. "I want to think about this so I make sure I don't miss out on a better deal from one of your competitors unless you can offer me a deal that I'm sure is the best one out there."

15. "They want to sell the house so they can get back the money they originally paid for it,



and make up for the time and money they've put into home improvement, not because they're desperate to sell it. Do you want this particular house, or a house that's a little bit more moderately priced?"

16. "You probably can't get more money for the house is because it's not worth as much as you think it is. Maybe you need to make sure you get rid of it while you still can, before you end up having to spend thousands more on repairs and improvements."

17. "I've waited for so long to buy a car primarily because I'm looking for a really good deal to come along, and I stopped by because I thought you might be able to offer me one. Isn't it time you took pride in what you did, and instead of pressuring me into buying a car, got me a deal that would make me really want to buy now?"

18. "Our deal is better than any you'll find out there because we charge so little more for such a full featured service plan and such a long warranty. Imagine how much you'd have to pay for just the first two or three years of maintenance with another company, that we provide for free."

19. "Not everyone that's my age has stayed in such a high profile political position or gotten into a presidential race. I must've been doing something right! Thanks for recognizing it."

20. "I keep talking because I keep trying to get through to you. Maybe if you listened more carefully, I wouldn't have to repeat myself."

21. "I believe in Christ because I've seen what he's done for my family, for my friends, and for me. I know that I'm going to heaven when I die. Do you know where you're going?"

22. "Pretty slick? It sure comes in useful when I'm in the courtroom. That's where I learned language tricks like that. When you hire me to represent you, it quickly becomes obvious how experienced and skilled I am in the courtroom."

23. "I have to talk about this to bring it to the attention of the voters. Otherwise, these critical issues will not get any attention. Even if you don't vote for me, I want you to be aware of these issues so you demand that whoever is in office deals with them."

24. "If I don't interrupt you, you keep rambling and repeating yourself. If you want to finish your point, then finish it. I don't have time to sit and listen to you repeat yourself over and over."

25. "I want money so that I can go out with my friends instead of being in your way doing nothing or watching TV or goofing around while you're working."

26. "If you were my age, and were in this business 30 years ago, you would understand why the way I do things is so superior to the shoddy, quantity-over-quality, let's-make-it-as-cheaply-as-we-can way that most corporations operate today."

27. "I gave you more responsibility because you indicated that you believe you're ready for it. When you've proven yourself in successfully completing the projects you've been assigned, you'll be up for a promotion and raise."

## **Pre-Framing**

### **11. Manipulate the prior intention**

1. "Obviously, the reason you have that belief is to prevent false hopes. What ways can we find to prevent false hope that are more empowering?"

2. "What a great way you've found to motivate yourself to stay above the poverty line. Wouldn't you rather strive for prosperity instead? What do we need to do together in order to help you become wealthy?"

3. "That belief is a wonderful way to keep yourself from the sometimes difficult work of learning persuasion. And following that thought, think of how much easier each sale will be when you can use the persuasion techniques we teach to focus in on exactly what will sell a person, and inoculate against any objections or buyer's remorse!"

4. "That belief has worked very well to motivate you to study law intensely to become the best attorney you can be, hasn't it? Now that you have all this knowledge, and can do all these things for potential clients, would you like to learn how to persuade them to hire you so you can show them how successful you'll be in handling their cases?"

5. "Obviously you want to protect yourself and your family, so you're careful about what you invest your time and money in. Let's talk about the built-in security that this MLM offers."

6. "While some people might call you paranoid, I think you have an excellent

belief here which lets you hold yourself to high standards of integrity and honesty. How else can we ensure that you have this ability without accusing others of corruption?"

7. "I understand how powerless you might feel about changing the tax structure of our country, so that's a perfectly valid belief for you to have, because it makes you feel like the tax structure doesn't need changing. What if I showed you a variety of ways that you can legally use to shelter your income from taxation?"

8. "Sure, it's easier to believe that when my mouth moves and sounds come out, you feel mad, rather than taking responsibility for your emotions. Why don't we talk about the real issue here? What's bothering you?"

9. "That's a wonderful belief you have that probably often gets you more time to think through critical decisions more completely. At the same time, it makes you miss out on opportunities that have time limitations, and this is one of them. I'm here to help you overcome that belief's limitation, and make the best decision for you while you still can."

10. "Looking for the cheapest price sure does save you money oftentimes, doesn't it. But in cases like this, it would actually cost you more in the long term. Let me show you how the quality and warranty we offer outdoes that of our cheaper competitors."

11. "So what you want to do is increase your level of comfort so that you can make the right decision. Let me ask, what do you need to know to feel more comfortable, now?"

12. "I know that you're doing your best to stay secure from some of the consequences that sex can bring about. This seems like a great time to talk about how we can make sure that our sexual behavior stays safe and responsible so that there are no mishaps."

13. "I know you love me and want to get close to me in every way that you can. Whether I have sex with you or not depends on a lot more than whether I love you or not. I need to be ready to deal with all the possible consequences of having sex, and I'm not yet."

14. "You're just trying to protect me from missing out on what seems like a wonderful opportunity. But what you're really making me miss out on is the chance to consider thoroughly and consult with those close to me whether this really is the right choice for me. You wouldn't want me to miss out on that, would you?"

15. "It looks like you really want to buy that house at the best price you can. They won't be lowering the price, so we can either start filling out the paperwork on that house at the current price, or I can help you look for a different house that fits your budget better."

16. "I understand that what you really want is to make as much money as you can from selling that house. If you don't sell it, you'll get no money for it at all, and it'll just be sitting there doing nothing."

17. "I know you want to help me feel the pride I've been waiting for such a long time. And I've been waiting for a long, long time to say 'no' to a car salesman, especially when the deal just isn't right. So now, I'm really proud of myself. And you could even feel prouder and make me say yes if you got the price down to \$35000. Do you have enough pride to want to get me this price for the car and really earn my business?"

18. "You're trying to save your family's money, and that's commendable. You simply haven't considered all of the expenses. When you buy a slightly more expensive car from us, it's like buying insurance, so if something happens, we'll always fix your car. With another dealer, you will spend much more later, and they end up being more expensive."

19. "I applaud you for realizing that health and fresh thinking can be of benefit to a President. Have you considered how much more important experience is in being able to smoothly achieve the goals that will really bring benefits to the public?"

20. "I know that you really want to help my social interaction skills, but what kind of example are you providing by calling me names?"

21. "I respect the fact that you're trying to manage your time wisely. I just hope that you've considered what you'll be doing with your time for the rest of eternity, after your death."

22. "You don't want to get screwed over, and that's understandable. In fact, that's exactly why I gave you the advice I did - to make sure you don't get screwed over."

23. "You, like all the other voters, want to make sure not only that the candidate you vote for has a plan which fits with what you believe to be the right path for us, but that he follows through on his plan as well. This is why I've listed in my brochure the detailed steps we will need to take to carry my reform plan through, as well as a tentative timeline for the accomplishment of the reforms."

24. "I know you want to express yourself and present a valid argument to me. Do you think accusing me of things is the best way to do that, or do you want to continue expressing yourself clearly and respectfully?"

25. "You need to make sure our family's budget works right, and I understand that unexpected expenses like lending me money make it harder. Would you rather start giving me an allowance so that it's more regular and evenly distributed, and then I can save up for what I want?"

26. "I realize that you want to embrace change, because to some extent it's necessary in today's world. However, there's also something to be said for tried and true methods of going about our business which have withstood the test of time."

27. "I know you want more money so that you can live more comfortably, do more of what you want and give your family more of what they want. Just think of this company like a family. We have to stick to a budget too. Right now, the money it would take to give you a raise is tied up elsewhere."

## **12. Manipulate the prior cause**

1. "You obviously learned this belief well from the experiences you've had with cancer patients. Let's go to Hospice so that you can expand your experiential base."

2. "I'm very glad you pay so much attention to politics. Let's visit a Boys and Girls club and see where people like you do get to make a difference."

3. "It's great that you've had the chance to study some great closers and begin to emulate their success. Now, why don't you step up a level and watch some of my students do their magic and see what you can learn from them!"

4. "It's obvious how well you paid attention in class when they presented textbook cases and precedents. This is what law is based on, after all, and it's important to know it! What if you were involved in a precedent-setting case? How would you influence the interpretation of the Constitution and related precedents without persuasion skills?"

5. "Most people who have been hurt by something never risk it again, because the message our society sends that 'You're going to get an education and work a 9-5 job like everyone else, or end up in poverty' rings in their mind louder than the truth, 'Only if you take a risk, and only if you're willing to accept failure as just a learning experience and move on, you'll get to where you really want to be in life.' Do you want to be like everyone else who's stuck in their 9-5 jobs, doing from day to day something that can't even really be considered living?"

6. "You've probably had a bad experience with the government, which caused you to believe that. On the other hand, the majority of people's experience with the government is positive - the government grants student loans and grants, gives us money to start our own businesses, provides services we need, and ensures justice and fairness."

7. "It's funny how our educational system have convinced so many people that our tax money goes to providing services for us, while our national debt continues to grow by leaps and bounds. Where do you think all that money is going, really?"

8. "Our culture sure has convinced people that they have no control over their

emotions. Every so-called 'deep' and 'mature' character on TV and in books says 'I can't change the way I feel.' It's really sad that you're convinced that you can't change how you feel and really see how much I have to care for you to be able to say that to you.

9. "You miss out on opportunities that have time limitations, and this is one of them. I'm here to help you overcome that belief's limitation, and make the best decision for you while you still can."

10. "Looking for the cheapest price sure does save you money oftentimes, doesn't it. But in cases like this, it would actually cost you more in the long term. Let me show you how the quality and warranty we offer outdoes that of our cheaper competitors."

11. "So what you want to do is increase your level of comfort so that you can make the right decision. Let me ask, what do you need to know to feel more comfortable, now?"

12. "I know that you're doing your best to stay secure from some of the consequences that sex can bring about. This seems like a great time to talk about how we can make sure that our sexual behavior stays safe and responsible so that there are no mishaps."

13. "I know you love me and want to get close to me in every way that you can. Whether I have sex with you or not depends on a lot more than whether I love you or not. I need to be ready to deal with all the possible consequences of having sex, and I'm not yet."

14. "You're just trying to protect me from missing out on what seems like a wonderful opportunity. But what you're really making me miss out on is the chance to consider thoroughly and consult with those close to me whether this really is the right choice for me. You wouldn't want me to miss out on that, would you?"

15. "It looks like you really want to buy that house at the best price you can. They won't be lowering the price, so we can either start filling out the paperwork on that house at the current price, or I can help you look for a different house that fits your budget better."

16. "I understand that what you really want is to make as much money as you can from selling that house. If you don't sell it, you'll get no money for it at all, and it'll just be sitting there doing nothing."

17. "I know you want to help me feel the pride I've been waiting for such a long time. And I've been waiting for a long, long time to say 'no' to a car salesman, especially when the deal just isn't right. So now, I'm really proud of myself. And you could even feel prouder and make me say yes if you got the price down to \$35000. Do you have enough pride to want to get me this price for the car and really earn my business?"

18. "You're trying to save your family's money, and that's commendable. You simply haven't considered all of the expenses. When you buy a slightly more expensive car from us, it's like buying insurance, so if something happens, we'll always fix your car. With another dealer, you will spend much more later, and they end up being more expensive."

19. "I applaud you for realizing that health and fresh thinking can be of benefit to a President. Have you considered how much more important experience is in being able to smoothly achieve the goals that will really bring benefits to the public?"

20. "I know that you really want to help my social interaction skills, but what kind of example are you providing by calling me names?"

21. "I respect the fact that you're trying to manage your time wisely. I just hope that you've considered what you'll be doing with your time for the rest of eternity, after your death."

22. "You don't want to get screwed over, and that's understandable. In fact, that's exactly why I gave you the advice I did - to make sure you don't get screwed over."

23. "You, like all the other voters, want to make sure not only that the candidate you vote for has a plan which fits with what you believe to be the right path for us,

but that he follows through on his plan as well. This is why I've listed in my brochure the detailed steps we will need to take to carry my reform plan through, as well as a tentative timeline for the accomplishment of the reforms."

24. "I know you want to express yourself and present a valid argument to me. Do you think accusing me of things is the best way to do that, or do you want to continue expressing yourself clearly and respectfully?"

25. "You need to make sure our family's budget works right, and I understand that unexpected expenses like lending me money make it harder. Would you rather start giving me an allowance so that it's more regular and evenly distributed, and then I can save up for what I want?"

26. "I realize that you want to embrace change, because to some extent it's necessary in today's world. However, there's also something to be said for tried and true methods of going about our business which have withstood the test of time."

27. "I know you want more money so that you can live more comfortably, do more of what you want and give your family more of what they want. Just think of this company like a family. We have to stick to a budget too. Right now, the money it would take to give you a raise is tied up elsewhere."

## **12. Manipulate the prior cause**

1. "You obviously learned this belief well from the experiences you've had with cancer patients. Let's go to Hospice so that you can expand your experiential base."

2. "I'm very glad you pay so much attention to politics. Let's visit a Boys and Girls club and see where people like you do get to make a difference."

3. "It's great that you've had the chance to study some great closers and begin to emulate their success. Now, why don't you step up a level and watch some of my students do their magic and see what you can learn from them!"

4. "It's obvious how well you paid attention in class when they presented textbook cases and precedents. This is what law is based on, after all, and it's important to know it! What if you were involved in a precedent-setting case? How would you influence the interpretation of the Constitution and related precedents without persuasion skills?"

5. "Most people who have been hurt by something never risk it again, because the message our society sends that 'You're going to get an education and work a 9-5 job like everyone else, or end up in poverty' rings in their mind louder than the truth, 'Only if you take a risk, and only if you're willing to accept failure as just a learning experience and move on, you'll get to where you really want to be in life.' Do you want to be like everyone else who's stuck in their 9-5 jobs, doing from day to day something that can't even really be considered living?"

6. "You've probably had a bad experience with the government, which caused you to believe that. On the other hand, the majority of people's experience with the government is positive -the government grants student loans and grants, gives us money to start our own businesses, provides services we need, and ensures justice and fairness."

7. "It's funny how our educational system have convinced so many people that our tax money goes to providing services for us, while our national debt continues to grow by leaps and bounds. Where do you think all that money is going, really?"

8. "Our culture sure has convinced people that they have no control over their emotions. Every so-called 'deep' and 'mature' character on TV and in books says 'I can't change the way I feel.' It's really sad that you're convinced that you can't change how you feel and really see how much I have to care for you to be able to say that to you."

9. "Everyone gets screwed at least once by someone that says 'Buy now, because you'll never have another chance to buy at this price again.' In our case, though, it's really true. Tomorrow is the last day that we're offering this price; and if thinking about all the ways that you're going to be better off making this decision convinces you that it's the right choice for you, then I want you to make the choice

now, and save you some money and trouble."

10. "I can understand why you'd think that way - in most other industries, quality doesn't vary with price, so you find the cheapest price you can and you've got a bargain. In this industry, however, not only does quality vary, but so does the quality of the customer service you get after the purchase, and for the price we're offering you, our quality and customer service can't be beaten."

11. "You know, I've gotten pressured into buying things I haven't been comfortable with, just like you have. And that's certainly not what I want to do with you. So let me ask you, to make sure that we're going in the right direction for you, in considering this purchase, what's important enough to you to make you come look at our selection?"

12. "Isn't it funny how all our parents and teachers tell the girls of society, 'Sex at your age is bad. Just tell the guy that if he really thinks it will work, he'll wait to have sex with you, and see what he does.' They really don't want you to know the results of the studies that have shown that the more sexual satisfaction there is in a relationship, the longer it lasts and the happier both partners are. I wonder why they're trying to prevent people like you and me from having healthy, happy relationships."

13. "A lot of your teammates and friends talk about sex as if it's the most important thing in the world, so I can see why you might think that love and sex are the same thing. And, because I love you very much, I hope you love me enough to understand that I am not ready yet to deal with the consequences of having sex. "

14. "I know that for most of your customers, the price is the most important issue, and you want to make sure that my needs are taken care of. But I'm different, and I need time to make the right choice for me, even if it means I have to pay a little extra because I waited longer."

15. "When you make a big purchase like a house, in most cases, you expect to haggle, because the person you're buying from really needs the money. In this case, though, they're just moving down the street, and they don't need the house any more. They aren't desperate to sell it, so what it really comes down to is whether you're serious about buying this house, or whether we need to start looking for a house for you that fits your budget better."

16. "You're used to having a lot of time to take care of things, and that's why you feel like you don't have to sell the house right away if you don't get the price you want. Unfortunately, you're moving right now, and you need the money from selling this house. Besides, if nobody is buying any higher, it's probably a good idea to get rid of the house for this much while you still can!"

17. "You get a lot of people buying nice cars here, don't you? And how does it feel to see the smiles on their faces when they drive home in the cars of their dreams? That's what you want to do for me, isn't it. I understand, and thank you for it. You must take a lot of pride in giving your customers what they want and need. And while I want the car, I need a better deal before I can buy it."

18. "It's good that you take care of your needs like that, especially your need for fair prices on what you buy. You can't have enough money for everything you need if you don't watch how much you spend. Now imagine buying the car from one of our competitors, cheaper by a grand or so. Within just the first year, think of all the maintenance the car will need. That's several hundred dollars you save by buying from us. In the next three years, you'll save more money than the extra you pay for buying from us

19. "I can see why you'd think that my age is an issue. After all, a lot of politicians of your generation don't have the experience to pinpoint which issues really need our attention, and what the voters really care about."

20. "I know you've had a bad day and probably don't need me talking at you. Instead of calling me names, why don't you tell me about your day? It helps to vent. "

21. "You've had some bad experiences with Christians in the past? Everyone has his or her own style of worship. Theirs probably didn't fit with yours. I find that it's

important to respect that there is no one right way of worship as long as you accept Jesus into your heart, and develop a one to one relationship with Him."

22. "Have you been burned or cheated by another attorney? It's really a shame that so many of the people that are supposed to uphold the law and use their knowledge to protect you use their knowledge to rip you off. That's why I just gave you the advice I did, for free. It's in my best interest to develop a long term relationship with you as a client."

23. "This country has been paying more and more attention to the corrupt practices of some politicians. It's amazing how a small group of bad seeds ruins the reputation of a huge group of honest, hard-working, educated and dedicated men and women who want nothing more than to make a difference in the lives of the people they represent and protect."

24. "You could be saying that because I interrupt you a lot, but if you listened to what I say when I interrupt you, it's almost always a question to help clear up the point you're making so I understand it better."

25. "I know everyone asks you for money, and it's understandable why you'd blow up at me like that. But think, how often do I really ask you? Last time I asked was a month ago, and I paid you back in full after a week. How many parents can say their kids pay them back?"

26. "Sure, I insist that a lot of things be done a certain way, and usually it's the way that I've been doing it for decades. So I see how you could misinterpret it as being old-fashioned. But don't you think I might have a reason other than being afraid to change? I do things the way I do them because I know that way has worked for decades, and is likely to keep on working."

27. "You've gotten a lot more responsibility recently so I see why you might think it's time you got a raise. Actually, I gave you more responsibility to give you a chance to prove yourself capable of working at this level and gain some experience so that we can give you a full promotion and raise when we have the budget to promote someone. Rest assured, the next person to get a raise will be you."

## **Alternate Futures**

### **13. Immediate or short-term consequence**

1. "Beliefs act as self-fulfilling prophecies. A belief like that about cancer tends to lead people to stop exploring their options. Are you satisfied with that?"

2. "With an attitude like that, you're going to treat all people in need of your help like criminals. How many of them do you think you'll help turn to crime?"

3. "If closing is all you think it takes to be good at sales, you'll experience a very rude awakening after a few days of real life experience selling."

4. "A lot of attorneys I have taught came to me after watching potential clients, one after another, hire other attorneys because they couldn't convince the potential clients to hire them."

5. "So, what are you planning on doing if your company lays you off and you've got nowhere else to go to look for a job?"

6. "If you keep thinking like that, all you're going to accomplish is getting yourself in trouble."

7. "After you do some research and learn about where the money from taxes really goes, and how you can legally reduce your taxes and increase your profits, you'll have much more money to live and thrive on."

8. "If you get mad at everything people say to you, you'll give yourself an ulcer."

9. "Would you rather have me let you go home empty handed, then, after a few days, when you realize how much you want this product, come back and pay twice as much for it as you could be paying now?"

10. "Sure, you can keep buying the cheapest things available. Some things make it worth paying a little more for the increase in quality and customer service. Are you sure you're willing to deal with the problems if you buy it cheaper and it

breaks or malfunctions, or you do something wrong with it?"

11. "And now you're going to go home, feeling uncomfortable, and you'll talk to your wife, and be uncomfortable, and you'll talk to your children, and be uncomfortable, and you'll go to bed, and be uncomfortable all night. And tomorrow morning you'll wish you had bought this, because it can settle so many worries that you have about your family's well being. Shouldn't you just buy it now and feel much more comfortable and secure?"

12. "If you always judge whether our relationship will work by whether I will hold off on sex, then how can our relationship work? I'll end up not wanting to have sex with you, and there goes the intense attraction that's been such a big part of the basis of our relationship."

13. "If you keep trying to pressure me into having sex, I'll have to break up with you despite loving you as much as I do."

14. "If you use that kind of sell too often, you'll get so used to it your potential customers will all feel like you're pushing them into making a decision that might be wrong for them. How much commission will you make off people who don't buy because they don't trust you?"

15. "If you wait for them to come down in price, they'll just sell it to someone else."

16. "Sure you can try to get more money from them, but then they'll just go and buy another house. And you'll be left with no money for moving and for your next house."

17. "Talking like that, without considering my need for a lower price, won't land you the sale. Imagine how proud you'll feel when you can negotiate a deal that works for both of us. Not only will you get a hefty commission, you'll also get the satisfaction of knowing you really treated a customer right."

18. "If you buy the car at the cheapest price you can find, I guarantee you'll spend more on service and maintenance in the next few years than the extra you'd pay with us for free regular maintenance and warranty service."

19. "The more you bring up what you believe are issues related to my age, the more your youth and inexperience shows through. We're here to discuss how we plan to give the citizens of the United States more of what they want through the power we may get as President. Let's stick to the real issues at hand so that this election results in a public that makes an educated choice and knows what they're really voting for."

20. "Calling people names like that sure won't win you many friends. You'll alienate most of the ones you have in a real short while if you haven't already."

21. "Do you ever get the feeling that something is missing in your life? Maybe you see all the things that are going well for you, and feel empowered to change all the things that aren't going so well, but still feel desperate, like you're really missing something vital in your life but can't get it? Do you notice how much that desperate feeling grows with every moment that you don't accept Jesus into your life?"

22. "If you keep talking like that, no attorney will want to represent you in this case."

23. "Imagine the difference all the people like you could make if they voted for what they believed in instead of complaining about politicians."

24. "If you always repeat yourself and interrupt others when they try to help clear up your point, do you think anyone will ever listen to you?"

25. "Well, then maybe I shouldn't come to you for anything. I'll go start learning to become self-sufficient. Thanks for your time."

26. "Pay attention to the way I do things, or you'll just end up reinventing the wheel."

27. "If you ask for a raise or a promotion as often as you do for much longer, I'll give it to you, and give you so much responsibility you won't be able to handle it. Both your skills and the budget to pay you for them take time to develop."

#### **14. Outcome of outcome**



1. "Thinking of cancer as only causing death is pretty gloomy. It'll only drive you into deep depression and program your brain for sickness, and you'll be stuck in a rut. And as they say, the only difference between a rut and a grave is the depth."
2. "You know, the more you believe that crazy idea of how the world works, the more anxiety you'll feel about becoming poor and turning to crime. And everyone knows that the more you focus on something, the more likely it'll happen. Wouldn't you rather turn your attention to helping those in poverty gain the skills necessary to make it on their own?"
3. "That belief won't get you very far in sales. In fact, after failing in sales, most people get depressed because they think they have no social skills. That leads them to become failures at everything else they try. Now, wouldn't you rather learn how to persuade?"
4. "If you keep cutting skills you don't think you need out of your life, how stagnant do you think your life will become? Without expanding your skills and learning new things, you'll begin to fail first professionally, then in your personal life, and it'll just get worse from there."
5. "If you never take a risk, you'll never make any more money than you do right now. Are you really satisfied with your 9-5 job and mediocre income?"
6. "The more people like you try to spread that kind of belief around, the more distrust you'll generate for the government. And then we'll have much more terrorism, innocent people will be killed, and society will degenerate into massive chaos and anarchy. Is that what you want to happen?"
7. "It's people that believe what you do that have allowed the government to continue growing in power over our money and control over our minds through taxes, banks, propaganda, and invasion of privacy. Are you really willing to let the government take more and more of your paycheck so that it can spy on you 'for your own good,' and protect the interests of the corrupt elite that's really in power?"
8. "If you keep letting what others say affect you so much, think about how your life will turn out. Especially if you misinterpret caring attempts to help you as insults. You'll become a nervous wreck, and you'll hate yourself and the world. What kind of effects do you think that'll have on people around you, on your family and on your children?"
9. "Do you ever think about how much time you spend hesitating on making important decisions in your life? How much time will you lose by the end of your life if you keep postponing decisions like this one? How much money will you lose by waiting until opportunities like this, to pay such a low price for something you and I both know is the right choice for you, disappear?"
10. "I know you've already lost a lot of money by always buying the cheapest option available and having it break down, or malfunction, or not work right, and not having anything to back it up. How much money do you think you'll have left to give your kids if you don't stop that habit now?"
11. "If you think like that your whole life, and let your internal conflicts keep you from doing what you really want in life, where will you end up? You'll never have the guts to go for opportunities that are so extraordinary they just might change your life. And your life will always stay the same as it is now. Are you happy with that?"
12. "How many relationships are you going to sabotage in your life by deciding that your partner doesn't think the relationship will work if he's sexually attracted to you? You'll end up a lonely old woman if you think like that."
13. "If you always judge whether a woman loves you or not by whether she has sex with you, you'll get your heart broken by a lot of promiscuous women. Then when you finally settle down with one and marry her, how do you think your children will react to your distrust for her? What do you think you'll teach them?"
14. "If you pressure everyone that comes in this door to buy, you'll never make any sales. In fact, they'll all look at you through eyes of distrust, and you'll be able to feel it. It'll eventually wear you down to the point where you won't be able to sell ever again. So if I were you, I'd focus on getting customers what they want and

need so they can feel comfortable purchasing from you. For example, I need time to think about it. What can you do to extend this opportunity for me?"

15. "Always waiting for a better deal to come along or haggling around will make you miss out on some of the most important and fortunate opportunities you'll have. What will your life be like?"

16. "If you're never willing to make deals and compromise, how will you succeed in life? Every decision you make is a choice where you compromise and balance many factors together. If you're focused only on one factor in every decision you make, how successful do you think you'll be in life?"

17. "If you as a salesman don't take pride in helping your customers get deals they can live with on cars they want, then who will? How will your company fare in the end, waiting and waiting for a 'big break', trying every marketing ploy you can, when your salesmen don't understand how the price of a car influences a customer's willingness to buy it?"

18. "Have you considered how much time you'll waste throughout your life if you keep running around looking for the absolute cheapest bargain you can find? And in the case of cars and other purchases this major, do you know how much money you'll end up throwing out anyway on maintenance and other service, that you can save on if you pay a little more at the start?"

19. "If presidential candidates continue to argue opponents' advantages, like my experience, as faults, instead of getting down to the real issues and comparing our plans to serve the American public, how will our country end up? These personal arguments certainly aren't what our forefathers intended!"

20. "You're going to alienate all your friends like that, and then you'll be alone and depressed, and the more depressed you become the angrier you'll be at the people around you. You'll never have friends again, and you'll always be alone and depressed. Is that what you want?"

21. "The sense of emptiness that you feel inside, because you haven't let Jesus in your heart to fill that void, will keep expanding to the point where you'll believe it perfectly fine to hate, to commit crimes and to commit awful sins. Not only will God hurt when looking at you, but you'll lose your family, friends, life, and freedom."

22. "I can just imagine the tune you'll be singing when, after not being able to find an attorney to take on this case, you run into a real legal emergency and can't get an attorney to work with you. You'll end up in bad trouble, which you can prevent by following the advice I gave you and learning a little about the law so that you understand the difference between what some lawyers will try to make you believe, and the straight forward, honest advice attorneys like me will give you just to help you out and develop a lasting relationship with you as a possible client."

23. "With that kind of belief about politics, you'll notice how much of a difference you're not making, and so will everyone else. No one will ever take your political opinions seriously and you'll be unable to influence the making of policy even if you realize that you want to. Why not start voicing your opinions about the relevant issues after you do some research and learn the background behind them?"

24. "If you keep repeating yourself and going nowhere with your opinions and explanations, no one will listen to you and you'll become very lonely, very depressed, and very discouraged about your ideas. You have good ideas and you need to learn to express them clearly and concisely. This is what I try to help you do when I interrupt you to ask a question."

25. "Maybe instead of asking you for anything, I should go learn to become self-sufficient. Don't expect me to be much of a kid anymore, though. I'll get a job, and I'll learn how to do everything for myself. Soon enough I should be ready to move out and get married. Why don't I go and start working on that now."

26. "If you don't pay attention to established methods, you're going to waste a lot of time reinventing the wheel. Think of how far you can go in life if you start by learning what we already know so you don't have to rediscover it. That way you

have a jumping off point to start innovating from."

27. "Keep asking and I'll give you a raise and a lot more responsibility than you'll be able to handle. Then, when you screw up, you're out. Imagine what that'll do to your family. First you won't have time for them with all the work you'll have, and then you won't have any money to support them with. Maybe it would be better for you to take your time and expand your skills and gain some experience first, so that we can gradually promote you and increase your pay."

## 15. Eternity

1. "Do you want to be remembered as just another cancer victim by your grandchildren? Or would you rather stand up and do something about it, something that will bring empowerment not only to you but also to all cancer sufferers out there? Wouldn't you like to be remembered for THAT kind of legacy?"

2. "You know, a few hundred years from now, your great great grandchildren might be researching their family tree, and they might see you as 'the bum in our family who died penniless in a prison cell.' Wouldn't you rather them remember you as the generous uncle their grandparents always talked about who came up with some spectacular idea and made millions on it?"

3. "After you've retired, would you like to be seen by your successors in the company as someone who was a 'great closer', or as an amazing salesman who created a relationship with each clients and revolutionized the way the company does business?"

4. "In the end, when your colleagues think of you, do you want them to remember you as a bookworm who knew the law better than anyone else and made sure they knew that, or as a lawyer who knew how to keep clients happy, whom clients raved about, and who had a charisma and presence in the courtroom that swayed judges and juries to his point of view?"

5. "When you're at the end of your life, looking back, would you rather recall a bland life, with no excitement and no risks taken, or reminisce about a life full of adventure, possibility, dealing with challenges and overcoming obstacles creatively, and maybe even earning a lot of money that you can leave for your family?"

6. "Think about the end of your journey for a second. Would you like to remember yourself as someone who spent his time complaining about the corruption of governments? Or is there something more important you want to accomplish?"

7. "After you've passed on, when the rest of the world has finally realized how corrupt governments and taxation systems really are and created a more advanced, beneficial, and honest form of civilized life, would you like your grandchildren to remember you as a man who was like most of the rest of society, unaware of the abuses of government, or as a pioneer that worked to evolve civilization into what it will inevitably become?"

8. "You know, when you're on your death bed, remembering your life, how much difference will one comment like that really make, when our relationship has been and will be so close?"

9. "You're doing this for your family, right? When you've left this world and passed on, do you want them to remember you as being unsure and hesitant, even when it came to them? Or do you want to be remembered as decisive, confident, and caring about your family?"

10. "Imagine, for a second, that it's 50 years from now, and you're retired, your kids are grown up and married, and you have wonderful grandchildren that visit you often, smile at you with a twinkle in their eye, and laugh like the happy kids they are. Would you like to tell them stories of how much money you saved when buying this, and that, and the other thing? Or do you want to spend your life doing more enjoyable things than bargain hunting, so that you can tell your grandchildren far more interesting stories?"

11. "Years and years from now, when you've avoided and hesitated on doing

things just because you don't think you're comfortable with them, you'll eventually realize how much living you've missed. Wouldn't you rather become aware now of how much you've already missed, and start to live a little and take care of your family's and your wants and needs?"

12. "You know, we're both going to live for decades upon decades more, but at the end of the journey, when you look back on your teenage years, do you want to remember them as full of school, responsibility, hard work, and being a 'good girl', or do you want to remember having some spice and flavor and excitement in this wonderful age too?"

13. "Every time you ask me that, I ask myself how I want to remember my teenage years when I die. I want to remember having a lot of fun, and moderate amounts of responsibility too. But I certainly don't want to remember having an abortion, or being a single mom, or any kind of teenage mom for that matter. There's so much I want to do before I'm ready to deal with the possible consequences of sex."

14. "At the end of my life, I'd much rather remember missing out on a 'great deal' here and there than missing out on spending time with my family and making decisions with their input and support."

15. "When you're retired, do you want to wish you had bought this house, and regret having waited for the sellers to 'come down in price' while it was sold to someone else, and having to buy a cheaper, lower quality house? Do you want to remember having spent months of your life and thousands of dollars on renovations and repair? Or do you want to retire in this gorgeous house, changing barely anything, since it seems to fit what you want in a house, and remember all the memories you've made in it with your family?"

16. "And if you don't sell the house, imagine yourself 30 or 40 years from now, in a house you've spent years and thousands of dollars renovating and repairing when you could have sold this house and been able to afford a much nicer one

17. "You know, I imagine myself at the end of my life, and I wonder what I'll be missing if I pay this much for the car, and not get all the other things I'd want. If you can get the price down to \$35,000, I'd know that I'm not missing out on anything. Unless you can, I need to go home and think about this and talk it over with my family, and maybe look for a better deal elsewhere."

18. "When you're on your deathbed, do you want to remember your life as bland and full of routine and boredom, or would you rather remember spending a few extra dollars here and there and really enjoying the luxuries and excitement that life has to offer?"

19. "When you get to be 20 or 30 years older than I am now, do you want the American public to remember your politics as focused on non-issues, like the age of your opponents? Or would you rather be remembered for making a difference in what's important to our voters? I made my decision when I was even younger and less experienced than you, and I've stuck to it through the years."

20. "When you're close to the end of your life, reminiscing about all the friends you've had, wouldn't you rather remember all the good times than all the friends you've alienated with comments like that? Don't you want your longtime friends as well as your newer friends to be there for you?"

21. "After the first few thousand years you spend in hell, dying over and over in pain, burning and toiling, you'll remember this moment and wish you had accepted Jesus into your heart instead of spitting in the face of those who unselfishly wanted to help you get saved."

22. "Some decades from now, when you're real old, would you like to be well off? Do you want to leave something for your children? Or do you want to die penniless and leave your children with the financial burden of burying you and paying your debts? In some situations having a good lawyer can make that difference for the future. No attorney will take a case of yours if that's how you talk about them."

23. "When your great grandchildren are monitored every second of their life,

when their children's minds are controlled by the educational system, they will wish that the voters had done something this year to protect the rights of American citizens. Do you want to complain about politicians, or would you rather work to make a difference for the lives and rights of future generations?"

24. "I think that when it's all said and done, in the end, what's really important is how friends relate to each other and respect each other, not how they interrupt each other or accuse each other of various faults."

25. "Mom, when I grow up, do you want me to have the kind of relationship with you and dad that I can come and be close to you, and tell you about my life and include you in it? Because what you're doing now is setting an example for me, to not come to you with what I want or need."

26. "When you've passed on, do you want your colleagues and family to remember you as another rebel who ended up wasting his time reinventing the wheel? Or would you rather be remembered for taking what is available already and innovating and improving on it, and really making a difference by, as Isaac Newton said, standing on the shoulders of giants?"

27. "After you've retired, how do you want your coworkers to see you end up? As a greedy bum who cared about nothing but getting more money, or as a hard working individual who took his time, gained the necessary experience, and ended up in a very prominent position and getting paid a lot, with a pension plan that ensures a very comfortable retirement?"

## Bigger Pictures

### 16. Model of the world

1. "Sure, that's a common belief. But not all medical researchers hold it as true. Where'd you learn to view cancer in that way?"

2. "That's an interesting belief you have. Studies actually show that only X% of criminals are living below the poverty line."

3. "Funny that you see it that way. Most salespeople I know tell me that the most important part of the sale is building the initial rapport and credibility. The best ones I know also say that it's real important to know what the client wants and give it to him."

4. "It's fascinating what you do and don't think of as important to your success as an attorney. I know several more experienced attorneys who would argue that point with you. Where'd you learn to attach so little importance to persuasion?"

5. "I think it's interesting that you've generalized all MLMs to being risky and getting you burned. I work with many people whose experience is quite the opposite of what you imagine it is. The difference between you and them is attitude, and having had someone like me guide them in their first steps. Wouldn't you like to try again from the beginning?"

6. "That's a weird way to see government, when so much of our tax money goes to protecting us from the corrupt business practices of big corporations, scams, and so many other corrupt organizations."

7. "Schools have done a great job instilling that belief in our population while the government that controls them steals more and more money from us in taxes and uses it to invade our privacy, monitor us, and control us."

8. "I'm surprised you interpreted that as an insult, when I really meant it as a way to show you that I really care about you and want to help you grow as a person."

9. "I'm shocked that you would refuse to realize how serious I am about helping you make the right choice for yourself and take advantage of this opportunity while you still can!"

10. "I think it's sad that the American public has been indoctrinated with the idea that 'cheaper is always better.' That really doesn't take into consideration differences in quality, and warranty, and customer service. I feel it's the duty of companies like mine to help our customers understand our industry before making the mistake of buying the cheapest available."

11. "It's interesting to me how your view of this purchase takes into consideration your comfort level, while it ignores the needs and desires of your family. As you think about how well this purchase fits the needs of your family, how much more comfortable do you feel about it?"
12. "Wow, I've never imagined anyone connecting sex to whether the relationship will work like that. I've always thought that the faster a couple has sex, the more it signals how sexually attracted they are to each other, and the more likely it is that the couple stays together."
13. "Too many guys think of love and sex as the same thing. I've always seen you as deeper than that,"
14. "It's obviously important to you that I don't miss out on the deal you have. But it's more important to me to make sure I don't miss out on other opportunities I'm considering, and even more important that I don't miss out on making sure that this decision is right for my family and me. I guess it all depends on the interpretation of missing out."
15. "So if you wanted to sell a house quickly, you'd lower the price until it was sold. That's one strategy for selling a house. But you need to remember that to them, selling the house quickly isn't as important as selling it for the right price, and they also have a few other potential buyers. It all comes down to whether you want this house, or whether we need to start looking for less expensive houses for you."
16. "Interesting that you don't really view selling the house as a necessity. Let me ask, when you consider the difference between the kind of new house you can buy only if you sell this house, and the kind of house you can buy without selling this house, how important does selling the house become to you?"
17. "I'm surprised that, as a salesman, you only consider how long I've waited to get a high-end luxury car and how I'll feel after I buy it. I thought you'd pride yourself on your attention to all aspects of buying the car, like getting it for a good price. Unless you can offer the car to me for a lower price, I'm not ready to buy it from you."
18. "So you only allow yourself to feel good about buying the car if you spent a thousand or so less on it? You won't let yourself feel good because of the pride of owning a new luxury car, the security of knowing that for that extra thousand dollars you have an extended warranty and a full service agreement?"
19. "I guess it all depends on how you look at it. For those inexperienced at seeing all the important parts of a situation, it probably looks like I've held more than my fair share of public offices. For those with a little more experience who can ask themselves why, they'll realize that I've held so many public offices because I prove my success over and over, and the voters and citizens realize it. So more savvy politicians would realize that my experience and track record are really a benefit to me in the Presidency."
20. "Wow, you're one of a very few to ever see me that way. Most of my friends who really listen to what I have to say find that I'm very thoughtful and insightful, and that what I say helps them."
21. "I don't know why you'd have so little respect for devout Christians like me. I guess you might've had a bad experience with another Christian who tried to convert you and didn't realize that everyone has his or her own style of worship. Because I respect personal styles, and know that the only thing that really matters is accepting Jesus into your heart as your guide and savior, people find me very refreshing, easy to talk to, and convincing."
22. "I'm surprised that you chose to use my advice to back up your negative view of lawyers. Most people would see it as advice I have given out which I believe will be useful to you, regardless of whether you decide to hire me now."
23. "I'm very happy that more people don't share your distaste for politics. They believe that to make a difference, they need to voice their opinions and vote for the candidate that responds to them best."
24. "How can you see my questions as interruptions when any reasonable person can see that every single one has helped you to clarify what you're talking about?"

25. "Maybe you think that I see you as a bank, but most reasonable people realize that kids depend on their parents for everything. If I don't ask you for money, whom will I ask?"

26. "People your age so often think of people my age as old-fashioned. Ask anyone that's my age; we do things the way we do them because in our experience that way of doing things works, not because we don't know how to change with the times. We are the people whose experience today's innovations are based on."

27. "I can see why you might think it's time for you to get a raise - after all, I did just start putting you in charge of more sophisticated projects than you're used to. Upper management, however, believes that you need to gain some experience and prove yourself with these projects before they're ready to approve a raise for you."

## 17. Criteria/values

1. "That belief sure takes away your freedom to live and makes you a slave to the medical system. Many people like to take their healing into their own hands, because only your body can heal you. Medicine simply stimulates the natural, independent healing power of your body."

2. "Do you feel that belief makes your view of the world richer? Or does it make you feel down in the dumps?"

3. "Do you think that belief will really help you learn to become a better salesman?"

4. "Do you find that beliefs which cause you to limit yourself from learning skills enhance your success?"

5. "Aren't you, right now, risking that you might never really make as much as you want, and do what you really want in life? Doesn't that burn?"

6. "How much integrity does it really show to spread such hateful and degrading comments about the government?"

7. "Right now, I think one of the most important services you can do for yourself is to research our government and where taxes really go, and find out about all the ways they use taxes to gain more power, invade our privacy, and monitor us and control our lives for the benefit of an elite few."

8. "Don't you insult yourself by thinking that a few simple words from me can make you get mad? Especially words that I meant as a caring message, and not as an insult."

9. "It seems to me that hesitating on such a serious decision certainly isn't the right choice about how to change your life for the better."

10. "That kind of belief will cost you a lot of money in the future because when you buy cheaper now, you don't get the warranty coverage and service plan that will last you years and inevitably save you many times more than the difference you're paying us now."

11. "Is hesitation about decisions that impact your family's welfare a comfort zone for you? How comfortable do you feel about the insecurity of not making the purchase now, and not providing *for your* family's immediate and long-term needs?"

12. "Do you really think that avoiding sex and leading me on will make the relationship work well? I thought it was based on honesty, trust, and mutual attraction."

13. "Do you feel really loved when you pressure girls into having sex with you? If you really want to feel how much I love you, let's talk, let's cuddle up together and watch a movie, let's go to an amusement park. You sometimes make me feel like you don't love me, but just want to have sex with me."

14. "How often do you completely miss out on sales by pressuring your potential customers and pushing them too hard to make a decision? If you were a little more relaxed and gentle, and paid better attention to the needs of your customers, I bet you'd close a lot more often, even though some sales would take

a bit more time."

15. "Does that belief often save you money? How much money do you lose by missing out on deals because you wait too long for the price to get even lower, and then end up having to buy something much more expensive to get comparable quality?"

16. "Do you realize how that kind of thinking actually prevents you from having the amount of money that you could have? If you sold all the things you have that you need, that you haven't sold yet because you couldn't get the amount you wanted for them, how much more money do you think you'd have?"

17. "You pride yourself on your ability to help customers make the right decision, don't you? Does the fact that you don't consider how important price is to some of your customers make you feel proud too?"

18. "How good do you feel about buying things like cars and major appliances and having a huge service and repair bill after something goes wrong? You won't have to worry about that if you buy this car, because of the service plan and warranty we offer."

19. "Do you think that kind of statement shows your wisdom and experience in running for President?"

20. "If you were a little pickier about what you said, maybe you wouldn't have called me a name like that."

21. "Does bashing Christians really make good use of your time?"

22. "That's a pretty slick thing to accuse me of. Maybe you should be a lawyer yourself."

23. "Why is it that everywhere I go, all the people like you disrupt political debates and rag on politicians?"

24. "Is accusing me helping you express yourself? Maybe you'd rather take a moment to concisely formulate your point and explain it to me clearly instead?"

25. "When you see giving me money as providing me with goods and services, does it make you feel special? Or would it make you feel like a loving mom when you know you're taking care of your child?"

26. "Does starting from ground zero and ignoring what's already known really help you to innovate?"

27. "Do you think you'll end up making more money by wanting it and asking for it? Or do you think that maybe you have to do more to make more?"

## 18. Allness

1. "How would you like if every doctor believed that cancer will always kill you? They'd give up all hope, just like you have, and then there wouldn't be nearly the amount of technology we have today to combat and even cure some types of cancers!"

2. "If everyone believed that, all the homeless people you don't see would be ransacking your house instead of living in shelters and trying to find jobs."

3. "There was a time when most sales were just high pressure closes. That's the reason so many people have a negative view of sales. Today, when good salespeople sell, their clients don't feel 'sold', they feel like they are doing what's in their best interest."

4. "If all attorneys believed that, we'd never have any precedents. Who would convince the courts of the validity of one argument or another in a highly controversial situation?"

5. "If everyone believed that, people who are highly successful in MLM, like me, wouldn't exist. Some popular products and concepts on the market today, like gasoline and calling cards, and some nutritional supplements, wouldn't be nearly as popular either."

6. "If everyone thought governments cause corruption, we'd still be trying to make fires by rubbing sticks, eating raw-meat, living in caves, and warring with everyone around us."

7. "If we all really believed what you were saying, there wouldn't be nearly so



many offshore banks, tax shelters, or other opportunities to pay less taxes, would there?"

8. "Imagine what kind of world we would live in if everybody got mad at everything people said to them. We'd all kill each other off in a real short period of time."

9. "If everyone had the same tendency to hesitate as you do, nothing would ever get done. Everyone would always have great ideas, or want something, and then never get around to it. Do you ever notice that kind of pattern in your life?"

10. "If everyone always bought everything as cheap as possible, the quality of all of the world's products would be absolutely shoddy. Imagine if the manufacturer of your house bought cheap building materials. Your house wouldn't stand for more than a few years!"

11. "What do you think the world would be like if everyone let their internal conflicts stop them from making decisions that are important to their family? What's really going on in your mind that's stopping you from making a purchase you know you need to make?"

12. "I guess that kind of thinking explains why people don't have sex once they get married. When they're sure the relationship will work, they wait... and wait... and wait to have sex!"

13. "If everyone had sex with everyone they loved, the whole world would be one big incestuous orgy. Pretty disgusting, huh? The consequences from that would probably be even worse than the potential consequences of my having sex with you at this age, before I'm really ready to handle them."

14. "There was a time when every salesman at companies like yours used high pressure tactics like that. There's a reason they don't any more - they've stopped working. There are real advantages to selling to a customer the way he wants to be sold."

15. "If everyone waited and waited for a price break on something they wanted, every company in every industry would go bankrupt. Sometimes you just have to spend a little more than you want to get what it is you really want or need."

16. "What do you think the world would be like if no one compromised? Nothing would ever get bought or sold because people would be too stubborn to accept a little loss for a lot of gain."

17. "If everyone bought expensive things just because they had waited and wanted them for so long, and thought they'd feel proud to have them, people would have even more debt and credit problems than they do now."

18. "It would be nice if every customer bought their cars for as cheap as they could find them. Then we dealers would make a lot more money off fixing cars that break down or get into accidents, because nobody would buy warranty options or service plans."

19. "If people gave up on things just because they think they're 'too old' or 'too poor' or too limited in some way, where do you think our world would be today? You aren't the type of person to limit yourself and give up on things, are you?"

20. "I'm sure glad all my friends don't call me names, otherwise I'd end up crawling into a shell and never speaking to anyone again."

21. "If everyone was as closed minded as you, and closed off their heart to the love of Jesus, none of us would be alive today because the human race would destroy itself. As it is, we're awful close. Only Jesus can save this world, and by turning him away you turn away not only going to heaven after you die, but making the world we live in now a better place."

22. "It's a good thing everyone doesn't have the same contempt for attorneys as you do. How could our Constitution possibly protect us all then?"

23. "If no one cared enough about politics to respect those running for office and carefully consider their message, we would never make the progress we've been able to make over the past two centuries."

24. "If everyone responded to a simple question with such accusations, no one would ever understand each other because everybody would be very reluctant to ask for clarification."

25. "I know all my friends are glad their parents give them money so they don't

have to bum off the others whenever we go out."

26. "We'd probably still be in caves if everyone disregarded past experience. Every generation would literally reinvent the wheel."

27. "If every employee in this company asked for a raise as often as you do, the company would be bankrupt within a year. Especially if they had as little experience as you in their positions. Once you prove that you can handle the technical aspects and additional responsibility of your new duties, you'll get a raise."

## 19. Time

1. "For how long? Will it cause death after we've found cures for all types of cancer? Or when we've eliminated the root causes?"

2. "Was it always this way? Will it always be this way? Even after we eliminate poverty?"

3. "This used to be true in the heyday of the Dale Carnegie sales courses. Things have changed, in case you haven't noticed."

4. "When did the ability to persuade judges and juries to view a case or the law in a certain way become outdated?"

5. "For how long? When will you be ready to take up the challenge and excitement of MLM again?"

6. "What about after we create a more perfect government system?"

7. "Do you know at what point the government started using tax money for things other than services we all need?"

8. "For how long? When do you calm down? How long do you plan on choosing to respond to what others say by getting mad?"

9. "When this deal is over, letting you think about it will no longer be about being serious to help you. Instead it will be letting you miss out on an opportunity to change your life. And the deal ends tomorrow."

10. "Cheaper for how long? When something goes wrong, you're likely to pay much more money to fix it than if you buy from us."

11. "That's a great way to rationalize not making a purchase in most cases, but you really should think about it carefully, now, so that you can make the right decision for your family."

12. "Wait for how long? Especially since the longer we wait, the less likely it is that the relationship will work."

13. "But what if our love doesn't last forever? The consequences of having sex just might. I'm not ready to deal with that. Are you?"

14. "How long will I feel like I've missed out before I begin to take advantage of the other opportunities I'm considering now?"

15. "How long can they keep lowering the price before it's no longer worth selling?"

16. "How long can you avoid selling the house?"

17. "When the pride fades, I'll be left with the hard costs of the car. If you can't get the price down, I won't buy it."

18. "You may not, until you've used the car enough to really experience how comfortable and convenient it is. And when something happens, you'll feel really good that you bought from us instead of another dealer who doesn't provide the service that we do."

19. "How long can you hide your inexperience by avoiding the real issues?"

20. "How long do you think 1, and the rest of your friends, will tolerate your verbal abuse?"

21. "Until the fear of hell and growing fear of emptiness without the love of Jesus in your heart begin to consume more and more of your attention. Then, like your neighbor, you will come to me and I will guide you to Him."

22. "When will people like you stop stereotyping hard working, dedicated attorneys?"

23. "How long can our country go on with its population taking such a grim view of

the political system? How long will it be before we either destroy our society or give the political system the credit and attention it needs to be able to make our government run smoothly?"

24. "You've gone on and on repeating yourself in a convoluted fashion. How long do I have to wait until you actually make your point?"

25. "When I grow up and move out on my own and get married, you'll wish I was still young enough for you to take care of me and give me money and buy me toys."

26. "How long will you continue trying to reinvent the wheel before you realize that the right way to innovate is to start with what we already know?"

27. "You've only been in charge of projects at this level for two months. How long do you think you need to prove yourself and gain enough experience to warrant a full promotion and raise?"

## **20. Have-to/modal operators**

1. "Does cancer always have to cause death? What would happen if your sister's cancer went into remission? In fact, my friend Jim's did just a month ago!"

2. "Must poverty always cause crime? What would you think if you saw a homeless man win the lottery with his last dollar? What would you say if I told you that my family lived on welfare for several weeks after coming to the US, without a penny to our names, before my parents got jobs? And that now my family's income is almost in the 6-digit range, just a few years later?"

3. "So being good at persuasion can't ever be the reason a salesperson is successful? What would happen if someone sold you a product without any kind of close? Would you feel sold, or would you feel that you're doing exactly what's in your best interest?"

4. "Is it possible to overrate an essential part of something? If persuasion wasn't necessary to success as an attorney, how many attorneys would you see on TV and in the yellow pages advertising their services and trying to persuade clients to hire them?"

5. "What would happen if you joined this MLM with me, and didn't get burned, but instead, got some very nice profits for doing work you really enjoyed doing? You want to have this kind of success, I assume?!"

6. "Do governments always have to cause corruption? What would you say if you saw a government agency uncover a corrupt business operation?"

7. "Can't the government provide us with all the services we need without taking so much in taxes? Do we really need the government to monitor our every move?"

8. "Every time I say that, you have to get mad? It's impossible for me to say that, and for you to thank me for caring enough for you to bring it to your attention?"

9. "So just because I'm telling you about the time constraints you have to work under, I can't be serious about helping you make the right choice? I can't be telling you that the price doubles after tomorrow because I want you to be aware of important factors that might influence your decision?"

10. "Do you always buy the cheapest possible? There's never a reason to pay more, like a warranty or extended service plan?"

11. "Do you have to be comfortable to make this purchase? How quickly would you become totally comfortable with it after you've purchased it?"

12. "So unless I wait to have sex with you, I can't possibly think this will work? What would happen if I wanted to have sex with you precisely because I was very attracted to you, and thought that our relationship would work very well?"

13. "If I don't have sex with you, you can't know that I love you? Unless I take a step that I know I'm not ready to deal with the potential consequences of at this point, you're not willing to acknowledge that I love you, or let me show it to you in another of the many ways I do show you how much I love you?"

14. "So I can't not miss out unless I make a hasty and poorly thought out purchasing decision? What if that actually made me miss out on other

opportunities I'm considering, or miss out on making this decision with my family?"

15. "Unless they lower the price, they can't really want to sell the house, then? If they don't lower it, they have just put the house up for sale for the fun of it?"

16. "So you have to get more money to be satisfied enough with the deal to sell the house? What would have to happen for you to sell the house for the amount of money that they're willing to pay for it?"

17. "Are you saying I can't feel proud unless I buy this car from you? That's a little egotistical, don't you think?"

18. "Do you really have to get the car cheaper to feel good about it? What would happen if you bought the car at this price, and felt good about the excellent bumper to bumper warranty and service plan we include?"

19. "I didn't know they came up with a new law that you have to be young and inexperienced to run for President. That sure explains the dismal direction our country's social, political, and legal systems have been heading in!"

20. "Does the fact that I have a lot of opinions and I'm willing to express them have to make me into a loudmouth? You can't find any term for it besides an abusive name?"

21. "Discussing your salvation with a Christian has to be a waste of time to you? What would happen if you actually found yourself learning from the discussion, so much so that you feel that Jesus fills the void in your heart that you've been longing to fill, and you're motivated to spread his love to others just like I am spreading it to you?"

22. "If I'm a lawyer, I have to be 'slick?' What would you think if you were to interpret what I said as intelligent, friendly advice?"

23. "I didn't know it was a requirement to make people feel like you make false promises to be a politician. What would happen if you took a moment and actually considered all of the dedicated men and women from all political parties that are holding offices now, and how much they've done over the past two years?"

24. "You really can't think of a time when I let you finish your point? What would happen if you were to think back to just five minutes ago?"

25. "Do you have to be a bank to let me borrow some money? You can't give me money because you're a loving mom who wants the best for her child, and wants to show him that she's there for him when he needs her?"

26. "I have to manage the business this way because I'm old fashioned? What would happen if you started from scratch and spent thirty years organizing a business, continually rearranging it to make it better, and tweaking it until you found a model that really work? I know. You'd end up with a business much like mine."

27. "Just because I put you in charge of a couple of challenging high-tech projects two months ago, I have to give you a raise now? On the contrary, starting with those projects is only the first step you're taking toward a promotion and raise."

## 21. Equality

1. "If cancer is the same thing as death, we might as well transfer funds from cancer research to grave digging and coffin building now and save us all a lot of time and money."

2. "The idea that poverty is a crime went out with debt prisons. If it didn't, we'd be spending the welfare, Medicaid, Medicare, food stamp, and Social Security

3. "Since sales is just being a good closer, I guess learning the closing techniques you've learned has made you into such a good salesman you can't get any better."

4. "On the contrary, being an attorney is all about persuasion! Not only is getting clients persuasion, but everything you do in the courtroom is persuasion."

5. "If MLMs were really the same thing as getting burned, do you think such a significant percentage of the US population would be involved with them?"

6. "How much of our tax money do you think would really be used to stamp out corrupt business practices if the government really was corrupt?"
7. "If taxes are the same thing as services, we might as well give the government all of our money and have it take care of us completely in the same way that it takes care of the services it provides us now. Are you sure you would want to trust the rest of your life to the government's bureaucracy?"
8. "So whether you're an angry person, or a depressed person, or a happy person, or any kind of person you are depends entirely on what I say to you? What would I have to say to make you a successful, healthy, charismatic, happy, and generous person, permanently?"
9. "Just informing you of the time constraints of this purchase automatically makes me into a high pressure salesman who doesn't care about your welfare as long as he makes a quick buck? That's sad. I'm telling you that the price doubles after tomorrow so that hopefully you know as much as possible about the factors that will affect your decision and don't end up spending twice as much as you have to."
10. "If the cheapest option is always the best, we might as well get rid of competition and get rid of choices and always sell the most minimal versions of products we can."
11. "If internal conflict about a decision was always the same thing as hesitation and discomfort, nothing important would ever get done."
12. "If waiting for sex is the same thing as thinking the relationship will work, do you think anyone would ever have sex?"
13. "Does the fact that I'm not ready to have sex yet, with you or with anyone else, make me into a person who is incapable of love?"
14. "If thinking is missing out, then I guess Einstein missed out on everything his whole life, and you probably don't think much so that you don't miss out on things."
15. "Since wanting to sell something is always signaled by reducing prices, I should be able to go and buy groceries today for a few pennies, right?"
16. "If selling something is the same as getting the amount of money you want for it, you might as well stop bargaining and say that you won't sell for any less. Let's see how many potential buyers that will attract."
17. "I guess if I don't buy this car from you, I can't be a proud person, even though I've served my time in the military, graduated from an Ivy League university, and work as a highly paid Fortune 100 consultant."
18. "Since paying as little as possible makes you feel good, why don't you just buy that junked car over there for three hundred dollars. It doesn't work, but for three hundred dollars, you'll sure feel good!"
19. "If youth and inexperience means being qualified for office, then maybe my ten year old grandson should be running for President."
20. "I guess since expressing your opinions means being a loudmouth, you're a loudmouth because you called me one."
21. "If discussing your salvation with a true Christian is a waste of time, then to that way of thinking, spending eternity in hell is an eternity well spent. Think about it."
22. "If that's all it takes to be a lawyer, then I guess we've just figured out how to do away with four years of pre-law, law school, and the bar exam. Just teach anyone who wants to be an attorney how to say what I just told you."
23. "Since being a politician means being dishonest, we can't ever have honest government officials, and should do away with government so we slide into chaos and anarchy right?"
24. "If asking you to clarify means you don't get to finish your point, maybe I should listen to you repeat your convoluted arguments over and over and not understand a word you're saying instead."
25. "If all you have to do to be a bank is to give people money, I'll go loan someone this dime I have and I'm on my way to riches as a banker! I'll never have to ask you for money again!"

26. "Since doing what works makes you old fashioned and obsolete, I assume your suggestion is to throw out everything we know how to do and start all over? That sounds like big progress to me!"

27. "If having to do slightly more challenging work automatically means it's time for a raise, I should go talk to upper management about getting a raise for having to deal with you asking for a raise after only two months working on the level of projects you're in charge of now."

## 22. Ecology

1. "How empowering is the belief that cancer causes death? Wouldn't you rather change your thought patterns in a way that will allow you to create a lifestyle which will promote your total health?"

2. "Do you find that your belief that poverty causes crime is of use to you? Do you think it alienates you from people you might otherwise learn a lot from?"

3. "Is that kind of belief useful? How often do you limit the breadth and depth of your learning like that?"

4. "Does it serve you well to avoid learning required skills? Did you fail any tests in school when you thought something wasn't going to be on a test, and then it was?"

5. "How useful is it to let isolated previous experiences limit you from a whole class of opportunities?"

6. "Do you really find that it helps you to blame governments and complain about them?"

7. "Does the belief that you have to give up a lot of money in taxes to get back some poor quality services you might never use serve you well?"

8. "Is it useful to you to let external events totally control your emotions?"

9. "Do you find it useful to blame people for not caring about you rather than learning to deal with the internal conflicts you have about making certain decisions effectively?"

10. "Does it always serve you well to buy the cheapest available?"

11. "How useful is it to let your internal conflicts stand in the way of important decisions?"

12. "Does it help you to shift blame from your own immaturity to other people pressuring you?"

13. "How does judging whether people love you by whether they do something for you that you know may have drastic consequences for them help you?"

14. "Does the pressure you feel from anxiety about 'missing out' help you in a positive way somehow?"

15. "How useful is it to you to make excuses like that about not going for what you really want?"

16. "Does it serve you well to avoid compromises and refuse to bargain?"

17. "Do you find it helps you sell cars when you consider only some parts of the sale, and refuse to deal with the most important ones? I'm not ready to buy until you get the price reduced to \$35,000."

18. "How does it help you to refuse to feel good unless you get exactly what you originally set out to get? Do you find that you're depressed often?"

19. "Have you found that it helps your political career to attack other candidates' advantages instead of focusing on the issues? Do you believe it will hide your inexperience?"

20. "Do you find it useful to insult your friends and call them names?"

21. "How does calling Christians names like 'Bible thumper' help you?"

22. "Does alienating people who might be essential to your future well-being work well for you?"

23. "Do you find that insulting and accusing politicians works better for you than actually doing something to make a difference in our legal, social, political, educational, or economic systems?"

24. "Does complaining about not being able to finish your point do more for you

than actually finishing your point? Why don't you continue with what you were saying."

25. "Is it real empowering to believe that just because someone asks you for something, they see you exclusively in terms of providing that?"

26. "Do you find you're more successful by accusing people of doing something wrong instead of analyzing how and why they do it, especially if it works for them?"

27. "Will it work better for you to just ask for a raise, or prove that you can handle the level of projects that you were recently put in charge of and gain some experience to back up your deservingness for a raise? What do you think?"

### **23. Huge global misconceptions**

1. "So the change of functioning of a small part of a system will always bring about the end of the system? Remember learning about the Great Depression? When FDR started introducing changes to the system, they were the changes that allowed the country to bounce back and become a major world power."

2. "So the amount of money a person at a moment in time determines his morals and willingness to follow laws? If someone was extraordinarily rich, they are always doing everything legally? I seem to remember something about Bill Gates, questionable business practices, and an anti-trust lawsuit."

3. "Do you usually restrict being good at something as the result of knowing how to do only one skill? Is driving a car only dependent on being able to press the gas and brake pedals?"

4. "How often do you leave out important parts of things? Do you ever decide that you don't need flour in a cake? Do you think that would turn out good?"

5. "Do you always generalize bad experiences from isolated circumstances to something much more global that quickly?"

6. "How often do you blame one abstract concept for bringing about another abstract concept?"

7. "Do you usually blindly put your trust in what you learn in school and from the government?"

8. "How common is it for you to let external events totally control your emotions and behaviors?"

9. "Do you believe that you can tell how much a person wants to help you by how little information he gives you? Would you rather I didn't tell you that the price doubles after tomorrow?"

10. "How often do you base big decisions on only one factor, like price?"

11. "Do you always have internal conflicts that make you hesitate on important transactions?"

12. "Do you really believe everything that your parents and our poor educational system tells you?"

13. "How often do you infer whether someone loves you by whether they do something for you without considering the other aspects of doing that thing?"

14. "Do you usually think about things in such a negative fashion? Does that put a lot of pressure on you and your customers?"

15. "How often do you make excuses like that for not going for what you want?"

16. "Do you always get in your own way like that? You know you need to sell the house, and if it's not selling for the price you thought it should sell for, then maybe you should get rid of it while you still can."

17. "Do you usually define pride and character by what kind of possessions a person has? I came here to buy a car that will get me from place to place, not to pretend that I'm a good person just because I drive an expensive car."

18. "Do you always let prices control how good you feel? If the price of gas went down would you feel really, really good for as long as the price of gas was low?"

19. "How often do you limit yourself like that, and force your limitations on others? Do you think you might be a bit too young or inexperienced to run for President?"

20. "Do you usually call your friends names when you want to change their

behavior?"

21. "How common is it for you to label as a waste of time the very things you know you need deep down inside?"

22. "Do you always equate entire professions with saying one specific kind of phrase?"

23. "How often do you stereotype groups like that? Does it work well for you?"

24. "Would you rather accuse people of stopping you from doing things than actually do those things? Why are you blaming me for not letting you finish your point instead of actually finishing your point?"

25. "Do you always define yourself by what people ask you to do for them? Do you have trouble defining who you really are?"

26. "How common is it for you to accuse people of being something instead of learning from them?"

27. "Do you usually complain and ask for money instead of working to demonstrate that you deserve and are worth it?"

## Metaphor

### Metaphor/story

1. "There is a woman who learned a few years ago that she was diagnosed with cancer, and doctors told her she was sure to die. Luckily, her son is an NLP trainer and researched alternate healing methods with her. As her hope increased, they decided to try hypnosis, and only 2 weeks after they started the hypnosis sessions, her cancer went into full remission."

2. "My good friend Richard Dennis had been driving a bus for years without enough money to make ends meet. His son was extremely sick. Then, when he and I became acquainted, I taught him a little about psychology and persuasion, He went on to find a way to restore his son's health, and become an amazing salesman of nutritional products, single-handedly building a huge company."

3. "I remember driver's ed back in high school. I was in the car with a friend of mine who was so focused on the stop signs and stoplights that he forgot to steer. He would look at the stoplight ahead from several hundred feet away and hold his arms rigid on the steering wheel. All that changed after he was leaning to the right a little once, and almost ran the car next to us off the road. He learned to pay attention to all aspects of driving the car."

4. "There's a Russian fairy tale about a boy who finds a jinni in a bottle. The jinni takes a liking to the boy for freeing him. One day as they're walking along a sidewalk, the boy points out a gold watch and says 'I wish I had one.' The jinn makes him a watch, and the boy puts it on, noticing how heavy it is. It turns out that the jinn made the watch of solid gold, so it didn't work! The framework was there - but the inner workings weren't. It's the same way with persuasion and law. You can know all there is to know about law, but if you can't persuade people to take your point of view, you won't get anywhere."

5. "I remember one time, not long before I got my black belt in karate, our karate school had a little sparring tournament. There were two teams, and at the end, we were tied. The tiebreaker fight ended up being one of my friends against me, a three-point fight. When I scored the second point on him with a punch, he blocked a little slow, and brought his whole arm down on top of my thumb. I didn't realize it, but that broke it. We kept fighting, and I won the match, but for weeks the doctor wouldn't let me spar again, until my thumb healed. I was eager to jump back in once the doctor said it was okay, because karate is such an awesome opportunity for growth and learning, just like MLM is an amazing opportunity to make money while having a lot of fun."

6. "That's like saying that love causes hate, or science causes life. One really complex thing can't just 'cause' another like that."

7. "I have a friend that was abused by her mother when she was a child. Her mom would hit her, very hard, and then say, 'Oh, I'm so sorry. I only hit you



because I love you. You know mommy loves you, right?' Most children end up growing up and robotically believing that their parents loved them as children, and some even forget abuse. The government and educational system is the same way. The government takes our money so that it can monitor us and control us, and the educational system tells us that it does that so it can provide us services we all need."

8. "That's much like saying that every time I say the word 'television' you're somehow magically forced to slap me. Do you have no control over your emotions whatsoever?"

9. "I saw an Air Force pilot on TV one day talking about decision making. He recalled one time when he was close to crashing into a mountain, but had some time to figure out that he still had time to go up and to one side, and avoid it. For some reason, though, he got stuck, and didn't trust that up and to one side was the way to go. He considered going just up, or only to the left or right, and within a few seconds, the mountain was looming in front of him. Luckily for him, he reacted quickly and without thinking, and took the plane up and to the left, and missed the mountain only by a few hundred feet. He said that now he trusts himself, and doesn't let internal conflict make him hesitate on important decisions."

10. "I bought a TV last year, which was pretty inexpensive for the quality. They managed to sell me an extended one-year warranty instead of the standard 90 days, and I was griping about it the whole way home, because it was pretty expensive. About 6 months later, the CRT in the TV imploded, for no apparent reason. The store replaced my TV! I was sure thankful I had paid that little extra amount then."

11. "One of my friends, when she was real young, went riding with some of her friends in one of their parents' cars. Everyone in the car was underage and didn't really know how to drive. The car crashed, and the driver and the kid in the passenger seat were both killed. My friend told me that the driver could have avoided the crash by steering hard right, but he just hesitated, not knowing what to do. It pays to know where you're going and how to get there, and while you know where you're going, my job is to help you get there before you lose the opportunity."

12. "That's like saying 'If you really think you'll like the present I gave you, you'll wait to open it.' What kind of sense does that make?"

13. "When my younger brother was 5, he figured out how to get my mom to do anything. He said 'Mommy, you love me, right? If you love me, you'll buy me this toy.' And my mom ended up getting him something new all the time, every time bigger and more expensive, until his toys ended up costing us more every month than our mortgage."

14. "I used to be a salesman, and I really believed in the product I was selling. So much that whenever I tried to sell it, I felt, really bad for people if they decided not to buy. I put lots of pressure on myself every time I tried to make a sale, because I knew if I didn't make the sale, someone would be missing all of the benefits I saw in my product. One day my manager called me into his office and said 'Jim, some of your customers are complaining about how much pressure you put on them when you sell them.' I was putting so much pressure on myself that it overflowed and I was pressuring my customers! When I realized that people need to make their own decisions about what's right for them, I actually ended up making a lot more sales."

15. "My late grandfather, when he was close to dying, told me a story about a car he really wanted when he was younger. It was this classic red Mustang, in near mint condition. When he saw a 'For Sale' sign on it, he thought he was surely in heaven. He called the owner and haggled for a few minutes, and said he'd be over the next day to discuss the price further. By the time he got there, someone else had already bought it for the price the owner was asking for it."

16. "That's like saying that you won't do your work because your boss has been a jerk that day. You need to sell the house, just as you have to do your work,

because you need to pay the bills, and buy the new house you're looking at. The best you can do is talk to your boss and clear the situation up, or bargain a little more effectively and get some more money for the house, if you can."

17. "One of my best friends used to be a real jerk when he was still living with his parents. Every time he talked to me, he would talk about the new car he got, or the sound system he installed in it, or the big screen TV he got for his room, or the newest and latest and greatest computer system he upgraded to. After a while living on his own, he realized that possessions do not make a person good, and are a source only of false pride."

18. "Just two weeks ago one of my friends got into an accident in his new car that he got 3 months ago from the dealer down the street. Actually, it's this same model that you're looking at. When he got his \$3,000 bill for the repairs, I came up to him and said 'I don't want to say I told you so, but next time, you'll probably get your car at my dealership. We would have fixed the car for free, and in the beginning, you would've only spent an extra grand. That's a savings of \$2,000 right there.' He said that he's going to look here for his next car."

19. "A few years ago I was talking to one of my female karate students who told me about a sparring match she was in. The boy she was up against told his teammates, 'I can beat her easy. She's just a girl! And a rank below me, too.' The whipping he got in that match demonstrated how wrong he was. That was a fight I'm sure he'll never forget, because he's much more experienced for it."

20. "A friend of mine called one of her girlfriends a ditz. Two hours later, a drunk truck driver killed her in a car accident. My friend still hasn't forgiven herself for that, and has vowed never to put down her friends again."

21. "Are you familiar with near-death experiences? One of my friends used to laugh at me because I am such a devout Christian. I do everything I do because I love God. Two years ago he suffered a heart attack, and as he was rushed to the hospital, he found himself being pulled out of his body and to a place that is indescribable. Jesus spoke to him, and showed him heaven and hell. Jesus said that he would be given a second chance to live, and told him to rethink his life's purpose. Since that day, he's given up drinking, TV, and gambling and has spent the time he would have spent at those things praying and studying the Bible."

22. "A year ago I got mad at a surgeon for charging a very high price to do a C-section on my wife and deliver my baby son. I went on and on about how screwed up the medical system is. Only a month later I needed emergency surgery, otherwise I would have died. I was unconscious as my wife rushed me to the hospital. When I woke up, all wrapped up and feeling much better, I saw the same surgeon looking at me. He had saved my life. And he had brought my very own son into my life a month before. How could I thank him enough?"

23. "Just as the water flowed through the river bed, going from one to another, picking them at random because after all, they're all the same. That is, until the water hit a dam. From there, it could go nowhere. Such is the danger of over generalizing."

24. "I remember I was in one of the computer labs in college one day, writing a program. There were two other people from my class writing that same assignment next to me. The one next to me kept getting stuck, and every time the other person gave him a helpful suggestion, he scowled at her for interrupting his train of thought. Then he coded her suggestions in. He ended up writing the program entirely from her suggestions, and making her feel awful for helping him."

25. "That's like saying that I'm a slave just because you don't pay me to do my chores. I do it because, as a kid, I'm supposed to help out around the house. You give me money because I'm a kid and I don't earn any, and as my mom, you take care of me."

26. "One of my friends wanted to major in computer science. He bought himself a top of the line computer in high school, and set to work learning how to use it. By the time he figured out how to use the basic software that came with it, in a few months, new versions of some of the programs came out, and faster processors

came out. Of course, he believed that his computer and software were now obsolete, so he bought a new processor and installed the new versions of the programs. This went on for about a year until he was broke from buying newer and 'more powerful' things without even really knowing what to do with them. The secret is to figure out how and why things work first, and then determine what's required, what will work and what won't."

27. "One day, millions of years ago, a piece of coal worked its way up through the layers of the earth into fresh air. It noticed all the other rocks around it, the multi-colored granite, the rose-colored quartz, the amethyst, and thought 'I am plain and black. Yet, just as these stones, I have made my way up to the top of the soil. Why am I not beautifully colored?' And the coal continued to try to change color. For millions and millions of years it kept trying, as more and more stuff piled up on top of it. Today, that piece of coal is the diamond in the engagement ring you gave your wife when you asked her to marry you."

## Responses to objections, by objection

### 1 Cancer causes death.

1. "Which cancer causes death? Under what circumstances?"
2. "What do you see/hear/feel that convinces you that cancer causes death?"
3. "Cancer doesn't cause death, it causes a weak immune system."
4. "It's not the cancer that kills, it's the treatments! All the chemotherapy, etc."
5. "That kind of belief sure spreads like a cancer!"
6. "That kind of belief system will soon put you in the grave from anxiety from worrying so much about cancer."
7. "Have you ever thought about how surviving cancer will give you the skills and strength you need to live healthy, happy, and fulfilled, for a very long time?"
8. "Do you know anyone who has survived cancer?" "Do you know anyone who died, but not because of cancer?"
9. "Cancer is really a message to you from your mindbody to tell you that you need to change something. The problem is, those that die don't know how to listen and make the right changes."
10. "Cancer is caused by the same amazing processes and phenomena that allowed us to evolve from apes to who we are now. Who knows, maybe the next cancer patient will develop some superhuman powers!"
11. "Obviously, the reason you have that belief is to prevent false hopes. What ways can we find to prevent false hope that are more empowering?"
12. "You obviously learned this belief well from the experiences you've had with cancer patients. Let's go to Hospice so that you can expand your experiential base."
13. "Beliefs act as self-fulfilling prophecies. A belief like that about cancer tends to lead people to stop exploring their options. Are you satisfied with that?"
14. "Thinking of cancer as only causing death is pretty gloomy. It'll only drive you into deep depression and program your brain for sickness, and you'll be stuck in a rut. And as they say, the only difference between a rut and a grave is the depth."
15. "Do you want to be remembered as just another cancer victim by your grandchildren? Or would you rather stand up and do something about it, something that will bring empowerment not only to you but also to all cancer sufferers out there? Wouldn't you like to be remembered for THAT kind of legacy?"
16. "Sure, that's a common belief. But not all medical researchers hold it as true. Where'd you learn to view cancer in that way?"
17. "That belief sure takes away your freedom to live and makes you a slave to the medical system. Many people like to take their healing into their own hands, because only your body can heal you. Medicine simply stimulates the natural, independent healing power of your body."
18. "How would you like if every doctor believed that cancer will always kill you? They'd give up all hope, just like you have, and then there wouldn't be nearly the amount of technology we have today to combat and even cure some types of cancers!"
19. "For how long? Will it cause death after we've found cures for all types of cancer? Or when we've eliminated the root causes?"
20. "Does cancer always have to cause death? What would happen if your sister's cancer went into remission? In fact, my friend Jim's did just a month ago!"
21. "If cancer is the same thing as death, we might as well transfer funds from cancer research to grave digging and coffin building now and save us all a lot of time and money."
22. "How empowering is the belief that cancer causes death? Wouldn't you rather change your thought patterns in a way that will allow you to create a lifestyle which will promote your total health?"
23. "So the change of functioning of a small part of a system will always bring about the end of the system? Remember learning about the Great Depression? When FDR started introducing changes to the system, they were the changes that allowed the country to bounce back and become a major world power."
24. "There is a woman who learned a few years ago that she was diagnosed with cancer, and doctors told her she was sure to die. Luckily, her son is an NLP trainer and

researched alternate healing methods with her. As her hope increased, they decided to try hypnosis, and only 2 weeks after they started the hypnosis sessions, her cancer went into full remission."

## 2. Poverty causes crime.

- 1 "When specifically does poverty cause crime? How does poverty cause crime? Is every poor man a criminal? Is each criminal a criminal because of poverty? How poor does one have to be to become a criminal?"
2. "How do you know poverty causes crime? According to whom?"
3. "Poverty doesn't cause crime, it makes the government tax us more so that poor families can get their food stamps and welfare checks."
4. "Poverty doesn't cause crime; uncontrollable lust for power, sex, and money causes crime." "It's not poverty that causes most crime, but laws that shouldn't exist in the first place. If those laws weren't in place, then they wouldn't be broken!"
5. "Now there's a poverty mindset if I ever saw one. Where did you get such an impoverished model of the way the world works?"
6. "Why, that kind of belief in itself is almost criminal. How dare you stereotype the weak, poor, and homeless as criminals?"
7. "Now that you really think about it, it makes sense that those who live in poverty need the system to help and protect them, and so would never want to commit crimes against it, doesn't it?"
8. "Have you ever stolen anything? You're not poor, are you? White-collar crime is on the rise these days. Some executives are embezzling millions of dollars from their corporations! What about the author of the Harry Potter books? Did you know that she was a starving author until she got her big break?"
9. "Poverty is really a signal of tremendous technological growth. The people who end up jobless and poor simply can't keep up with the changing times!"
10. "I always thought crime was caused by a profound motivation to really get ahead in life, with just one thing missing - the knowledge of how to do it legally!"
11. "What a great way you've found to motivate yourself to stay above the poverty line. Wouldn't you rather strive for prosperity instead? What do we need to do together in order to help you become wealthy?"
12. "I'm very glad you pay so much attention to politics. Let's visit a Boys and Girls club and see where people like you do get to make a difference."
13. "With an attitude like that, you're going to treat all people in need of your help like criminals. How many of them do you think you'll help turn to crime?"
14. "You know, the more you believe that crazy idea of how the world works, the more anxiety you'll feel about becoming poor and turning to crime. And everyone knows that the more you focus on something, the more likely it'll happen. Wouldn't you rather turn your attention to helping those in poverty gain the skills necessary to make it on their own?"
15. "You know, a few hundred years from now, your great great grandchildren might be researching their family tree, and they might see you as 'the bum in our family who died penniless in a prison cell.' Wouldn't you rather them remember you as the generous uncle their grandparents always talked about who came up with some spectacular idea and made millions on it?"
16. "That's an interesting belief you have. Studies actually show that only X% of criminals are living below the poverty line."
17. "Do you feel that belief makes your view of the world richer? Or does it make you feel down in the dumps?"
18. "If everyone believed that, all the homeless people you don't see would be ransacking your house instead of living in shelters and trying to find jobs."
19. "Was it always this way? Will it always be this way? Even after we eliminate poverty?"
20. "Must poverty always cause crime? What would you think if you saw a homeless man win the lottery with his last dollar? What would you say if I told you that my family lived on welfare for several weeks after coming to the US, without a penny to our names, before my parents got jobs? And that now my family's income is almost in the 6-digit range, just a few years later?"

21. "The idea that poverty is a crime went out with debt prisons. If it didn't, we'd be spending the welfare, Medicaid, Medicare, food stamp, and Social Security funds on prisons."

22. "Do you find that your belief that poverty causes crime is of use to you? Do you think it alienates you from people you might otherwise learn a lot from?"

23. "So the amount of money a person at a moment in time determines his morals and willingness to follow laws? If someone was extraordinarily rich, they are always doing everything legally? I seem to remember something about Bill Gates, questionable business practices, and an anti-trust lawsuit."

24. "My good friend Richard Dennis had been driving a bus for years without enough money to make ends meet. His son was extremely sick. Then, when he and I became acquainted, I taught him a little about psychology and persuasion. He went on to find a way to restore his son's health, and become an amazing salesman of nutritional products, single-handedly building a huge company."

### **3. You don't need to know persuasion to be a good salesperson. You just need to be good at closing.**

1. "Which salesmen that you know are extremely successful know nothing of persuasion besides closing?"

2. "What in your life experience has convinced you that salesmen don't need to know persuasion, only how to close?"

3. "If all you have is a high pressure close, you'll be your client's enemy, and get nothing but buyers' remorse in the end."

4. "A smooth close only happens at the end of a sale where the client is persuaded that making a purchase is in his best interest."

5. "Who persuaded you that you only need to be good at closing to be a successful salesman?"

6. "Whoever sold you on that belief must be very persuasive!"

7. "Have you ever worked with the top salesperson in your company and noticed how when she sells, she makes everything build up to a smooth, easy close? Now that's persuasion at its best!"

8. "I tried to test that theory a few years ago. I took all the best closes I've seen people use, and tried to use just those closes to sell memberships in my club. The few sales I did have canceled their memberships after just a month. When I went back to using criteria, binds, time-release suggestions, and all of the other techniques I know, my close rate shot right back up and most of the clients I've sold are still active members."

9. "When a salesman pulls off a great close, it's usually because of the skill with which he persuaded the client throughout the sale."

10. "People buy things when those things give them something that they're looking for. While a good close is hit-or-miss, a master of persuasion knows how to find out what someone wants, and sell it to them."

11. "That belief is a wonderful way to keep yourself from the sometimes difficult work of learning persuasion. And following that thought, think of how much easier each sale will be when you can use the persuasion techniques we teach to focus in on exactly what will sell a person, and inoculate against any objections or buyer's remorse!"

12. "It's great that you've had the chance to study some great closers and begin to emulate their success. Now, why don't you step up a level and watch some of my students do their magic and see what you can learn from them!"

13. "If closing is all you think it takes to be good at sales, you'll experience a very rude awakening after a few days of real life experience selling."

14. "That belief won't get you very far in sales. In fact, after failing in sales, most people get depressed because they think they have no social skills. That leads them to become failures at everything else they try. Now, wouldn't you rather learn how to persuade?"

15. "After you've retired, would you like to be seen by your successors in the company as someone who was a 'great closer', or as an amazing salesman who created a relationship with each client and revolutionized the way the company does business?"

16. "Funny that you see it that way. Most salespeople I know tell me that the most

important part of the sale is building the initial rapport and credibility. The best ones I know also say that it's real important to know what the client wants and give it to him."

17. "Do you think that belief will really help you learn to become a better salesman?"

18. "There was a time when most sales were just high pressure closes. That's the reason so many people have a negative view of sales. Today, when good salespeople sell, their clients don't feel 'sold,' they feel like they are doing what's in their best interest."

19. "This used to be true in the heyday of the Dale Carnegie sales courses. Things have changed, in case you haven't noticed."

20. "So being good at persuasion can't ever be the reason a salesperson is successful? What would happen if someone sold you a product without any kind of close? Would you feel sold, or would you feel that you're doing exactly what's in your best interest?"

21. "Since sales is just being a good closer, I guess learning the closing techniques you've learned has made you into such a good salesman you can't get any better."

22. "Is that kind of belief useful? How often do you limit the breadth and depth of your learning like that?"

23. "Do you usually restrict being good at something as the result of knowing how to do only one skill? Is driving a car only dependent on being able to press the gas and brake pedals?"

24. "I remember driver's ed back in high school. I was in the car with a friend of mine who was so focused on the stop signs and stoplights that he forgot to steer. He would look at the stoplight ahead from several hundred feet away and hold his arms rigid on the steering wheel. All that changed after he was leaning to the right a little once, and almost ran the car next to us off the road. He learned to pay attention to all aspects of driving the car."

#### **4. Persuasion skills are overrated as the cause of lawyers' success.**

1. "What lawyers specifically do you know that are successful without the ability to convince their clients to hire them, or persuade judges and juries that they're right?"

2. "What makes you believe that persuasion is overrated as a factor in attorneys' success? How overrated is it? How would you rate it so it wouldn't be overrated? How do you know it's not underrated?"

3. "Persuasion isn't vital only in presenting a case. Attorneys also need to persuade their clients to hire them. An attorney can't be successful without clients!"

4. "Granted, a very good knowledge of law and precedent is necessary for success as an attorney. Still, a lawyer can't be successful without persuasion skills. He would end up as a college professor!"

5. "That argument wouldn't persuade me to hire you as an attorney, that's for sure!"

6. "When you become a successful attorney, tell me that persuasion skills had very little to do with getting there."

7. "Besides persuading judges and juries that their argument is valid, persuading their clients to hire them, and persuading themselves to be congruent in the courtroom, can't you find anywhere else that attorneys use persuasion to achieve success?"

8. "All the successful attorneys I can think of have persuaded me of their competence and success. The more you think of any successful attorneys, the more persuasion you'll notice them using. After all, they persuaded you that they're successful, didn't they?"

9. "A lot of successful attorneys didn't learn persuasion skills formally. Instead, they found that their people skills gave them an amazing advantage over their colleagues and rivals. Now imagine how successful they'd be if they had a precise, workable system to increase their charisma and persuasion abilities!"

10. "Most attorneys who don't have powerful persuasion skills spent a lot of their time in intense study, learning everything they could about the laws relating to their field of practice. We've expended the same intense effort in developing an easy-to-learn, workable system of persuasion, because attorneys like you didn't have the time. Now you can have the best of both worlds."

11. "That belief has worked very well to motivate you to study law intensely to become the best attorney you can be, hasn't it? Now that you have all this knowledge, and can do all these things for potential clients, would you like to learn how to persuade them to hire you

so you can show them how successful you'll be in handling their cases?"

12. "It's obvious how well you paid attention in class when they presented textbook cases and precedents. This is what law is based on, after all, and it's important to know it! What if you were involved in a precedent-setting case? How would you influence the interpretation of the Constitution and related precedents without persuasion skills?"

13. "A lot of attorneys I have taught came to me after watching potential clients, one after another, hire other attorneys because they couldn't convince the potential clients to hire them."

14. "If you keep cutting skills you don't think you need out of your life, how stagnant do you think your life will become? Without expanding your skills and learning new things, you'll begin to fail first professionally, then in your personal life, and it'll just get worse from there."

15. "In the end, when your colleagues think of you, do you want them to remember you as a bookworm who knew the law better than anyone else and made sure they knew that, or as a lawyer who knew how to keep clients happy, whom clients raved about, and who had a charisma and presence in the courtroom that swayed judges and juries to his point of view?"

16. "It's fascinating what you do and don't think of as important to your success as an attorney. I know several more experienced attorneys who would argue that point with you. Where'd you learn to attach so little importance to persuasion?"

17. "Do you find that beliefs which cause you to limit yourself from learning skills enhance your success?"

18. "If all attorneys believed that, we'd never have any precedents. Who would convince the courts of the validity of one argument or another in a highly controversial situation?"

19. "When did the ability to persuade judges and juries to view a case or the law in a certain way become outdated?"

20. "Is it possible to overrate an essential part of something? If persuasion wasn't necessary to success as an attorney, how many attorneys would you see on TV and in the yellow pages advertising their services and trying to persuade clients to hire them?"

21. "On the contrary, being an attorney is all about persuasion! Not only is getting clients persuasion, but everything you do in the courtroom is persuasion."

22. "Does it serve you well to avoid learning required skills? Did you fail any tests in school when you thought something wasn't going to be on a test, and then it was?"

23. "How often do you leave out important parts of things? Do you ever decide that you don't need flour in a cake? Do you think that would turn out good?"

24. "There's a Russian fairy tale about a boy who finds a jinni in a bottle. The jinni takes a liking to the boy for freeing him. One day as they're walking along a sidewalk, the boy points out a gold watch and says 'I wish I had one.' The jinni makes him a watch, and the boy puts it on, noticing how heavy it is. It turns out that the jinni made the watch of solid gold, so it didn't work! The framework was there - but the inner workings weren't. It's the same way with persuasion and law. You can know all there is to know about law, but if you can't persuade people to take your point of view, you won't get anywhere."

##### **5. I've been burned by MLM before; I don't want to take a risk again.**

1. "Which MLM burned you? How much of a risk will you be taking by joining mine?"

2. "How do you know the difference between the kind of MLM that would burn you, and us?"

3. "MLMs don't burn people, they provide a very flexible and powerful structure for marketing a product and the possibility of earning some of the people involved a lot of money."

4. "My MLM won't burn you. What'll really burn you is if you wait 6 months to join, after the company has grown, and instead of being on top, you'll be close to the bottom. Kiss the potential for residual income goodbye!"

5. "Paranoid beliefs like that have burned me over and over by preventing me from seeing opportunities. I wouldn't want the same to happen to you."

6. "Can you risk not taking advantage of this opportunity to invest so little and potentially gain so much regular residual income?"



7. "Have you taken the time to realize how you'd really be getting burned if you didn't take advantage of this amazing business opportunity?"
8. "A friend of mine recently got burned by one of the largest and most respected banks in the nation. They froze his accounts for no reason, and he still has no access to that money, which is in the hundreds of thousands of dollars. But he made it all back, and then some, by joining another MLM I promote and working side by side with me."
9. "You were burned by MLM because you didn't have an experienced and caring friend like me to show you how to choose the MLM that will work for you."
10. "You were burned by the MLMs because at that time, you didn't have the resources or the experience to pick out an MLM where the directors and members conduct business with honesty and integrity. And you certainly didn't have someone like me to guide you along the path. What other ways can you think of that this situation is different from the past ones you've been in?"
11. "Obviously you want to protect yourself and your family, so you're careful about what you invest your time and money in. Let's talk about the built-in security that this MLM offers."
12. "Most people who have been hurt by something never risk it again, because the message our society sends that 'You're going to get an education and work a 9-5 job like everyone else, or end up in poverty' rings in their mind louder than the truth, 'Only if you take a risk, and only if you're willing to accept failure as just a learning experience and move on, you'll get to where you really want to be in life.' Do you want to be like everyone else who's stuck in their 9-5 jobs, doing from day to day something that can't even really be considered living?"
13. "So, what are you planning on doing if your company lays you off and you've got nowhere else to go to look for a job?"
14. "If you never take a risk, you'll never make any more money than you do right now. Are you really satisfied with your 9-5 job and mediocre income?"
15. "When you're at the end of your life, looking back, would you rather recall a bland life, with no excitement and no risks taken, or reminisce about a life full of adventure, possibility, dealing with challenges and overcoming obstacles creatively, and maybe even earning a lot of money that you can leave for your family?"
16. "I think it's interesting that you've generalized all MLMs to being risky and getting you burned. I work with many people whose experience is quite the opposite of what you imagine it is. The difference between you and them is attitude, and having had someone like me guide them in their first steps. Wouldn't you like to try again from the beginning?"
17. "Aren't you, right now, risking that you might never really make as much as you want, and do what you really want in life? Doesn't that burn?"
18. "If everyone believed that, people who are highly successful in MLM, like me, wouldn't exist. Some popular products and concepts on the market today, like gasoline and calling cards, and some nutritional supplements, wouldn't be nearly as popular either."
19. "For how long? When will you be ready to take up the challenge and excitement of MLM again?"
20. "What would happen if you joined this MLM with me, and didn't get burned, but instead, got some very nice profits for doing work you really enjoyed doing? Would you attribute it to having me as a guide and teacher, or to the experiences you've already had with MLM?"
21. "If MLMs were really the same thing as getting burned, do you think such a significant percentage of the US population would be involved with them?"
22. "How useful is it to let isolated previous experiences limit you from a whole class of opportunities?"
23. "Do you always generalize bad experiences from isolated circumstances to something much more global that quickly?"
24. "I remember one time, not long before I got my black belt in karate, our karate school had a little sparring tournament. There were two teams, and at the end, we were tied. The tiebreaker fight ended up being one of my friends against me, a three-point fight. When I scored the second point on him with a punch, he blocked a little slow, and brought his whole arm down on top of my thumb. I didn't realize it, but that broke it. We kept fighting, and I won the match, but for weeks the doctor wouldn't let me spar again, until my thumb

healed. I was eager to jump back in once the doctor said it was okay, because karate is such an awesome opportunity for growth and learning, just like MLM is an amazing opportunity to make money while having a lot of fun."

## 6. Governments cause corruption.

1. "What parts of governments cause corruption? How specifically do they cause it? Who or what becomes corrupted? Who has to govern in order to corrupt that person or thing?"
2. "What do you do in your mind to support your belief that government causes corruption?"
3. "Governments don't cause corruption, they protect us from each other. Government is a union people enter into to give up certain freedoms in exchange for security and other conveniences."
4. "If you want to see what really causes corruption, look at the banking industry! They abuse their power much more than governments ever could."
5. "Why do you let beliefs like that govern your view of the world?"
6. "Who corrupted your mind with that belief about the government structure which protects us and provides for us? Are you going to try to corrupt my mind with it as well?"
7. "Funny that you say that. When was the last time you gave yourself a chance to look at all the checks and balances of government, and all of the mechanisms that prevent corruption from occurring so that we enjoy a healthy, dynamic, and balanced economy and system of government?"
8. "Not all governments cause corruption. There's a small island country in the South Pacific where the traditional ruling system has been in place for centuries, and has always been a model of honesty and integrity."
9. "Governments are the result of people getting together and agreeing to give up certain rights in exchange for protection and security."
10. "Actually, the only corrupt governments are those with corrupt people who get enough power. That's why our democracy is so great. We choose our government officials, and even if we choose some corrupt ones, the government has enough checks and balances to neutralize them."
11. "While some people might call you paranoid, I think you have an excellent belief here which lets you hold yourself to high standards of integrity and honesty. How else can we ensure that you have this ability without accusing others of corruption?"
12. "You've probably had a bad experience with the government, which caused you to believe that. On the other hand, the majority of people's experience with the government is positive - the government grants student loans and grants, gives us money to start our own businesses, provides services we need, and ensures justice and fairness."
13. "If you keep thinking like that, all you're going to accomplish is getting yourself in trouble."
14. "The more people like you try to spread that kind of belief around, the more distrust you'll generate for the government. And then we'll have much more terrorism, innocent people will be killed, and society will degenerate into massive chaos and anarchy. Is that what you want to happen?"
15. "Think about the end of your journey for a second. Would you like to remember yourself as someone who spent his time complaining about the corruption of governments? Or is there something more important you want to accomplish?"
16. "That's a weird way to see government, when so much of our tax money goes to protecting us from the corrupt business practices of big corporations, scams, and so many other corrupt organizations."
17. "How much integrity does it really show to spread such hateful and degrading comments about the government?"
18. "If everyone thought governments cause corruption, we'd still be trying to make fires by rubbing sticks, eating raw meat, living in caves, and warring with everyone around us,"
19. "What about after we create a more perfect government system?"
20. "Do governments always have to cause corruption? What would you say if you saw a government agency uncover a corrupt business operation?"
21. "How much of our tax money do you think would really be used to stamp out corrupt

business practices if the government really was corrupt?"

22. "Do you really find that it helps you to blame governments and complain about them?"

23. "How often do you blame one abstract concept for bringing about another abstract concept?"

24. "That's like saying that love causes hate, or science causes life. One really complex thing can't just 'cause' another like that."

## **7. Governments tax us so they can provide services we all need.**

1. "Do all of us use all the services governments provide? How do governments make sure that we only pay for services we use? Are services to us the only thing that governments use taxes for?"

2. "How do you know that the money you pay in taxes goes directly to provide services for you?"

3. "Governments tax us not to provide services, but to gain more power, with which they can raise taxes more and more, and control our minds and finances more and more until an elite few are in control of the entire world. Government is nothing more than a cult based in law."

4. "Governments don't provide all the services we need. Banks provide our most important services. Maybe our taxes should go to banks instead."

5. "Supporting the government the way you do must be pretty taxing on your health. Are you sure it's worth it?"

6. "Do you really need to have a mindset that's so dependent on the government? Or would it serve you better to be more in charge of your own destiny?"

7. "After reading this research, you'll realize all the ways that governments use our tax money to gain more and more control and power over us so that they can extract still more money from us."

8. "That certainly isn't so. Have you seen 'Enemy of the State' where the government virtually tracks Will Smith's every move? All of the technology in that movie was declassified about a decade ago. Your tax dollars go to the development of high-tech intelligence devices that the government uses to watch you and control you."

9. "High taxation is the result of people becoming more docile and complacent, like sheep. The American Revolution happened over taxes, and the Colonies were being taxed at much, much lower rates that people seem completely willing to pay now."

10. "The US government taxes us because over the past century, the population has become more and more complacent and docile, trusting their fates to government officials that they elect and therefore think have their best interests in mind. This has allowed the government to grow bigger as it has assumed more and more power."

11. "I understand how powerless you might feel about changing the tax structure of our country, so that's a perfectly valid belief for you to have, because it makes you feel like the tax structure doesn't need changing. What if I showed you a variety of ways that you can legally use to shelter your income from taxation?"

12. "It's funny how our educational system have convinced so many people that our tax money goes to providing services for us, while our national debt continues to grow by leaps and bounds. Where do you think all that money is going, really?"

13. "After you do some research and learn about where the money from taxes really goes, and how you can legally reduce your taxes and increase your profits, you'll have much more money to live and thrive on."

14. "It's people that believe what you do that have allowed the government to continue growing in power over our money and control over our minds through taxes, banks, propaganda, and invasion of privacy. Are you really willing to let the government take more and more of your paycheck so that it can spy on you 'for your own good,' and protect the interests of the corrupt elite that's really in power?"

15. "After you've passed on, when the rest of the world has finally realized how corrupt governments and taxation systems really are and created a more advanced, beneficial, and honest form of civilized life, would you like your grandchildren to remember you as a man who was like most of the rest of society, unaware of the abuses of government, or as a pioneer that worked to evolve civilization into what it will inevitably become?"

16. "Schools have done a great job instilling that belief in our population while the government that controls them steals more and more money from us in taxes and uses it to invade our privacy, monitor us, and control us."
17. "Right now, I think one of the most important services you can do for yourself is to research our government and where taxes really go, and find out about all the ways they use taxes to gain more power, invade our privacy, and monitor us and control our lives for the benefit of an elite few."
18. "If we all really believed what you were saying, there wouldn't be nearly so many offshore banks, tax shelters, or other opportunities to pay less taxes, would there?"
19. "Do you know at what point the government started using tax money for things other than services we all need?"
20. "Can't the government provide us with all the services we need without taking so much in taxes? Do we really need the government to monitor our every move?"
21. "If taxes are the same thing as services, we might as well give the government all of our money and have it take care of us completely in the same way that it takes care of the services it provides us now. Are you sure you would want to trust the rest of your life to the government's bureaucracy?"
22. "Does the belief that you have to give up a lot of money in taxes to get back some poor quality services you might never use serve you well?"
23. "Do you usually blindly put your trust in what you learn in school and from the government?"
24. "I have a friend that was abused by her mother when she was a child. Her mom would hit her, very hard, and then say, 'Oh, I'm so sorry. I only hit you because I love you. You know mommy loves you, right?' Most children end up growing up and robotically believing that their parents loved them as children, and some even forget abuse. The government and educational system is the same way. The government takes our money so that it can monitor us and control us, and the educational system tells us that it does that so it can provide us services we all need."

## **8. Saying that makes me get real mad.**

1. "How do you get from hearing me say that to mad? What do you do first in your mind that leads you to become mad?"
2. "How would you know if saying that didn't make you mad?"
3. "Saying that doesn't make you get mad, it makes you realize how right I am, and that makes you mad."
4. "It's not saying that which makes you get real mad, it's that you realize that I'm right, and the harder you try to make yourself look right, the more stupid you feel, so you get mad at yourself for looking stupid."
5. "How could you say that you get mad at me? Do you know how much that hurts? I think I'll go to my room and cry now."
6. "Well, I'm absolutely appalled and furious that just saying something to you can make you mad at me! I thought we had a deeper relationship than that!"
7. "As you take the time to look deeper into the meaning of what I'm saying and why I'm saying it, aren't you beginning to feel warm and delightful inside, like you've finally found someone that cares enough for you to say that to you?"
8. "I remember just yesterday when I said the same thing to you and you told me how much you appreciate that I care enough to tell you."
9. "I say this only because I love you and care enough about you to bring it to your attention."
10. "You know I only say things like that to you because I care about you and I hope that they help you to look inside and learn something about yourself so that you can grow and expand and become an even better person."
11. "Sure, it's easier to believe that when my mouth moves and sounds come out, you feel mad, rather than taking responsibility for your emotions. Why don't we talk about the real issue here? What's bothering you?"
12. "Our culture sure has convinced people that they have no control over their emotions. Every so-called 'deep' and 'mature' character on TV and in books says 'I can't change the

way I feel.' It's really sad that you're convinced that you can't change how you feel and really see how much I have to care for you to be able to say that to you."

13. "If you get mad at everything people say to you, you'll give yourself an ulcer."

14. "If you keep letting what others say affect you so much, think about how your life will turn out. Especially if you misinterpret caring attempts to help you as insults. You'll become a nervous wreck, and you'll hate yourself and the world. What kind of effects do you think that'll have on people around you, on your family and on your children?"

15. "You know, when you're on your death bed, remembering your life, how much difference will one comment like that really make, when our relationship has been and will be so close?"

16. "I'm surprised you interpreted that as an insult, when I really meant it as a way to show you that I really care about you and want to help you grow as a person."

17. "Don't you insult yourself by thinking that a few simple words from me can make you get mad? Especially words that I meant as a caring message, and not as an insult."

18. "Imagine what kind of world we would live in if everybody got mad at everything people said to them. We'd all kill each other off in a real short period of time."

19. "For how long? When do you calm down? How long do you plan on choosing to respond to what others say by getting mad?"

20. "Every time I say that, you have to get mad? It's impossible for me to say that, and for you to thank me for caring enough for you to bring it to your attention?"

21. "So whether you're an angry person, or a depressed person, or a happy person, or any kind of person you are depends entirely on what I say to you? What would I have to say to make you a successful, healthy, charismatic, happy, and generous person, permanently?"

22. "Is it useful to you to let external events totally control your emotions?"

23. "How common is it for you to let external events totally control your emotions and behaviors?"

24. "That's much like saying that every time I say the word 'television' you're somehow magically forced to slap me. Do you have no control over your emotions whatsoever?"

**9. If you were serious about helping me make the right choice, you'd give me time to think about it.**

1. "How much time would I have to give you to think about it for you to know I'm serious about helping you make the right choice? What factors are involved in the 'right' choice?"

2. "How will you know when you've had enough time to think about it? How do you make the decision?"

3. "I'm serious about helping you make the right choice, and for that very reason, I want to make sure you make it now, before your opportunity to take the best route for you disappears. Opportunity knocks only once, and I'm here to help you get to the door in time!"

4. "Sure I'd give you time to think about it, if I didn't care that you might miss out on this deal that will only be around for the next three days."

5. "Are you serious about taking advantage of opportunities that could infinitely improve your lifestyle, or are you just wasting your time and mine?"

6. "Do you really have time to waste in hesitation and put off making this critical decision?"

7. "How does the fact that I'm rushing you to make this decision really show that I am serious about helping you make the right choice while it's still available?"

8. "It's funny that you'd look at it that way. The person you saw coming out as you came in said he couldn't thank me enough for making sure he made the decision to buy now, so that he didn't waste any more time."

9. "I'm actually very serious about helping you make the right choice, because when you make the decision to work with our company, I will be the one who works with you to get you what you need in the long term."

10. "If my company's policy wasn't to take great care of our customers after the purchase, then I might try to pressure you into buying from us whether it was right for you or not. And I really do believe that buying is the right choice for you, and want to help you make the right choice while you still can at the price we're offering."

11. "That's a wonderful belief you have that probably often gets you more time to think through critical decisions more completely. At the same time, it makes you miss out on opportunities that have time limitations, and this is one of them. I'm here to help you overcome that belief's limitation, and make the best decision for you while you still can."
12. "Everyone gets screwed at least once by someone that says 'Buy now, because you'll never have another chance to buy at this price again.' In our case, though, it's really true. Tomorrow is the last day that we're offering this price; and if thinking about all the ways that you're going to be better off making this decision convinces you that it's the right choice for you, then I want you to make the choice now, and save you some money and trouble."
13. "Would you rather have me let you go home empty handed, then, after a few days, when you realize how much you want this product, come back and pay twice as much for it as you could be paying now?"
14. "Do you ever think about how much time you spend hesitating on making important decisions in your life? How much time will you lose by the end of your life if you keep postponing decisions like this one? How much money will you lose by waiting until opportunities like this, to pay such a low price for something you and I both know is the right choice for you, disappear?"
15. "You're doing this for your family, right? When you've left this world and passed on, do you want them to remember you as being unsure and hesitant, even when it came to them? Or do you want to be remembered as decisive, confident, and caring about your family?"
16. "I'm shocked that you would refuse to realize how serious I am about helping you make the right choice for yourself and take advantage of this opportunity while you still can!"
17. "It seems to me that hesitating on such a serious decision certainly isn't the right choice about how to change your life for the better."
18. "If everyone had the same tendency to hesitate as you do, nothing would ever get done. Everyone would always have great ideas, or want something, and then never get around to it. Do you ever notice that kind of pattern in your life?"
19. "When this deal is over, letting you think about it will no longer be about being serious to help you. Instead it will be letting you miss out on an opportunity to change your life. And the deal ends tomorrow."
20. "So just because I'm telling you about the time constraints you have to work under, I can't be serious about helping you make the right choice? I can't be telling you that the price doubles after tomorrow because I want you to be aware of important factors that might influence your decision?"
21. "Just informing you of the time constraints of this purchase automatically makes me into a high pressure salesman who doesn't care about your welfare as long as he makes a quick buck? I'm telling you that the price doubles after tomorrow so that hopefully you know as much as possible about the factors that will affect your decision and don't end up spending twice as much as you have to."
22. "Do you find it useful to blame people for not caring about you rather than learning to deal with the internal conflicts you have about making certain decisions effectively?"
23. "Do you believe that you can tell how much a person wants to help you by how little information he gives you? Would you rather I didn't tell you that the price doubles after tomorrow?"
24. "I saw an Air Force pilot on TV one day talking about decision making. He recalled one time when he was close to crashing into a mountain, but had some time to figure out that he still had time to go up and to one side, and avoid it. For some reason, though, he got stuck, and didn't trust that up and to one side was the way to go. He considered going just up, or only to the left or right, and within a few seconds, the mountain was looming in front of him. Luckily for him, he reacted quickly and without thinking, and took the plane up and to the left, and missed the mountain only by a few hundred feet. He said that now he trusts himself, and doesn't let internal conflict make him hesitate on important decisions."

**10. I'd like to check out your competition. Maybe they're cheaper.**

1. "Which competitors specifically would you like to check out? What benefits, such as support and warranty, are you considering when you consider price?"
2. "What do you consider in your mind when you consider how cheap you buy? How does the importance of price shrink in your mind when you consider how much more you get for the price we charge?"
3. "The cheapest price means the cheapest features. You'll get no service package with the car, and you'll get a very limited warranty. I hope you really know what you're getting into before you make the decision to buy the cheapest car that comes your way."
4. "It's not really the cheapest price that will make you buy, it's the best value. You can't beat the warranty we're including with our product at this price, which is only a few dollars more than our competition's."
5. "How do cheap thoughts like that one compete in your mind with the belief that the value our service plan provides far outweighs any difference in price?"
6. "How did you buy into the idea that simple price is more important than the added value we provide for the price?"
7. "Have you thought about how buying from our competition will actually end up being more expensive for you?"
8. "I remember a few years ago I bought one of these from the place that sold them cheapest. Well, it turned out to have some slight defects that I thought nothing of until a few months later, when those defects made it break. I couldn't return it or get it fixed because the warranty expired after 30 days! That's when I bought one from a company that charged me a little more, but knows how to take care of its customers."
9. "Some of our competition is cheaper. That's because they have shoddy service and warranty. If it breaks down, we'll fix it free of charge. You'll pay half of the original price to have it fixed with them."
10. "I respect the fact that you want to check out what options you have. But think about what options you'll have a few years from now, should something happen. If you buy from us, we'll fix it, free of charge. If you buy from our competition, your only options will be to pay for fixing it or buy a new one."
11. "Looking for the cheapest price sure does save you money oftentimes, doesn't it. But in cases like this, it would actually cost you more in the long term. Let me show you how the quality and warranty we offer outdoes that of our cheaper competitors."
12. "I can understand why you'd think that way - in most other industries, quality doesn't vary with price, so you find the cheapest price you can and you've got a bargain. In this industry, however, not only does quality vary, but so does the quality of the customer service you get after the purchase, and for the price we're offering you, our quality and customer service can't be beaten."
13. "Sure, you can keep buying the cheapest things available. Some things make it worth paying a little more for the increase in quality and customer service. Are you sure you're willing to deal with the problems if you buy it cheaper and it breaks or malfunctions, or you do something wrong with it?"
14. "I know you've already lost a lot of money by always buying the cheapest option available and having it break down, or malfunction, or not work right, and not having anything to back it up. How much money do you think you'll have left to give your kids if you don't stop that habit now?"
15. "Imagine, for a second, that it's 50 years from now, and you're retired, your kids are grown up and married, and you have wonderful grandchildren that visit you often, smile at you with a twinkle in their eye, and laugh like the happy kids they are. Would you like to tell them stories of how much money you saved when buying this, and that, and the other thing? Or do you want to spend your life doing more enjoyable things than bargain hunting, so that you can tell your grandchildren far more interesting stories?"
16. "I think it's sad that the American public has been indoctrinated with the idea that 'cheaper is always better.' That really doesn't take into consideration differences in quality, and warranty, and customer service. I feel it's the duty of companies like mine to help our customers understand our industry before making the mistake of buying the cheapest available."
17. "That kind of belief will cost you a lot of money in the future because when you buy

cheaper now, you don't get the warranty coverage and service plan that will last you years and inevitably save you many times more than the difference you're paying us now."

18. "If everyone always bought everything as cheap as possible, the quality of all of the world's products would be absolutely shoddy. Imagine if the manufacturer of your house bought cheap building materials. Your house wouldn't stand for more than a few years!"

19. "Cheaper for how long? When something goes wrong, you're likely to pay much more money to fix it than if you buy from us."

20. "Do you always buy the cheapest possible? There's never a reason to pay more, like a warranty or extended service plan?"

21. "If the cheapest option is always the best, we might as well get rid of competition and get rid of choices and always sell the most minimal versions of products we can."

22. "Does it always serve you well to buy the cheapest available?"

23. "How often do you base big decisions on only one factor, like price?"

24. "I bought a TV last year, which was pretty inexpensive for the quality. They managed to sell me an extended one-year warranty instead of the standard 90 days, and I was griping about it the whole way home, because it was pretty expensive. About 6 months later, the CRT in the TV imploded, for no apparent reason. The store replaced my TV! I was sure thankful I had paid that little extra amount then."

### **11. I'm not comfortable enough to make a purchase at this point.**

1. "How comfortable will you have to be to make a purchase? What point will you achieve that comfort level at?"

2. "What lets you know that you've reached the point of being comfortable enough to make the purchase? What do you see, hear, or feel first when you begin to reach that point? And next? How does that increase your comfort even more, now?"

3. "I'm not the one that makes you comfortable with a purchase, you get comfortable with a thought over time. Right now, your mind is working on getting comfortable with making this purchase so you can go ahead and do it. Since this deal won't be around much longer, how much faster are you getting to the comfort level you need to buy now?"

4. "You aren't making this purchase just because you're comfortable with it, you're making it to provide something essential for your family (or any other criteria)."

5. "Are you comfortable with the idea that your hesitation might mean missing out on the opportunity of a lifetime?"

6. "I just don't buy that you're making an excuse like that and hesitating on this life-changing purchase because you're not 'comfortable.' What's really going on?"

7. "You haven't yet considered how the fact that you aren't yet comfortable is exactly the reason that you should make the purchase now, and how making the purchase will make you even more comfortable with it."

8. "A week ago another customer also said he wasn't comfortable enough to make the purchase, but since we offer the guarantee, he went ahead and bought it anyway, because he knew that the deal would expire tomorrow. Just yesterday he called and thanked me for one of the most important purchases he's ever made."

9. "I think you aren't comfortable enough yet because you haven't considered all the ways that buying from us will help you get (criteria). Why don't we talk about that for a moment."

10. "Are you sure it's the purchase you're not comfortable with yet? Deep down, what is it you're really uncomfortable with, and how might this purchase actually help you get over that?"

11. "So what you want to do is increase your level of comfort so that you can make the right decision. Let me ask, what do you need to know to feel more comfortable, now?"

12. "You know, I've gotten pressured into buying things I haven't been comfortable with, just like you have. And that's certainly not what I want to do with you. So let me ask you, to make sure that we're going in the right direction for you, in considering this purchase, what's important enough to you to make you come look at our selection?"

13. "And now you're going to go home, feeling uncomfortable, and you'll talk to your wife, and be uncomfortable, and you'll talk to your children, and be uncomfortable, and you'll go to bed, and be uncomfortable all night. And tomorrow morning you'll wish you had bought this, because it can settle so many worries that you have about your family's well being."



Shouldn't you just buy it now and feel much more comfortable and secure?"

14. "If you think like that your whole life, and let your internal conflicts keep you from doing what you really want in life, where will you end up? You'll never have the guts to go for opportunities that are so extraordinary they just might change your life. And your life will always stay the same as it is now. Are you happy with that?"

15. "Years and years from now, when you've avoided and hesitated on doing things just because you don't think you're comfortable with them, you'll eventually realize how much living you've missed. Wouldn't you rather become aware now of how much you've already missed, and start to live a little and take care of your family's and your wants and needs?"

16. "It's interesting to me how your view of this purchase takes into consideration your comfort level, while it ignores the needs and desires of your family. As you think about how well this purchase fits the needs of your family, how much more comfortable do you feel about it?"

17. "Is hesitation about decisions that impact your family's welfare a comfort zone for you? How comfortable do you feel about the insecurity of not making the purchase now, and not providing for your family's immediate and long-term needs?"

18. "What do you think the world would be like if everyone let their internal conflicts stop them from making decisions that are important to their family? What's really going on in your mind that's stopping you from making a purchase you know you need to make?"

19. "That's a great way to rationalize not making a purchase in most cases, but you really should think about it carefully, now, so that you can make the right decision for your family."

20. "Do you have to be comfortable to make this purchase? How quickly would you become totally comfortable with it after you've purchased it?"

21. "If internal conflict about a decision was always the same thing as hesitation and discomfort, nothing important would ever get done."

22. "How useful is it to let your internal conflicts stand in the way of important decisions?"

23. "Do you always have internal conflicts that make you hesitate on important transactions?"

24. "One of my friends, when she was real young, went riding with some of her friends in one of their parents' cars. Everyone in the car was underage and didn't really know how to drive. The car crashed, and the driver and the kid in the passenger seat were both killed. My friend told me that the driver could have avoided the crash by steering hard right, but he just hesitated, not knowing what to do. It pays to know where you're going and how to get there, and while you know where you're going, my job is to help you get there before you lose the opportunity."

## **12. If you really think this'll work, you'll wait to have sex with me.**

1. "How long do I need to wait to have sex with you for you to know that I think this will work?"

2. "What else lets you know that I think this relationship will work? How do you feel at times that you really believe that this will work? How willing are you to commit to our relationship at an even deeper level when you feel like this?"

3. "The fact that I really think this will work makes me so excited to be with someone that I can stay with for a long time that I just want to be with you in every way that I possibly can. Don't you feel this way too?"

4. "If I didn't have sex with you, it would be because I'd be worried about the consequences. Is there something you haven't been telling me that I should know?"

5. "Does the idea of a relationship that doesn't grow deeper and progress work for you?"

6. "I can't believe you've waited so long to tell me how you feel about sex. How do you think our relationship will work if you don't communicate your opinions about such important things to me more clearly from the start?"

7. "Don't you see all the ways that both of us thinking that this relationship will work is precisely the reason that we should get more sexually involved?"

8. "Do you know Bob and Peggy, in English class? They've been dating for three years now, and they had sex on the first date. Jack and Jane just broke up, and after two months of dating, they haven't had sex once! You do want this relationship to last, don't

you?"

9. "I really think this relationship will work. After all, look at how long we've been together, and that's without sex! Imagine how much better our relationship will be once we're sharing everything with each other, including our bodies and our deepest emotions."

10. "Part of the reason I think our relationship will work so well is because of our intense sexual attraction for each other. You do think I'm attractive, don't you?"

11. "I know that you're doing your best to stay secure from some of the consequences that sex can bring about. This seems like a great time to talk about how we can make sure that our sexual behavior stays safe and responsible so that there are no mishaps."

12. "Isn't it funny how all our parents and teachers tell the girls of society, 'Sex at your age is bad. Just tell the guy that if he really thinks it will work, he'll wait to have sex with you, and see what he does.' They really don't want you to know the results of the studies that have shown that the more sexual satisfaction there is in a relationship, the longer it lasts and the happier both partners are. I wonder why they're trying to prevent people like you and me from having healthy, happy relationships."

13. "If you always judge whether our relationship will work by whether I will hold off on sex, then how can our relationship work? I'll end up not wanting to have sex with you, and there goes the intense attraction that's been such a big part of the basis of our relationship."

14. "How many relationships are you going to sabotage in your life by deciding that your partner doesn't think the relationship will work if he's sexually attracted to you? You'll end up a lonely old woman if you think like that."

15. "You know, we're both going to live for decades upon decades more, but at the end of the journey, when you look back on your teenage years, do you want to remember them as full of school, responsibility, hard work, and being a 'good girl,' or do you want to remember having some spice and flavor and excitement in this wonderful age too?"

16. "Wow, I've never imagined anyone connecting sex to whether the relationship will work like that. I've always thought that the faster a couple has sex, the more it signals how sexually attracted they are to each other, and the more likely it is that the couple stays together."

17. "Do you really think that avoiding sex and leading me on will make the relationship work well? I thought it was based on honesty, trust, and mutual attraction."

18. "I guess that kind of thinking explains why people don't have sex once they get married. When they're sure the relationship will work, they wait... and wait... and wait to have sex!"

19. "Wait for how long? Especially since the longer we wait, the less likely it is that the relationship will work."

20. "So unless I wait to have sex with you, I can't possibly think this will work? What would happen if I wanted to have sex with you precisely because I was very attracted to you, and thought that our relationship would work very well?"

21. "If waiting for sex is the same thing as thinking the relationship will work, do you think anyone would ever have sex?"

22. "Does it help you to shift blame from your own immaturity to other people 'pressuring' you?"

23. "Do you really believe everything that your parents and our poor educational system tells you?"

24. "That's like saying 'if you really think you'll like the present I gave you, you'll wait to open it.' What kind of sense does that make?"

### **13. If you love me, you'll have sex with me.**

1. "Do all people who are in love have sex? What other ways would let you know that I love you?"

2. "How many of the things I do let you know how much I really love you? How good do you feel? How deeply does that make you feel the love you feel for me? Just deeply enough to respect my choice to abstain from sex until I'm ready, or deeply enough to encourage me and protect me in all the ways you can think of?"

3. "I love you so much that I want to explore every way of making our time together

special. And there are so many ways besides sex to do it! How would you like to curl up and watch a romantic movie tonight?"

4. "Go ask Becky. She certainly doesn't love you, and she'll have sex with you because she'll have sex with anyone. Of course, with all the diseases you'll pick up, no one else ever will ever have sex with you."

5. "Do you love me enough to respect my choice to abstain from sex until I'm more ready to deal with the possible consequences?"

6. "You're joined at the hip with the idea that if a man loves a woman, he has to have sex with her, aren't you?"

7. "Do you understand how the fact that I love you as much as I do makes it so important that we wait to have sex?"

8. "Jill hasn't had sex with Richard yet, and they've dated for three months. She tells me every day how much she's in love with him! And then there's Becky, and she'll sleep with anyone. I don't think she's ever known what love is."

9. "You know I love you, and one of the reasons is that you put so much less pressure on me than the other partners I've had. You wouldn't want that to change, would you?"

10. "I think you know how much I really love you. I think our relationship works so well because I know you're not just out for sex, like the rest of the guys our age. And you care about my well-being enough to respect the fact that I'm not ready to deal with the consequences of having sex yet."

11. "I know you love me and want to get close to me in every way that you can. Whether I have sex with you or not depends on a lot more than whether I love you or not. I need to be ready to deal with all the possible consequences of having sex, and I'm not yet."

12. "A lot of your teammates and friends talk about sex as if it's the most important thing in the world, so I can see why you might think that love and sex are the same thing. And, because I love you very much, I hope you love me enough to understand that I am not ready yet to deal with the consequences of having sex."

13. "If you keep trying to pressure me into having sex, I'll have to break up with you despite loving you as much as I do."

14. "If you always judge whether a woman loves you or not by whether she has sex with you, you'll get your heart broken by a lot of promiscuous women. Then when you finally settle down with one and marry her, how do you think your children will react to your distrust for her? What do you think you'll teach them?"

15. "Every time you ask me that, I ask myself how I want to remember my teenage years when I die. I want to remember having a lot of fun, and moderate amounts of responsibility too. But I certainly don't want to remember having an abortion, or being a single mom, or any kind of teenage mom for that matter. There's so much I want to do before I'm ready to deal with the possible consequences of sex."

16. "Too many guys think of love and sex as the same thing. I've always seen you as deeper than that."

17. "Do you feel really loved when you pressure girls into having sex with you? If you really want to feel how much I love you, let's talk, let's cuddle up together and watch a movie, let's go to an amusement park. You sometimes make me feel like you don't love me, but just want to have sex with me."

18. "If everyone had sex with everyone they loved, the whole world would be one big incestuous orgy. Pretty disgusting, huh? The consequences from that would probably be even worse than the potential consequences of my having sex with you at this age, before I'm really ready to handle them."

19. "But what if our love doesn't last forever? The consequences of having sex just might. I'm not ready to deal with that. Are you?"

20. "If I don't have sex with you, you can't know that I love you? Unless I take a step that I know I'm not ready to deal with the potential consequences of at this point, you're not willing to acknowledge that I love you, or let me show it to you in another of the many ways I do show you how much I love you?"

21. "Does the fact that I'm not ready to have sex yet, with you or with anyone else, make me into a person who is incapable of love?"

22. "How does judging whether people love you by whether they do something for you that you know may have drastic consequences for them help you?"

23. "How often do you infer whether someone loves you by whether they do something for you without considering the other aspects of doing that thing?"

24. "When my younger brother was 5, he figured out how to get my mom to do anything. He said 'Mommy, you love me, right? If you love me, you'll buy me this toy.' And my mom ended up getting him something new all the time, every time bigger and more expensive, until his toys ended up costing us more every month than our mortgage."

#### **14. If you think about this too long, you'll miss out.**

1. "How long is too long to wait? What part of the opportunity would I miss out on, specifically?"

2. "How do you feel when you think about me missing out on this opportunity? What do you think of that motivates you to help me take advantage of it? And as you think of it now, just like this, how motivated does that make you to ensure that I get what I need so that you can feel like I have taken advantage of the opportunity you have to offer?"

3. "The longer I think about this, the more I'll be sure that I make the right decision. If I miss out on a special price that you're offering for a limited time, so be it. I'd rather be sure that I make the right decision, and if it takes paying more money, then I'll do it."

4. "The only way I would miss out on anything is if I didn't give myself enough time to consider whether I'm making the right decision, and bought something I didn't need. You wouldn't want me to miss out on making the right decision for myself, would you?"

5. "How long did you have to think to come up with that line?"

6. "One thing I sure won't miss out on is your pushy sales tactics."

7. "How does taking my time to think about this actually open up opportunities for me?"

8. "My best friend was in the market for one of these recently and he was going to buy one from one of your stores in New York City. He decided to go home and talk it over with his wife, though, and it turns out that one of her friends knew a place to get them cheaper, and with more options. Maybe I should go talk to them."

9. "I want to wait and think about this to make sure that making the deal with you won't cause me to miss out on some other opportunities I'm considering."

10. "I want to think about this so I make sure I don't miss out on a better deal from one of your competitors unless you can offer me a deal that I'm sure is the best one out there."

11. "You're just trying to protect me from missing out on what seems like a wonderful opportunity. But what you're really making me miss out on is the chance to consider thoroughly and consult with those close to me whether this really is the right choice for me. You wouldn't want me to miss out on that, would you?"

12. "I know that for most of your customers, the price is the most important issue, and you want to make sure that my needs are taken care of. But I'm different, and I need time to make the right choice for me, even if it means I have to pay a little extra because I waited longer."

13. "If you use that kind of sell too often, you'll get so used to it your potential customers will all feel like you're pushing them into making a decision that might be wrong for them. How much commission will you make off people who don't buy because they don't trust you?"

14. "If you pressure everyone that comes in this door to buy, you'll never make any sales. In fact, they'll all look at you through eyes of distrust, and you'll be able to feel it. It'll eventually wear you down to the point where you won't be able to sell ever again. So if I were you, I'd focus on getting customers what they want and need so they can feel comfortable purchasing from you. For example, I need time to think about it. What can you do to extend this opportunity for me?"

15. "At the end of my life, I'd much rather remember missing out on a 'great deal' here and there than missing out on spending time with my family and making decisions with their input and support."

16. "It's obviously important to you that I don't miss out on the deal you have. But it's more important to me to make sure I don't miss out on other opportunities I'm considering, and even more important that I don't miss out on making sure that this decision is right for my family and me. I guess it all depends on the interpretation of missing out."

17. "How often do you completely miss out on sales by pressuring your potential

customers and pushing them too hard to make a decision? If you were a little more relaxed and gentle, and paid better attention to the needs of your customers, I bet you'd close a lot more often, even though some sales would take a bit more time."

18. "There was a time when every salesman at companies like yours used high pressure tactics like that. There's a reason they don't any more - they've stopped working. There are real advantages to selling to a customer the way he wants to be sold."

19. "How long will I feel like I've missed out before I begin to take advantage of the other opportunities I'm considering now?"

20. "So I can't not miss out unless I make a hasty and poorly thought out purchasing decision? What if that actually made me miss out on other opportunities I'm considering, or miss out on making this decision with my family?"

21. "If thinking is missing out, then I guess Einstein missed out on everything his whole life, and you probably don't think much so that you don't miss out on things."

22. "Does the pressure you feel from anxiety about 'missing out' help you in a positive way somehow?"

23. "Do you usually think about things in such a negative fashion? Does that put a lot of pressure on you and your customers?"

24. "I used to be a salesman, and I really believed in the product I was selling. So much that whenever I tried to sell it, I felt really bad for people if they decided not to buy. I put lots of pressure on myself every time I tried to make a sale, because I knew if I didn't make the sale, someone would be missing all of the benefits I saw in my product. One day my manager called me into his office and said 'Jim, some of your customers are complaining about how much pressure you put on them when you sell them.' I was putting so much pressure on myself that it overflowed and I was pressuring my customers! When I realized that people need to make their own decisions about what's right for them, I actually ended up making a lot more sales."

#### **15. If they really want to sell the house, they'll come down in price.**

1. "How does really wanting to sell the house make it certain that they'll lower the price? How much do they have to lower it before they can be considered 'really' wanting to sell it?"

2. "How would you know if they wanted to sell the house even if they didn't lower the price? What have they already done that makes you feel like they want you to have this house because it's the right one for you? And what have you noticed about the house that confirms this?"

3. "They want to sell the house for a reason - probably to get back the money they've paid for it. If they lowered the price, then there would be no point in them selling the house!"

4. "They'd come down in price if they were desperate to get rid of the house for some reason. They're just moving down the street and they can wait until someone comes along who will give them more money for it."

5. "You won't sell me on the idea that they're desperate to get rid of that house. They can wait for a higher bidder. Do you really want the house, or are you looking for a bargain?"

6. "How expensive a belief to hold! Our family needs a house of that quality, and you're haggling about a few thousand dollars that will only end up increasing our mortgage by less than fifty dollars a month!"

7. "That doesn't make sense at all. The fact that they want to sell the house is the very reason that they won't lower the price on it!"

8. "My secretary's best friend at work was selling her house, and instead of lowering the price she used a different real estate agent, who told her to raise the price and brought in an affluent couple to look at the house. They bought it without even haggling. Now, do you really want the house, or are you ready to look at different ones that are more within your budget?"

9. "They really do want to sell the house, and they want to sell it for a reason. They want to get back what they've put into the house, like what they paid for it originally, and the work they've put in improving the house."

10. "They want to sell the house so they can get back the money they originally paid for it, and make up for the time and money they've put into home improvement, not because

they're desperate to sell it. Do you want this particular house, or a house that's a little bit more moderately priced?"

11. "It looks like you really want to buy that house at the best price you can. They won't be lowering the price, so we can either start filling out the paperwork on that house at the current price, or I can help you look for a different house that fits your budget better."

12. "When you make a big purchase like a house, in most cases, you expect to haggle, because the person you're buying from really needs the money. In this case, though, they're just moving down the street, and they don't need the house any more. They aren't desperate to sell it, so what it really comes down to is whether you're serious about buying this house, or whether we need to start looking for a house for you that fits your budget better."

13. "If you wait for them to come down in price, they'll just sell it to someone else."

14. "Always waiting for a better deal to come along or haggling around will make you miss out on some of the most important and fortunate opportunities you'll have. What will your life be like?"

15. "When you're retired, do you want to wish you had bought this house, and regret having waited for the sellers to 'come down in price' while it was sold to someone else, and having to buy a cheaper, lower quality house? Do you want to remember having spent months of your life and thousands of dollars on renovations and repair? Or do you want to retire in this gorgeous house, changing barely anything, since it seems to fit what you want in a house, and remember all the memories you've made in it with your family?"

16. "So if you wanted to sell a house quickly, you'd lower the price until it was sold. That's one strategy for selling a house. But you need to remember that to them, selling the house quickly isn't as important as selling it for the right price, and they also have a few other potential buyers. It all comes down to whether you want this house, or whether we need to start looking for less expensive houses for you."

17. "Does that belief often save you money? How much money do you lose by missing out on deals because you wait too long for the price to get even lower, and then end up having to buy something much more expensive to get comparable quality?"

18. "If everyone waited and waited for a price break on something they wanted, every company in every industry would go bankrupt. Sometimes you just have to spend a little more than you want to get what it is you really want or need."

19. "How long can they keep lowering the price before it's no longer worth selling?"

20. "Unless they lower the price, they can't really want to sell the house, then? If they don't lower it, they have just put the house up for sale for the fun of it?"

21. "Since wanting to sell something is always signaled by reducing prices, I should be able to go and buy groceries today for a few pennies, right?"

22. "How useful is it to you to make excuses like that about not going for what you really want?"

23. "How often do you make excuses like that for not going for what you want?"

24. "My late grandfather, when he was close to dying, told me a story about a car he really wanted when he was younger. It was this classic red Mustang, in near mint condition. When he saw a 'For Sale' sign on it, he thought he was surely in heaven. He called the owner and haggled for a few minutes, and said he'd be over the next day to discuss the price further. By the time he got there, someone else had already bought it for the price the owner was asking for it."

#### **16. If I can't get more money for this house, I won't sell it.**

1. "How much more money do you want before you sell the house?"

2. "What lets you know that you are getting enough money for the house? How does the feeling you get from that get even stronger when you realize how much quicker you get the money than if you don't sell it now?"

3. "Since you won't get any more money for the house, you might as well sell it for the highest price you can."

4. "You're not selling the house to rip me off and make a few quick grand on me, are you? I thought you said you were selling it because you're moving and need to get back the money you've paid for the house, and I'm offering you that much."

5. "How much money have beliefs like that cost you in the past?"
6. "Since you feel that way about selling the house, maybe you feel that car dealers should never sell a car for less than full price, even if it means that they almost never sell cars?"
7. "If you can't get any more money for the house, that's the more reason you should get rid of it. Otherwise you'll never sell it for even as much as they're offering!"
8. "What would make you want to sell the house even if you couldn't get more for it? What would make you want to keep the house even if you could get more for it?"
9. "You aren't getting the money you want for the house because you want too much, and the home buyer that will actually pay your price is so rare that it's very hard to find one in the time that you have to sell it. Now, are you serious about selling the house so that you can have enough money to move into your next one?"
10. "You probably can't get more money for the house is because it's not worth as much as you think it is. Maybe you need to make sure you get rid of it while you still can, before you end up having to spend thousands more on repairs and improvements."
11. Understand that what you really want is to make as much money as you can from selling that house. If you don't sell it, you'll get no money for it at all, and it'll just be sifting there doing nothing."
12. "You're used to having a lot of time to take care of things, and that's Why you feel like you don't have to sell the house right away if you don't get the price you want. Unfortunately, you're moving right now, and you need the money from selling this house. Besides, if nobody is buying any higher, it's probably a good idea to get rid of the house for this much while you still can!"
13. "Sure you can try to get more money from them, but then they'll just go and buy another house. And you'll be left with no money for moving and for your next house."
14. "If you're never willing to make deals and compromise, how will you succeed in life? Every decision you make is a choice where you compromise and balance many factors together. If you're focused only on one factor in every decision you make, how successful do you think you'll be in life?"
15. "And if you don't sell the house, imagine yourself 30 or 40 years from now, in a house you've spent years and thousands of dollars renovating and repairing when you could have sold this house and been able to afford a much nicer one."
16. "Interesting that you don't really view selling the house as a necessity. Let me ask, when you consider the difference between the kind of new house you can buy only if you sell this house, and the kind of house you can buy without selling this house, how important does selling the house become to you?"
17. "Do you realize how that kind of thinking actually prevents you from having the amount of money that you could have? If you sold all the things you have that you need, that you haven't sold yet because you couldn't get the amount you wanted for them, how much more money do you think you'd have?"
18. "What do you think the world would be like if no one compromised? Nothing would ever get bought or sold because people would be too stubborn to accept a little loss for a lot of gain."
19. "How long can you avoid selling the house?"
20. "So you have to get more money to be satisfied enough with the deal to sell the house? What would have to happen for you to sell the house for the amount of money that they're willing to pay for it?"
21. "If selling something is the same as getting the amount of money you want for it, you might as well stop bargaining and say that you won't sell for any less. Let's see how many potential buyers that will attract."
22. "Does it serve you well to avoid compromises and refuse to bargain?"
23. "Do you always get in your own way like that? You know you need to sell the house, and if it's not selling for the price you thought it should sell for, then maybe you should get rid of it while you still can."
24. "That's like saying that you won't do your work because your boss has been a jerk that day. You need to sell the house, just as you have to do your work, because you need to pay the bills, and buy the new house you're looking at. The best you can do is talk to your boss and clear the situation up, or bargain a little more effectively and get some more

money for the house, if you can."

**17. Haven't you waited long enough to get the car you really want? Isn't it time you felt the pride of ownership again?**

1. "How proud will having a new car really make me feel? How long do you think is long enough for me to wait before I get the car I really want? And how do you know that this is the car I really want?"
2. "How do you know the difference between a customer that you can really benefit, and someone like me, who is just not ready to buy a car? What steps do you need to take to make it OK inside yourself to let go customers who aren't ready and spend more effort on getting those that you can help what they need?"
3. "I've waited and saved for such a long time that waiting a few weeks or months until a better deal comes along is no problem at all."
4. "I am not buying a new car because I've waited a long time to do it. I'm buying one so that I can get from one place to another reliably, conveniently, and in style. For that, I can wait a little more until the price comes down or I get a better service plan for this same price."
5. "You sure are driven to make this sale. I guess you've waited long enough! Isn't it time you sold this car? Let's talk about a deal that'll put some money in your pocket without breaking my bank account."
6. "Do you feel proud that you're attempting to pressure someone who's just not ready to buy this car into buying it?"
7. "The fact that I waited so long is the reason that I want to wait until a better deal comes along on this car."
8. "My brother just bought himself a new BMW, after saving for years. He was going to buy a cheaper car, but he decided to wait for a better deal on a more expensive one as he saved some more money. Now he's the envy of everyone in his neighborhood. Imagine how proud that makes him feel. I think I'll do the same."
9. "I've waited so long because I've been looking for a good deal on the car I want. If you really felt pride in your ability to work with your customers, you'd figure out how to get me the deal I want on this car."
10. "I've waited for so long to buy a car primarily because I'm looking for a really good deal to come along, and I stopped by because I thought you might be able to offer me one. Isn't it time you took pride in what you did, and instead of pressuring me into buying a car, got me a deal that would make me really want to buy now?"
11. "I know you want to help me feel the pride I've been waiting for such a long time. And I've been waiting for a long, long time to say 'no' to a car salesman, especially when the deal just isn't right. So now, I'm really proud of myself. And you could even feel prouder and make me say yes if you got the price down to \$35000. Do you have enough pride to want to get me this price for the car and really earn my business?"
12. "You get a lot of people buying nice cars here, don't you? And how does it feel to see the smiles on their faces when they drive home in the cars of their dreams? That's what you want to do for me, isn't it. I understand, and thank you for it. You must take a lot of pride in giving your customers what they want and need. And while I want the car, I need a better deal before I can buy it."
13. "Talking like that, without considering my need for a lower price, won't land you the sale. Imagine how proud you'll feel when you can negotiate a deal that works for both of us. Not only will you get a hefty commission, you'll also get the satisfaction of knowing you really treated a customer right."
14. "If you as a salesman don't take pride in helping your customers get deals they can live with on cars they want, then who will? How will your company fare in the end, waiting and waiting for a 'big break, 'trying every marketing ploy you can, when your salesmen don't understand how the price of a car influences a customer's willingness to buy it?"
15. "You know, I imagine myself at the end of my life, and I wonder what I'll be missing if I pay this much for the car, and not get all the other things I'd want. If you can get the price down to \$35,000, I'd know that I'm not missing out on anything. Unless you can, I need to go home and think about this and talk it over with my family, and maybe look for a better



deal elsewhere."

16. "I'm surprised that, as a salesman, you only consider how long I've waited to get a highend luxury car and how I'll feel after I buy it. I thought you'd pride yourself on your attention to all aspects of buying the car, like getting it for a good price. Unless you can offer the car to me for a lower price, I'm not ready to buy it from you."

17. "You pride yourself on your ability to help customers make the right decision, don't you, Does the fact that you don't consider how important price is to some of your customers make you feel proud too?"

18. "If everyone bought expensive things just because they had waited and wanted them for so long, and thought they'd feel proud to have them, people would have even more debt and credit problems than they do now."

19. "When the pride fades, I'll be left with the hard costs of the car. If you can't get the price down, I won't buy it."

20. "Are you saying I can't feel proud unless I buy this car from you? That's a little egotistical, don't you think?"

21. "I guess if I don't buy this car from you, I can't be a proud person, even though I've served my time in the military, graduated from an Ivy League university, and work as a highly paid Fortune 100 consultant."

22. "Do you find it helps you sell cars when you consider only some parts of the sale, and refuse to deal with the most important ones? I'm not ready to buy until you get the price reduced to \$35,000."

23. "Do you usually define pride and character by what kind of possessions a person has? I came here to buy a car that will get me from place to place, not to pretend that I'm a good person just because I drive an expensive car."

24. "One of my best friends used to be a real jerk when he was still living with his parents. Every time he talked to me, he would talk about the new car he got, or the sound system he installed in it, or the big screen TV he got for his room, or the newest and latest and greatest computer system he upgraded to. After a while living on his own, he realized that possessions do not make a person good, and are a source only of false pride."

### **18. I need to get a better deal on the car or I won't feel good about buying it.**

1. "What makes a deal better? How do warranty and service factor in for you in addition to the price? How much better is good enough for you to feel good about buying the car?"

2. "How do you know when you've got the right deal on the car? How easily do you begin to notice the less obvious features, like the excellent warranty and service we provide, justifying in your mind the small increase in price? How good does that make you feel about buying it? And when you imagine driving this car 2 years from now, how glad are you that you made this decision?"

3. "We have the best deal for this model automobile in the area, considering how little we are charging for the warranty and service plan. If you want the car for less money still, we can reduce the warranty coverage and service plan for you."

4. "What'll make you feel REALLY bad is when you buy the car a bit cheaper, without our bumper-to-bumper warranty, without our service plan, and without our 24/7 3-year roadside assistance plan, and then something happens and you get in an accident or the car breaks down for some reason. You'll be stuck with huge bills for fixing your car, when it could be done for free if you buy at this price."

5. "How would you deal with the situation that getting a lesser warranty and service plan will inevitably put you in?"

6. "Does it feel good to know that you've been basing your interpretation of a 'good deal' on price alone?"

7. "Have you considered why buying this car from us will make you feel absolutely wonderful about your purchase for as long as you own the car?"

8. "The last person just in here told me about when he bought a car five years ago. He got it cheap, and thought he had a good deal, until it broke down on the road a few weeks ago. He called the dealer for assistance, but the service plan and warranty didn't cover that kind of damage for such a long time. So he had to buy a new car, and this time he made the right decision and came to us. We may charge an extra thousand dollars, but in

five years you won't junk the car, because we'll fix it for you."

9. "When you consider our service plan and warranty, and all the other things which come standard with every single one of the cars we sell, you won't find a better deal than the one we're offering."

10. "Our deal is better than any you'll find out there because we charge so little more for such a full featured service plan and such a long warranty. Imagine how much you'd have to pay for just the first two or three years of maintenance with another company, that we provide for free."

11. "You're trying to save your family's money, and that's commendable. You simply haven't considered all of the expenses. When you buy a slightly more expensive car from us, it's like buying insurance, so if something happens, we'll always fix your car. With another dealer, you will spend much more later, and they end up being more expensive."

12. "It's good that you take care of your needs like that, especially your need for fair prices on what you buy. You can't have enough money for everything you need if you don't watch how much you spend. Now imagine buying the car from one of our competitors, cheaper by a grand or so. Within just the first year, think of all the maintenance the car will need. That's several hundred dollars you save by buying from us. In the next three years, you'll save more money than the extra you pay for buying from us."

13. "If you buy the car at the cheapest price you can find, I guarantee you'll spend more on service and maintenance in the next few years than the extra you'd pay with us for free regular maintenance and warranty service."

14. "Have you considered how much time you'll waste throughout your life if you keep running around looking for the absolute cheapest bargain you can find? And in the case of cars and other purchases this major, do you know how much money you'll end up throwing out anyway on maintenance and other service, that you can save on if you pay a little more at the start?"

15. "When you're on your deathbed, do you want to remember your life as bland and full of routine and boredom, or would you rather remember spending a few extra dollars here and there and really enjoying the luxuries and excitement that life has to offer?"

16. "So you only allow yourself to feel good about buying the car if you spent a thousand or so less on it? You won't let yourself feel good because of the pride of owning a new luxury car, the security of knowing that for that extra thousand dollars you have an extended warranty and a full service agreement?"

17. "How good do you feel about buying things like cars and major appliances and having a huge service and repair bill after something goes wrong? You won't have to worry about that if you buy this car, because of the service plan and warranty we offer."

18. "It would be nice if every customer bought their cars for as cheap as they could find them. Then we dealers would make a lot more money off fixing cars that break down or get into accidents, because nobody would buy warranty options or service plans."

19. "You may not, until you've used the car enough to really experience how comfortable and convenient it is. And when something happens, you'll feel really good that you bought from us instead of another dealer who doesn't provide the service that we do."

20. "Do you really have to get the car cheaper to feel good about it? What would happen if you bought the car at this price, and felt good about the excellent bumper to bumper warranty and service plan we include?"

21. "Since paying as little as possible makes you feel good, why don't you just buy that junked car over there for three hundred dollars. It doesn't work, but for three hundred dollars, you'll sure feel good!"

22. "How does it help you to refuse to feel good unless you get exactly what you originally set out to get? Do you find that you're depressed often?"

23. "Do you always let prices control how good you feel? If the price of gas went down would you feel really, really good for as long as the price of gas was low?"

24. "Just two weeks ago one of my friends got into an accident in his new car that he got 3 months ago from the dealer down the street. Actually, it's this same model that you're looking at. When he got his \$3,000 bill for the repairs, I came up to him and said 'I don't want to say I told you so, but next time, you'll probably get your car at my dealership. We would have fixed the car for free, and in the beginning, you would've only spent an extra grand. That's a savings of \$2,000 right there.' He said that he's going to look here for his

next car."

### 19. Aren't you a bit too old to be running for office?

1. "How old is too old? Who decides? What other offices have age limitations?"
2. "How would you know when a candidate has enough experience to seek the Presidency? Would he only have to have extensive experience serving in a political office, or also have the benefit of experiencing the results of decisions made by many Presidents? What would let you know that he's walked in the voters' shoes for many miles, and knows how to make them more comfortable?"
3. "My age doesn't make me out of touch, it shows that I have had the time to gain the necessary experience to run the country wisely."
4. "Out of touch isn't someone who's got some years behind him, it's a candidate who's so wet behind the ears he can't make the connection between age and experience."
5. "That sort of argument sure is getting old. But the oldest precedent is the fact that there's a minimum age, 35, to run for Presidency, and no maximum age. Our forefathers must have had some reason for making that part of our Constitution."
6. "It's amazing how out of touch some of the younger candidates can be with the reality of the country's need for an experienced leader."
7. "Have you thought of all the reasons that my age will be a benefit to me in office?"
8. "Bill Clinton is one of the youngest Presidents we've had. Look how much trouble he's gotten himself into."
9. "I'm old because I've been smart enough to take care of myself, physically and mentally, even under the pressures of having been in politics for so long. And in living to a ripe old age, I've only gained experience, knowledge, and wisdom."
10. "Not everyone that's my age has stayed in such a high profile political position or gotten into a presidential race. I must've been doing something right! Thanks for recognizing
11. "I applaud you for realizing that health and fresh thinking can be of benefit to a President. Have you considered how much more important experience is in being able to smoothly achieve the goals that will really bring benefits to the public?"
12. "I can see why you'd think that my age is an issue. After all, a lot of politicians of your generation don't have the experience to pinpoint which issues really need our attention, and what the voters really care about."
13. "The more you bring up what you believe are issues related to my age, the more your youth and inexperience shows through. We're here to discuss how we plan to give the citizens of the United States more of what they want through the power we may get as President. Let's stick to the real issues at hand so that this election results in a public that makes an educated choice and knows what they're really voting for."
14. "If presidential candidates continue to argue opponents' advantages, like my experience, as faults, instead of getting down to the real issues and comparing our plans to serve the American public, how will our country end up? These personal arguments certainly aren't what our forefathers intended!"
15. "When you get to be 20 or 30 years older than I am now, do you want the American public to remember your politics as focused on non-issues, like the age of your opponents? Or would you rather be remembered for making a difference in what's important to our voters? I made my decision when I was even younger and less experienced than you, and I've stuck to it through the years."
16. "I guess it all depends on how you look at it. For those inexperienced at seeing all the important parts of a situation, it probably looks like I've held more than my fair share of public offices. For those with a little more experience who can ask themselves why, they'll realize that I've held so many public offices because I prove my success over and over, and the voters and citizens realize it. So more savvy politicians would realize that my experience and track record are really a benefit to me in the Presidency."
17. "Do you think that kind of statement shows your wisdom and experience in running for President?"
18. "If people gave up on things just because they think they're 'too old' or 'too poor' or too limited in some way, where do you think our world would be today? You aren't the type of

person to limit yourself and give up on things, are you?"

19. "How long can you hide your inexperience by avoiding the real issues?"

20. "I didn't know they came up with a new law that you have to be young and inexperienced to run for President. That sure explains the dismal direction our country's social, political, and legal systems have been heading in!"

21. "If youth and inexperience means being qualified for office, then maybe my ten year old grandson should be running for President."

22. "Have you found that it helps your political career to attack other candidates' advantages instead of focusing on the issues? Do you believe it will hide your inexperience?"

23. "How often do you limit yourself like that, and force your limitations on others? Do you think you might be a bit too young or inexperienced to run for President?"

24. "A few years ago I was talking to one of my female karate students who told me about a sparring match she was in. The boy she was up against told his teammates, 'I can beat her easy. She's just a girl! And a rank below me, too.' The whipping he got in that match demonstrated how wrong he was. That was a fight I'm sure he'll never forget, because he's much more experienced for it."

## **20. You're a loudmouth.**

1. "When am I a loudmouth, according to you? What do you think makes me a loudmouth?"

2. "What do you hear in your mind when you judge me as a loudmouth?"

3. "The fact that I talk a lot doesn't mean that I'm a loud mouth. It shows how intelligent I am because I always have something relevant and interesting to say."

4. "You don't think I'm a loudmouth because I talk a lot. I don't. You just tend to disagree with what I say."

5. "You are always calling me by one name or another. Maybe you just talk a little too much about everyone else's faults."

6. "Well, what does constantly calling me names make you?"

7. "Actually, the things I say help the whole group, including me, keep useless discussion to a minimum and stay focused on the important things."

8. "How can you say I'm a loudmouth when I just kept my mouth shut while you verbally abused me for 20 minutes!"

9. "I talk so much because I have a lot of information I need to share with you, and you keep interrupting."

10. "I keep talking because I keep trying to get through to you. Maybe if you listened more carefully, I wouldn't have to repeat myself."

11. "I know that you really want to help my social interaction skills, but what kind of example are you providing by calling me names?"

12. "I know you've had a bad day and probably don't need me talking at you. Instead of calling me names, why don't you tell me about your day? It helps to vent."

13. "Calling people names like that sure won't win you many friends. You'll alienate most of the ones you have in a real short while if you haven't already."

14. "You're going to alienate all your friends like that, and then you'll be alone and depressed, and the more depressed you become the angrier you'll be at the people around you. You'll never have friends again, and you'll always be alone and depressed. Is that what you want?"

15. "When you're close to the end of your life, reminiscing about all the friends you've had, wouldn't you rather remember all the good times than all the friends you've alienated with comments like that? Don't you want your long-time friends as well as your newer friends to be there for you?"

16. "Wow, you're one of a very few to ever see me that way. Most of my friends who really listen to what I have to say find that I'm very thoughtful and insightful, and that what I say helps them."

17. "If you were a little pickier about what you said, maybe you wouldn't have called me a name like that."

18. "I'm sure glad all my friends don't call me names, otherwise I'd end up crawling into a

shell and never speaking to anyone again."

19. "How long do you think I, and the rest of your friends, will tolerate your verbal abuse?"

20. "Does the fact that I have a lot of opinions and I'm willing to express them have to make me into a loudmouth? You can't find any term for it besides an abusive name?"

21. "I guess since expressing your opinions means being a loudmouth, you're a loudmouth because you called me one."

22. "Do you find it useful to insult your friends and call them names?"

23. "Do you usually call your friends names when you want to change their behavior?"

24. "A friend of mine called one of her girlfriends a ditz. Two hours later, a drunk truck driver killed her in a car accident. My friend still hasn't forgiven herself for that, and has vowed never to put down her friends again."

## **21. I don't want to visit with a Bible thumper today.**

1. "How exactly am I a Bible thumper? According to whom?"

2. "How do you know you don't want to visit with a Bible thumper? Maybe what you're really feeling is the fear of admitting to yourself and the world that you're not saved yet."

3. "My beliefs don't make me a Bible thumper, they give me the opportunity to show people like you to the path of salvation through Jesus."

4. "I think you don't want to see me not because you don't have time, but because you're afraid of the ability I have to know you at a deep level with God's help."

5. "Wouldn't it hurt you to visit with an atheist like yourself if you were me? You're so closed-minded."

6. "Do you really want to be so closed minded, especially when your soul is at stake? Do you want to die over and over again in the burning pits of hell?"

7. "Don't you realize that the fact that you don't want to talk to a devout Christian is the very reason that you need to talk to me and become saved?"

8. "I know you don't think you want to talk to a Christian today, but if you were to ask your neighbor about what he learned from me yesterday, you would quickly realize how important salvation really is."

9. "I believe that Jesus is the only path to salvation because he has saved me from poverty, crime, and drugs. From what I see, you don't have those problems. If I got where I am today from where I was just a few years ago, imagine where you will be in a few years after you accept Jesus into your heart."

10. "I believe in Christ because I've seen what he's done for my family, for my friends, and for me. I know that I'm going to heaven when I die. Do you know where you're going?"

11. "I respect the fact that you're trying to manage your time wisely. I just hope that you've considered what you'll be doing with your time for the rest of eternity, after your death."

12. "You've had some bad experiences with Christians in the past? Everyone has his or her own style of worship. Theirs probably didn't fit with yours. I find that it's important to respect that there is no one right way of worship as long as you accept Jesus into your heart, and develop a one to one relationship with Him."

13. "Do you ever get the feeling that something is missing in your life? Maybe you see all the things that are going well for you, and feel empowered to change all the things that aren't going so well, but still feel desperate, like you're really missing something vital in your life but can't get it? Do you notice how much that desperate feeling grows with every moment that you don't accept Jesus into your life?"

14. "The sense of emptiness that you feel inside, because you haven't let Jesus in your heart to fill that void, will keep expanding to the point where you'll believe it perfectly fine to hate, to commit crimes and to commit awful sins. Not only will God hurt when looking at you, but you'll lose your family, friends, life, and freedom."

15. "After the first few thousand years you spend in hell, dying over and over in pain, burning and toiling, you'll remember this moment and wish you had accepted Jesus into your heart instead of spitting in the face of those who unselfishly wanted to help you get saved."

16. I don't know why you'd have so little respect for devout Christians like me. I guess you might've had a bad experience with another Christian who tried to convert you and didn't realize that everyone has his or her own style of worship. Because I respect personal

styles, and know that the only thing that really matters is accepting Jesus into your heart as your guide and savior, people find me very refreshing, easy to talk to, and convincing."

17. "Does bashing Christians really make good use of your time?"

18. "If everyone was as closed minded as you, and closed off their heart to the love of Jesus, none of us would be alive today because the human race would destroy itself. As it is, we're awful close. Only Jesus can save this world, and by turning him away you turn away not only going to heaven after you die, but making the world we live in now a better place."

19. "Until the fear of hell and growing fear of emptiness without the love of Jesus in your heart begin to consume more and more of your attention. Then, like your neighbor, you will come to me and I will guide you to Him."

20. "Discussing your salvation with a Christian has to be a waste of time to you? What would happen if you actually found yourself learning from the discussion, so much so that you feel that Jesus fills the void in your heart that you've been longing to fill, and you're motivated to spread his love to others just like I am spreading it to you?"

21. "If discussing your salvation with a true Christian is a waste of time, spending eternity in hell is an eternity well spent. I hope you enjoy the sensation of searing flames licking your flesh as devils tear apart your toiling body over and over."

22. "How does calling Christians names like 'Bible thumper' help you?"

23. "How common is it for you to label as a waste of time the very things you know you need deep down inside?"

24. "Are you familiar with near-death experiences? One of my friends used to laugh at me because I am such a devout Christian. I do everything I do because I love God. Two years ago he suffered a heart attack, and as he was rushed to the hospital, he found himself being pulled out of his body and to a place that is indescribable. Jesus spoke to him, and showed him heaven and hell. Jesus said that he would be given a second chance to live, and told him to rethink his life's purpose. Since that day, he's given up drinking, TV, and gambling and has spent the time he would have spent at those things praying and studying the Bible."

## **22. Spoken like a true lawyer.**

1. "What makes me sound like a lawyer? What other kind of lawyer could I sound like?"

2. "How do you distinguish something that a true lawyer would say from something an untrue lawyer would say? Or from something a non-lawyer would say?"

3. "I didn't say that to sound like a lawyer, I said it to help you understand the situation more fully."

4. "My words to you don't make me into a lawyer. My knowledge of the law, my dedication to protecting the rights of my clients, and my ability to get results in the courtroom is what makes me a lawyer."

5. "That was spoken like a true anarchist."

6. "You'd be a real good lawyer yourself with that ability to label people."

7. "The advice I just gave you is actually advice any caring person would have told you a long time ago if you were only open-minded enough to listen."

8. "I only wish I was that slick all the time. It would complement my excellent knowledge of the law very well."

9. "The advice I gave you is for your benefit, to help you know what to watch out for so you don't get ripped off. You don't have to follow it, but don't blame me if you get badly screwed over."

10. "Pretty slick? It sure comes in useful when I'm in the courtroom. That's where I learned language tricks like that. When you hire me to represent you, it quickly becomes obvious how experienced and skilled I am in the courtroom."

11. "You don't want to get screwed over, and that's understandable. In fact, that's exactly why I gave you the advice I did - to make sure you don't get screwed over."

12. "Have you been burned or cheated by another attorney? It's really a shame that so many of the people that are supposed to uphold the law and use their knowledge to protect you use their knowledge to rip you off. That's why I just gave you the advice I did, for free. It's in my best interest to develop a long-term relationship with you as a client."

13. "If you keep talking like that, no attorney will want to represent you in this case."
14. "I can just imagine the tune you'll be singing when, after not being able to find an attorney to take on this case, you run into a real legal emergency and can't get an attorney to work with you. You'll end up in bad trouble, which you can prevent by following the advice I gave you and learning a little about the law so that you understand the difference between what some lawyers will try to make you believe, and the straight forward, honest advice attorneys like me will give you just to help you out and develop a lasting relationship with you as a possible client."
15. "Some decades from now, when you're real old, would you like to be well off? Do you want to leave something for your children? Or do you want to die penniless and leave your children with the financial burden of burying you and paying your debts? In some situations having a good lawyer can make that difference for the future. No attorney will take a case of yours if that's how you talk about them."
16. "I'm surprised that you chose to use my advice to back up your negative view of lawyers. Most people would see it as advice I have given out which I believe will be useful to you, regardless of whether you decide to hire me now."
17. "That's a pretty slick thing to accuse me of. Maybe you should be a lawyer yourself."
18. "It's a good thing everyone doesn't have the same contempt for attorneys as you do. How could our Constitution possibly protect us all then?"
19. "When will people like you stop stereotyping hard working, dedicated attorneys?"
20. "If I'm a lawyer, I have to be 'slick?' What would you think if you were to interpret what I said as intelligent, friendly advice?"
21. "If that's all it takes to be a lawyer, then I guess we've just figured out how to do away with four years of pre-law, law school, and the bar exam. Just teach anyone who wants to be an attorney how to say what I just told you."
22. "Does alienating people who might be essential to your future well-being work well for you?"
23. "Do you always equate entire professions with saying one specific kind of phrase?"
24. "A year ago I got mad at a surgeon for charging a very high price to do a C-section on my wife and deliver my baby son. I went on and on about how screwed up the medical system is. Only a month later I needed emergency surgery, otherwise I would have died. I was unconscious as my wife rushed me to the hospital. When I woke up, all wrapped up and feeling much better, I saw the same surgeon looking at me. He had saved MY life. And he had brought my very own son into my life a month before. How could I thank him enough?"

### **23. You sound like all the other politicians.**

1. "How do other politicians sound? Which specific politicians are you referring to? What did I say that sounds like them?"
2. "How do you know what all other politicians sound like? How do you compare in your mind what I said to what other politicians might say?"
3. "Politicians don't make empty promises. We make promises that we intend to keep. Then it turns out that different officials have made different promises, and each one strives to carry his or hers out at the expense of the others'. That's why my goal to create policies which help government officials to align their causes makes me the right candidate."
4. "Lies and manipulation don't define politicians. What makes me like most other seekers of political office, such as my opponents, is that all of us have a dedication to help make a positive difference in the voters' lives."
5. "Well, you sound like all the other people who don't care enough to vote for the people that might do something about the problems you're talking about."
6. "Politicians tend to be very accusative and place blame like that. I'm trying to set an example of a campaign without accusation or blame, but instead, a plan with steps we can take now to improve our educational system, the health care options that are available to our voters, and the well-being of our environment."
7. "I have a brochure with a fully detailed description of the plans I just described. This is more than empty promises. As soon as I get elected, I will begin to put these plans into

effect."

8. "Not all politicians promise to work on aligning all government officials so that government can do more with less conflict."

9. "I make the promises that I do because, after countless nights spent awake researching the how's and why's behind issues. I believe fully that they are the right promises to make. After you do your own research, you'll agree with me."

10. "I have to talk about this to bring it to the attention of the voters. Otherwise, these critical issues will not get any attention. Even if you don't vote for me, I want you to be aware of these issues so you demand that whoever is in office deals with them."

11. "You, like all the other voters, want to make sure not only that the candidate you vote for has a plan which fits with what you believe to be the right path for us, but that he follows through on his plan as well. This is why I've listed in my brochure the detailed steps we will need to take to carry my reform plan through, as well as a tentative timeline for the accomplishment of the reforms."

12. "This country has been paying more and more attention to the corrupt practices of some politicians. It's amazing how a small group of bad seeds ruins the reputation of a huge group of honest, hard-working, educated and dedicated men and women who want nothing more than to make a difference in the lives of the people they represent and protect."

13. "Imagine the difference all the people like you could make if they voted for what they believed in instead of complaining about politicians."

14. "With that kind of belief about politics, you'll notice how much of a difference you're not making, and so will everyone else. No one will ever take your political opinions seriously and you'll be unable to influence the making of policy even if you realize that you want to. Why not start voicing your opinions about the relevant issues after you do some research and learn the background behind them?"

15. "When your great grandchildren are monitored every second of their life, when their children's minds are controlled by the educational system, they will wish that the voters had done something this year to protect the rights of American citizens. Do you want to complain about politicians, or would you rather work to make a difference for the lives and rights of future generations?"

16. "I'm very happy that more people don't share your distaste for politics. They believe that to make a difference, they need to voice their opinions and vote for the candidate that responds to them best."

17. "Why is it that everywhere I go, all the people like you disrupt political debates and rag on politicians?"

18. "If no one cared enough about politics to respect those running for office and carefully consider their message, we would never make the progress we've been able to make over the past two centuries."

19. "How long can our country go on with its population taking such a grim view of the political system? How long will it be before we either destroy our society or give the political system the credit and attention it needs to be able to make our government run smoothly?"

20. "I didn't know it was a requirement to make people feel like you make false promises to be a politician. What would happen if you took a moment and actually considered all of the dedicated men and women from all political parties that are holding offices now, and how much they've done over the past two years?"

21. "Since being a politician means being dishonest, we can't ever have honest government officials, and should do away with government so we slide into chaos and anarchy right?"

22. "Do you find that insulting and accusing politicians works better for you than actually doing something to make a difference in our legal, social, political, educational, or economic systems?"

23. "How often do you stereotype groups like that? Does it work well for you?"

24. "Just as the water flowed through the river bed, going from one to another, picking them at random because after all, they're all the same. That is, until the water hit a dam. From there, it could go nowhere. Such is the danger of over generalizing."



## 24. You never let me finish my point.

1. "Which points specifically have you not finished because you thought I stopped you?"
2. "How do you know I don't let you finish? Do you feel like you're not done? Maybe that feeling isn't that you aren't finished with your point, but haven't achieved closure on something inside you yet."
3. "I didn't interrupt you permanently, I interrupted you to respond to one aspect of what you were saying. You can talk now, can't you?"
4. "I interrupted you for a second, and then let you continue. Now, instead of finishing your point, you're complaining that I didn't let you finish. Why don't you finish it now."
5. "No, I was making a point and you interrupted me with what you wanted to say. I was merely continuing and trying to finish my point."
6. "Hold on and listen for a second, I'm trying to tell you something."
7. "I interrupted you to ask a specific question that, when you think about it a little, will help you make what you're trying to say much clearer in your mind, so that you can explain it to me so I can understand it."
8. "Didn't you just finish your point?"
9. "I interrupted you to clear up what you were saying. Now that I understand better, please continue."
10. "If I don't interrupt you, you keep rambling and repeating yourself. If you want to finish your point, then finish it. I don't have time to sit and listen to you repeat yourself over and over."
11. "I know you want to express yourself and present a valid argument to me. Do you think accusing me of things is the best way to do that, or do you want to continue expressing yourself clearly and respectfully?"
12. "You could be saying that because I interrupt you a lot, but if you listened to what I say when I interrupt you, it's almost always a question to help clear up the point you're making so I understand it better."
13. "If you always repeat yourself and interrupt others when they try to help clear up your point, do you think anyone will ever listen to you?"
14. "If you keep repeating yourself and going nowhere with your opinions and explanations, no one will listen to you and you'll become very lonely, very depressed, and very discouraged about your ideas. You have good ideas and you need to learn to express them clearly and concisely. This is what I try to help you do when I interrupt you to ask a question."
15. "I think that when it's all said and done, in the end, what's really important is how friends relate to each other and respect each other, not how they interrupt each other or accuse each other of various faults."
16. "How can you see my questions as interruptions when any reasonable person can see that every single one has helped you to clarify what you're talking about?"
17. "Is accusing me helping you express yourself? Maybe you'd rather take a moment to concisely formulate your point and explain it to me clearly instead?"
18. "If everyone responded to a simple question with such accusations, no one would ever understand each other because everybody would be very reluctant to ask for clarification."
19. "You've gone on and on repeating yourself in a convoluted fashion. How long do I have to wait until you actually make your point?"
20. "You really can't think of a time when I let you finish your point? What would happen if you were to think back to just five minutes ago?"
21. "If asking you to clarify means you don't get to finish your point, maybe I should listen to you repeat your convoluted arguments over and over and not understand a word you're saying instead."
22. "Does complaining about not being able to finish your point do more for you than actually finishing your point? Why don't you continue with what you were saying."
23. "Would you rather accuse people of stopping you from doing things than actually do those things? Why are you blaming me for not letting you finish your point instead of actually finishing your point?"
24. "I remember I was in one of the computer labs in college one day, writing a program.

There were two other people from my class writing that same assignment next to me. The one next to me kept getting stuck, and every time the other person gave him a helpful suggestion, he scowled at her for interrupting his train of thought. Then he coded her suggestions in. He ended up writing the program entirely from her suggestions, and making her feel awful for helping him."

## **25. You are always asking for money. What do I look like, a bank?**

1. "When do I ask for money? What else do I ask you for that a bank would provide for me?"
2. "What do you see or hear in your mind when you think of me always asking for money? What do you feel? How do you compare that feeling to being a bank?"
3. "I'm asking for money so that I can do something useful with it, not to make you feel like a bank."
4. "You don't feel like a bank because I ask for money every once in a while. You feel like a collection agency because everyone else who borrows from you never pays you back."
5. "You're always complaining about problems, and how everyone around you makes you feel. I listen, don't I?"
6. "For the years I've known you, you sure are a bank of creative ideas and suggestions, which is why I know you'll always be able to find a way to help me. If I ask you for money, you'll have something up your sleeve that will compensate for the money you lend me."
7. "Dad, I'm asking you precisely because you're not a bank. You're my father, and I know you love me enough to let me borrow some money. Besides, if you gave me the money, I wouldn't ask any more."
8. "The last time I asked to borrow money was a month ago, and I paid you back in full after a week."
9. "I need money so that I can go out and have fun with some friends at the amusement park. You'd rather have me breathe fresh air, get some exercise, and learn social skills than have me become a lazy couch potato who can't even make friends, wouldn't you?"
10. "I want money so that I can go out with my friends instead of being in your way doing nothing or watching TV or goofing around while you're working."
11. "You need to make sure our family's budget works right, and I understand that unexpected expenses like lending me money make it harder. Would you rather start giving me an allowance so that it's more regular and evenly distributed, and then I can save up for what I want?"
12. "I know everyone asks you for money, and it's understandable why you'd blow up at me like that. But think, how often do I really ask you? Last time I asked was a month ago, and I paid you back in full after a week. How many parents can say their kids pay them back?"
13. "Well, then maybe I shouldn't come to you for anything. I'll go start learning to become self-sufficient. Thanks for your time."
14. "Maybe instead of asking you for anything, I should go learn to become self-sufficient. Don't expect me to be much of a kid anymore, though. I'll get a job, and I'll learn how to do everything for myself. Soon enough I should be ready to move out and get married. Why don't I go and start working on that now."
15. "Mom, when I grow up, do you want me to have the kind of relationship with you and dad that I can come and be close to you, and tell you about my life and include you in it? Because what you're doing now is setting an example for me, to not come to you with what I want or need."
16. "Maybe you think that I see you as a bank, but most reasonable people realize that kids depend on their parents for everything. If I don't ask you for money, whom will I ask?"
17. "When you see giving me money as providing me with goods and services, does it make you feel special? Or would it make you feel like a loving mom when you know you're taking care of your child?"
18. "I know all my friends are glad their parents give them money so they don't have to bum off the others whenever we go out."
19. "When I grow up and move out on my own and get married, you'll wish I was still young enough for you to take care of me and give me money and buy me toys."

20. "Do you have to be a bank to let me borrow some money? You can't give me money because you're a loving mom who wants the best for her child, and wants to show him that she's there for him when he needs her?"
21. "If all you have to do to be a bank is to give people money, I'll go loan someone this dime I have and I'm on my way to riches as a banker! I'll never have to ask you for money again!"
22. "Is it real empowering to believe that just because someone asks you for something, they see you exclusively in terms of providing that?"
23. "Do you always define yourself by what people ask you to do for them? Do you have trouble defining who you really are?"
24. "That's like saying that I'm a slave just because you don't pay me to do my chores. I do it because, as a kid, I'm supposed to help out around the house. You give me money because I'm a kid and I don't earn any, and as my mom, you take care of me."

## **26. You're so old-fashioned and set in your ways.**

1. "Which ways am I set in? What parts of my behavior are old-fashioned?"
2. "How do you know I'm old-fashioned and set in my ways? How do you represent that belief in your mind?"
3. "I just know, from hard-earned personal experience, what works well and what doesn't. I know to stick to what works well."
4. "If you want to see really old-fashioned, look at all of your friends' parents. We're much more liberal than them."
5. "I think you're just too set in your way of seeing me as old-fashioned to recognize how much my opinions change and evolve as time goes on."
6. "I haven't heard anyone accused of being 'set in his ways' in years. Your allegation is pretty old-fashioned."
7. "You seem to refuse to realize that the principles and beliefs I committed myself to years ago are the very principles and beliefs that allow my opinions to change and evolve."
8. "Yes, and that's exactly why I'm switching my business accounting systems from the pencil and paper I've been using for 30 years to a computer."
9. "I do things the old fashioned way because I want what I do to work, and I know that whenever I've done those things that way before, everything worked out well. You know what they say - if it ain't broke, don't fix it."
10. "If you were my age, and were in this business 30 years ago, you would understand why the way I do things is so superior to the shoddy, quantity-over-quality, let's-make-it-as-cheaply-as-we-can way that most corporations operate today."
11. "I realize that you want to embrace change, because to some extent it's necessary in today's world. However, there's also something to be said for tried and true methods of going about our business which have withstood the test of time."
12. "Sure, I insist that a lot of things be done a certain way, and usually it's the way that I've been doing it for decades. So I see how you could misinterpret it as being old-fashioned. But don't you think I might have a reason other than being afraid to change? I do things the way I do them because I know that way has worked for decades, and is likely to keep on working."
13. "Pay attention to the way I do things, or you'll just end up reinventing the wheel."
14. "If you don't pay attention to established methods, you're going to waste a lot of time reinventing the wheel. Think of how far you can go in life if you start by learning what we already know so you don't have to rediscover it. That way you have a jumping off point to start innovating from."
15. "When you've passed on, do you want your colleagues and family to remember you as another rebel who ended up wasting his time reinventing the wheel? Or would you rather be remembered for taking what is available already and innovating and improving on it, and really making a difference by, as Isaac Newton said, standing on the shoulders of giants?"
16. "People your age so often think of people my age as old-fashioned. Ask anyone that's my age; we do things the way we do them because in our experience that way of doing

things works, not because we don't know how to change with the times. We are the people whose experience today's innovations are based on."

17. "Does starting from ground zero and ignoring what's already known really help you to innovate?"

18. "We'd probably still be in caves if everyone disregarded past experience. Every generation would literally reinvent the wheel."

19. "How long will you continue trying to reinvent the wheel before you realize that the right way to innovate is to start with what we already know?"

20. "I have to manage the business this way because I'm old fashioned? What would happen if you started from scratch and spent thirty years organizing a business, continually rearranging it to make it better, and tweaking it until you found a model that really work? I know. You'd end up with a business much like mine."

21. "Since doing what works makes you old fashioned and obsolete, I assume your suggestion is to throw out everything we know how to do and start all over? That sounds like big progress to me!"

22. "Do you find you're more successful by accusing people of doing something wrong instead of analyzing how and why they do it, especially if it works for them?"

23. "How common is it for you to accuse people of being something instead of learning from them?"

24. "One of my friends wanted to major in computer science. He bought himself a top of the line computer in high school, and set to work learning how to use it. By the time he figured out how to use the basic software that came with it, in a few months, new versions of some of the programs came out, and faster processors came out. Of course, he believed that his computer and software were now obsolete, so he bought a new processor and installed the new versions of the programs. This went on for about a year until he was broke from buying newer and 'more powerful' things without even really knowing what to do with them. The secret is to figure out how and why things work first, and then determine what's required, what will work and what won't."

## **27. I want a raise.**

1. "How much of a raise? For doing what?"

2. "What do you think of when you think of wanting a raise? What do you see, or hear, or feel? How do you evaluate that in your mind?"

3. "I made you responsible for more interesting and challenging projects to test whether you deserve a promotion and raise, and to make you think so that you would never be bored. It's not a signal that I'm ready to give you a raise now."

4. "I can't give you a raise for being in charge of the projects for only two months. I can only give you one when you're promoted, and it will take a few more months before you reach that level of experience."

5. "It's very difficult to try to get a raise approved for you at this point. You've only been working in your new capacity for a couple of months."

6. "I know how you feel. I wish I were paid more too, with everything I have to do. I have to direct this entire department, write the project proposals, take care of the personnel needs like salary and benefits, follow up on projects, and in general direct this department. Unfortunately, we just can't give you a raise at this point."

7. "I just gave you a new, high-tech, challenging project to do so that you grow and learn and gain some essential experience that will take you very far in your field. You need to appreciate this opportunity. Once you're a bit more experienced here, we'll talk about a raise."

8. "You already make more than most of your coworkers who have a similar level of responsibility, and you've only been at your level for a couple of months."

9. "I put you in charge of some very important, challenging high-tech projects. I want you to show me that you can handle that kind of responsibility and have the technical knowledge and learning ability to handle the technical aspects of the project. After you've passed the test, you'll get a full-blown promotion and raise."

10. "I gave you more responsibility because you indicated that you believe you're ready for it. When you've proven yourself in successfully completing the projects you've been

assigned, you'll be up for a promotion and raise."

11. "I know you want more money so that you can live more comfortably, do more of what you want and give your family more of what they want. Just think of this company like a family. We have to stick to a budget too. Right now, the money it would take to give you a raise is tied up elsewhere."

12. "You've gotten a lot more responsibility recently so I see why you might think it's time you got a raise. Actually, I gave you more responsibility to give you a chance to prove yourself capable of working at this level and gain some experience so that we can give you a full promotion and raise when we have the budget to promote someone. Rest assured, the next person to get a raise will be you."

13. "If you ask for a raise or a promotion as often as you do for much longer, I'll give it to you, and give you so much responsibility you won't be able to handle it. Both your skills and the budget to pay you for them take time to develop."

14. "Keep asking and I'll give you a raise and a lot more responsibility than you I be able to handle. Then, when you screw up, you're out. Imagine what that'll do to your family. First you won't have time for them with all the work you'll have, and then you won't have any money to support them with. Maybe it would be better for you to take your time and expand your skills and gain some experience first, so that we can gradually promote you and increase your pay."

15. "After you've retired, how do you want your coworkers to see you end up? As a greedy bum who cared about nothing but getting more money, or as a hard working individual who took his time, gained the necessary experience, and ended up in a very prominent position and getting paid a lot, with a pension plan that ensures a very comfortable retirement?"

16. "I can see why you might think it's time for you to get a raise - after all, I did just start putting you in charge of more sophisticated projects than you're used to. Upper management, however, believes that you need to gain some experience and prove yourself with these projects before they're ready to approve a raise for you."

17. "Do you think you'll end up making more money by wanting it and asking for it? Or do you think that maybe you have to do more to make more?"

18. "If every employee in this company asked for a raise as often as you do, the company would be bankrupt within a year. Especially if they had as little experience as you in their positions. Once you prove that you can handle the technical aspects and additional responsibility of your new duties, you'll get a raise."

19. "You've only been in charge of projects at this level for two months. How long do you think you need to prove yourself and gain enough experience to warrant a full promotion and raise?"

20. "Just because I put you in charge of a couple of challenging high-tech projects two months ago, I have to give you a raise now? On the contrary, starting with those projects is only the first step you're taking toward a promotion and raise."

21. "If having to do slightly more challenging work automatically means it's time for a raise, I should go talk to upper management about getting a raise for having to deal with you asking for a raise after only two months working on the level of projects you're in charge of now."

22. "Will it work better for you to just ask for a raise, or prove that you can handle the level of projects that you were recently put in charge of and gain some experience to back up your deservingness for a raise? What do you think?"

23. "Do you usually complain and ask for money instead of working to demonstrate that you deserve and are worth it?"

24. "One day, millions of years ago, a piece of coal worked its way up through the layers of the earth into fresh air. It noticed all the other rocks around it, the multi-colored granite, the rose-colored quartz, the amethyst, and thought 'I am plain and black. Yet, just as these stones, I have made my way up to the top of the soil. Why am I not beautifully colored?' And the coal continued to try to change color. For millions and millions of years it kept trying, as more and more stuff piled up on top of it. Today, that piece of coal is the diamond in the engagement ring you gave your wife when you asked her to marry you."