ADVANCED NLP TECHNIQUES: SALES

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In the fields of sales and marketing, the one skill that floats above the rest is persuasion. Persuasion is the single most powerful sales tool that you can use to turn around a floundering career or raise the bar of an already successful one.

Either way, persuasion plays a crucial role in people’s lives. People use persuasion to achieve goals, satisfy needs and fulfill personal desires. The book that you are holding now contains usable language patterns that you can teach clients who are in need of a little ‘persuasion boost’. Since people want results (and quickly), this Advanced NLP Technique book focuses specifically on language patterns that can be implemented almost immediately.

As with everything associated with neuro linguistic programming, it is important that you emphasize repetition and practice because not everyone can employ NLP language patterns naturally in a short period of time. The main goal is for your clients to develop natural persuasion skills that would make use of a combination of language patterns when the need arises.
Chapter 1
When it comes to persuasion skills, especially when applied to business, marketing, sales or even branding strategies, it is important to emphasize good intention. By having generally good intentions, a person’s credibility goes up and the positive results/outcomes of a persuasive effort are magnified.

Each person has his own set of values; there should be no question about this. Good intention is not tied to any exclusive religion or belief system. So religious beliefs should not even be within the ambit of any general questions that you might ask your client when you are beginning with the NLP training session. Having good intentions also means that your client should never deceive and coerce people by using the special language patterns contained in this advanced NLP technique manual.

Some clients might tell you that persuasion is a tempting Pandora’s Box of possibilities. Some people focus on the aspect of coercion and manipulation. To discourage this type of application, simply tell your client or group that in neuro linguistic programming, there are generally two forms of outcome: long term results and short term or temporary results.
It is always good to aim for long term results instead of short term results. Who would want temporary results? Even with personal issues like weight loss, short term and temporary results is never a good thing. Emphasize that a misappropriation of persuasion skills is disadvantageous to them.

Good intentions, transparency and directness is not only a best practice in almost every field of endeavor, it is also an easy way to increase personal power. By personal power we refer to a person’s credibility and the number of people who are willing to connect to this person to do business with him.

The most successful marketers in the world literally attract boatloads of buyers and interested individuals by word of mouth. People market the marketer because of his high credibility. This is another aspect of the business world that every marketer should be aware of. It is not enough to be persuasive; one must also exert effort in developing the entire personality or character to convince people to ‘market the marketer’.
Utilizing NLP Language Patterns

At this point in time, it would be very helpful if we reviewed the four basic foundations of neuro linguistic programming: rapport, sensory awareness, outcome thinking and behavioral flexibility. All four foundations of NLP should be utilized whenever a person is trying to create a favorable outcome in his life.

With marketers, these four foundations are extremely important because marketers, sales people and other professionals that are within the realm of selling are always in a difficult position. In addition to the need to continually persuade, marketers and sales people also have to be continually on the lookout for even the smallest windows of opportunity.

They also have to adequately resolve problems in a short period of time (otherwise, they lose valuable time in the market – time that may have been used to close deals or make lots of sales).

Let’s focus our attention to behavioral flexibility for one moment so we can firmly associate the use of special language patterns with marketing and sales. Behavioral flexibility is an important pillar of neuro linguistic programming primarily because it allows a person to become fully responsible for his words, thoughts, actions and the outcomes of his actions. With behavioral flexibility, we acknowledge that:
1. All forms of human communication is defined essential by the types of responses that are elicited by people who are engaged in communication.

2. If a person is not succeeding with what he is doing presently, he should change whatever it is that he is doing.

3. The most creative and adaptive person within a system will most likely influence the system itself.

NLP language patterns (or any language pattern, for that matter) are not difficult to learn – as long as you keep your goals within sight whenever you are employing these patterns. This is why we had to review the three general suppositions behind behavioral flexibility, the fourth pillar of neuro linguistic programming. Your client has to remember why he is doing this in the first place.

Now, when you are ready to teach the special language patterns, don’t forget to teach these steps to your client or group:

1. Carefully imagine the language pattern that you want to use.

2. Break down the components of the language pattern; view the pattern as an easy formula.
3. Review the sample applications of the language pattern.

4. Create functional, persuasive statements based on the language pattern. (Your client or group can write their samples on paper at first).

5. Practice by saying the samples out loud.

The last three guidelines are applicable when your client is ready to try out the patterns outside your office:

6. Practice the different persuasive language patterns with a willing partner. Practice only in an ideal environment (avoid practicing in the workplace, while operating a motorized vehicle, etc.)

7. Start using the different patterns in situations that you think will require extra persuasiveness.

8. Develop a natural sense of when to use specific persuasive language patterns. (This is the ultimate goal).

Not all NLP language patterns can be used for every situation. NLP language patterns are like tools that should be appropriated for the right tasks. If the tool does not
fit the problem, it simply won’t work. Emphasize this when teaching the different
patterns.

Also, encourage your client/s to over-practice. Over-practicing is an effective
approach when learning new language patterns because it allows anyone to natural apply
the patterns in daily life. You wouldn’t want your clients to consult a booklet or a piece
of paper when they are trying to apply the language patterns in their line of work.

Tell your clients that it is okay to not know every pattern in the manual that you
are holding right now. The idea behind this kind of NLP training is to give your client or
group access to a wide variety of tools that they can use any time they need to. It’s like
giving each client a box of tools. They can just pick out the ones they need or they can
choose to use a combination of patterns if they need to.

Also, there is a big difference between simply using a language pattern and
practicing the pattern. A person practices a pattern in his free time or when he is in an
NLP group training exercise or something similar. When a professional marketer needs to
convince another marketer for a joint venture, that is the time to strategically use specific
patterns to achieve a certain goal.
Neuro linguistic programming is quite natural, but that doesn’t mean that people will easily adapt to different NLP techniques. Therefore we must also acknowledge that all your training sessions will be considered as external to the normal routines of your clients. Another important goal is to enhance the effectiveness of your teachings by slowly integrating the language patterns so that the patterns will become a natural part of your clients’ lives.

What’s the ideal duration of daily practice? Some people like lumping together their free time; so instead of practicing every day, they just practice for one or two hours during the weekend. This is not effective and you should dissuade your clients from doing this.

If they do not have enough extra time every day to practice, they should just set aside ten minutes to practice the desired language patterns. If they can devote more time, that’s good. However, the key point here is that your client or group has to learn how to practice every day. Practicing a few minutes every day is much better than practicing for three hours once a week. Retention and rate of recall is affected when a person practices once a week only. The person has to be exposed to the language patterns every day so it becomes natural.
Is it possible to develop an instinctive drive to use specific language patterns? Yes. This is developed through repetition and experimentation. Your client won’t become an expert in persuasion if he doesn’t practice the craft and the patterns.

**NLP Pattern # 1: Redefining**

The first pattern on our list is called *redefining*. This technique is used to change the current direction or trajectory of a dialog or conversation. Each conversation is composed of a series of topics (unless the members of the conversation choose to stick to just one topic). The redefining technique allows a person to *shift* the conversation to another topic, at will.

Redefining allows a person to introduce a new topic and also allows him to *change the current thought* of the person he is speaking to. This offers a great advantage if you want someone to listen to your side of the story. This technique will also allow a person to break a chain of negative thoughts emanating from the other person. This will further allow the person to *lead* the conversation without coercing anyone.

What else can you do with the redefining language pattern? Well, you can also introduce one topic in the beginning of a conversation and conveniently *shift* the topic when you think the time is right. When can a person use this type of pattern? Here are some general uses:
1. You can use this pattern when you are in a heated argument with someone and you think you are losing in the argument because the other person has completely taken control of the debate. You can easily end the argument or take control of the debate that ensues during an argument by redefining the topic of the conversation. It might be a heated argument, but essentially, it is still a conversation.

2. What if you are trying to sell something to someone and you want to lead the conversation again? The redefining pattern will allow you to take the helm of the conversation so that you can start discussing the product benefits once again.

3. As an NLP trainer, you can use this pattern so you can steer the group to your actual topic at hand. Many people start their trainings by talking about irrelevant subjects. Redefining allows the NLP trainer to take control once again so no time is wasted during the session.

4. What about more mundane situations, like asking someone out on a date? With redefining, you can shift the topic of the conversation from work to having a date. That’s quite convenient and the shift is natural and if it is carried out properly, the other person won’t even notice.

The use of this pattern is not limited to the examples that I have already given. The great thing about this pattern is it is one of the most flexible patterns of all.
So how can you use this pattern? It’s easy, here’s the formula:

**The issue at hand is not (a), but is actually (b), and this means (c)**

The (a) annotation refers to the current subject of the conversation that you would like to change. The (b) annotation refers to the new subject or topic that you would like to shift to. The third (c) annotation presents the continuation of the topic (substance of the topic). The third element of the formula also allows the other person to promptly respond to what you are saying because (1) a new topic has been presented and (2) the new topic has been made reasonable and has been substantiated by the third element, which is (c).

Remember: the redefining pattern is not about tricking someone into thinking like you (though it may sound like it’s doing this) but it’s about **engaging** someone to respond to a new topic. The redefining pattern is most effective if the topic that you use is *relevant* to the other person and is *most relevant* to what you want to accomplish.

For example, if you are talking about company policies and you say something like “*The issue is not the current policies, but is actually last night’s football game, do you think the new franchise will survive?*” If you hit a colleague with something like this, you will come off as a goof. The topic has to be relevant, foremost. It is up to the person to weigh the situation to come up with a topic that can be interjected into a current conversation so he can successfully shift the dialog to the new topic.
Let’s try to apply this language pattern and see how it goes. Let’s say you are speaking to a group of people who are bemoaning the fact that their staffs are not delivering one hundred percent in terms of performance and actual sales.

You can already imagine their body language, their scowled faces, and the pain in their voices as they discuss the poor performance of their employees.

You want to help them, but the only way that you can do this is by emphasizing that their employees (and their supervisors or managers) may not be receiving adequate training in the first place. How do we apply the redefining language pattern in this situation? Here’s an example:

“The real issue here is not the sales and the perceived performance of your employees, but how your employees are not acting upon these deficiencies on their own. What is preventing your employees from resolving these deficiencies and internal issues on their own?”

Most likely, the folks in your table will immediately say something like:

“My employees lack drive, motivation and initiative. They have to be told everything and I think they only deliver 50% or less. They need to start working more; they need to show me that they really want to succeed in what they are doing!”
This line of argument pushes the wary employee against the wall. That’s not what we want. We want the boss to realize that employees need support and training; not this. So we apply the redefining linguistic pattern once again:

“I agree that some of your employees may be lacking motivation and the drive to become better employees. But the bigger issue now is what their superiors are actually doing to help them perform better. How good are your supervisors in motivating your employees in delivering a hundred percent effort in every project? How good are your supervisors in supporting employees if they feel overwhelmed with a project?”

The managers and bosses in your table might start talking about their supervisors and managers. They might start complaining that these so called ‘superiors’ are also not delivering well. Your goal is to convince these bosses that they need to invest in training courses to improve the synergy in their offices.

You want them to realize that people need to communicate well in order to work well together. Unless their businesses are run by individuals stuck in closed cubicles, poor communication skills will really take a toll on any business.
And so the pattern is used again to shift the topic:

“The issue is not the fact that your supervisors are not doing a good job in supporting other employees, but the fact that you may not be giving them enough support so they can do their jobs well. What kind of training have your supervisors undergone to ensure that they can communicate and work efficiently with different kinds of employees in small and large projects?”

Of course, bosses and other corporate-type individuals will start talking about the cost of such training versus potential and perceived returns. It’s hard to beat an administrator who is trying everything except invest in skills training. And so we shift the topic once again, from cost of training to cost of failure to perform well.

“The real issue is not the expenses associated with training your supervisors and employees but the cost of poor employee performance. If I can show you a way that you can efficiently train all of your employees and supervisors, would you grab the opportunity now?”

At this point in time, even the most cold, logical administrator will raise a brow and say “Yes!”’. If there is still resistance, the redefining language pattern can be used indefinitely until your side of the argument is heard in its entirety. Now, this is just a very small demonstration of how powerful an NLP language pattern can be if used well.
If you have noticed, our example makes use of several small chunks of topic shifts so that people will slowly become accustomed to your ideas.

This is one way of doing things. Some of your clients might not like the idea of accommodating so many ideas from others when they are far too eager to introduce their own. Tell them that there is another way of using the redefining language pattern. This approach is called one move.

Let’s say you are in another business conference and you find a group of business folks discussing the various problems they are facing with their employees, their current profit margin, etc. Instead of slowly easing into their conversation by using several topic shifts, you can say:

“The real issue is not the current problems you are facing now in your own businesses, but how great the results would be if you invested in the proper training for all your employees?”

The abrupt change in topic might work, as long as you have established rapport with your new audience. If you interject your ideas in the middle of their conversation without even a bit of rapport established, of course, your approach will backfire on you.
The resistance level would become much too high at the very beginning, and it will take some time before this type of resistance is disabled by a single person. So my recommendation is to take it slowly and carefully lead the group to where you want to go. A natural flow of ideas should be established so resistance will not erupt. If they feel that they are being engaged by a very reasonable person, they will open up to you.

**Important Note:** Don’t forget to emphasize that a question (the substantiation) should always be provided at the end of each topic shift. This question will help the other person focus on the new topic that you have introduced to the conversation.
Persuasion, at its very core, is all about reducing or completely eliminating resistance to ideas. People have a natural tendency to protect their own ideas; that is why many people choose to argue endlessly instead of trying to come up with a satisfactory compromise.

There will be times when your client will be matched against someone who is extremely resistant to new ideas. I’m not saying that the redefining pattern would not work.

What I am saying is that if a person is essentially resistant to new ideas, shifting the topic might not work immediately. You must first lower the resistance so the other person will hear out your ideas, in the first place. That is when you should use the agreement frame.

With the agreement frame, your main goal is to effectively bypass the defenses that a person has erected consciously and subconsciously. If these defenses are bypassed, the other person will begin to hear you out. ‘Being heard’ and ‘being listened to’ are two very different situations. A person can hear you but may choose to ignore you. You can shout all you want, but the other person will remain resistant to what you are saying.
The agreement frame is not a stand-alone NLP language pattern. Quite the opposite; this particular language pattern is often used with the *redefining* language pattern. Again, agreement frames are used to *break down* the initial resistance so you can begin introducing your ideas without have to continually argue with the other person.

**Important Note:** Human communication, in its entirety, is composed of words, *sounds*, body language, etc. When you are saying something to another person, the recipient of the human communication reacts not only to the linguistic content (the words alone) but *how you said it, how quickly you said it, etc.* So tell your clients to pay close attention to their tone of voice and speaking voice.

For maximum effect, I suggest that they speak in slow, measured chunks in a deep, authoritative voice. They don’t have to exaggerate the slowness of their speech, but they would have to achieve a certain tone that will make them appear *completely confident* about what they are saying. Anyone can practice this at home; all you have to do is to *exaggerate* the pace and tone of voice in front of a mirror so your vocal apparatus becomes used to the shift from hurried speech to deep, authoritative speech.

Let’s go back to the main topic, which is the agreement frame. How do you use the agreement frame and what’s it for? The main presupposition behind this NLP language pattern is simple: *people like agreement.* When you speak to a random stranger on the bus about current politics, you feel good when the other person agrees with you.
However, if the other person disagreed with what you just said, you feel bad and you may even think that you might have been better off if you did not speak to the stranger at all. This type of human behavior can be found in every setting, in every discipline and in every field of endeavor. *People love agreement.*

People groove to the idea that other people are agreeing with their ideas. With the agreement frame, we take advantage of this particular human behavior so that walls of resistance can be suspended during a conversation between two or more people. It doesn’t matter if you are addressing one person, two persons or a group of people. The agreement frame can be used regardless of the number of audiences involved. The formula for the agreement frame is quite simple:

**I agree and I would like to add that (a)…**

The (a) annotation refers to whatever idea you want the other person to listen to. Since you have already agreed with the other person, the recipient of the communication will *want* to hear you out because you have already satisfied a basic drive of human communication: agreement. Here’s a good example. Let’s say you are offering another person your product. The other person seems disinterested because he thinks that your product is extremely expensive. You want the person to start focusing on the product’s features and benefits, not the price point:
“I agree that my product is a little pricey and that is the reason why I have made sure that this is the best in the market and no other product can come close to what my product has to give you, once you give it a shot!”

Remember my earlier tidbit about combining NLP language patterns? Let’s do that now – let us combine the agreement frame with the redefining pattern:

“I agree that my product is expensive and the real issue here is not the price of the product but how much money you will start generating with it once you have it up and running? And may I add, this really is as easy as one, two, three.”

You might be wondering: wouldn’t the agreement frame place me in a position that I have to say “okay” or “I agree!” to everything that the other person has to say? The answer is: not necessarily. Selectivity is the key here but the more you are able to incorporate the agreement frame into the flow of your conversation with the resistant individual, the more effective and memorable the conversation becomes. Why? Let me repeat: people love agreement.

What if the other person starts dropping statements that you completely dislike or disagree with? Can you stick with the agreement frame? Of course you can! For example, if someone tells you that there are many other cheaper products in the market and he won’t bother examining the product you are offering to him, you can say:
“I agree that there many excellent products in the market and may I add that my product stands out from all the older products because it has been refined and developed with years of actual, scientific research”.

The last example shows how you can use the agreement frame to agree with one part of a statement. The formula allows a person to secretly disagree with a statement without invoking the ire of the other person. If you completely disagree with what the other person has just said, then you can say something like this:

“I agree that you actually said those things and I would like to add that there are many other excellent ways to achieve your personal goals, and let me introduce you to them.”

Do you see the agreement frame in action? The first part of the statement (“I agree that you actually said that”) defuses any tension because you are showing that you agree with the other person but immediately, the second component shifts the topic and leads the listener to where you want to go (“...And I would like to add that there are many other excellent ways to achieve your personal goals, and let me introduce you to them.”)
Important Note: It is easy to fall into the trap of using “but” when you are trying to emphasize an opposing view. This won’t work with the agreement frame, so skip the “but” altogether. Instead of “but”, use “and” all the time. It may sound strange at first and some people might even find it awkward, but trust me, using “and” has a larger impact on people and is the best choice for the agreement frame.

Now, you can also use some variation when utilizing the agreement frame. The goal is to create a little suspense so that the listener becomes instantly confused and eager at the same time. A little confusion goes a long way when you are trying to persuade someone because it keeps the listener awake and on his toes. Confusion and eagerness also break down any existing trances that may be hindering your listener from giving you one hundred percent attention.

The basic formula for the agreement frame is simply:

“I agree and may I add (a)…”

That is the simplest formula and it works no doubt about it. But that doesn’t mean you cannot become creative with NLP language patterns. Here are a few variations of the agreement frame that you can teach your clients:
1. “I do not fully agree with everything that you have just said and may I add that ....”
2. “I completely agree with almost everything that you have said and may I add that…”
3. “Can I say that I agree and I would like to add that…”
4. “I completely agree that you just said (x) and may I add that…”

Let us now turn our attention to the second part of the agreement frame. It’s easy to just say “may I add”, but you actually have two options when appending a new idea to an agreement frame. New ideas are anchored by either

“...And may I add that…”

Or

“...And that means…”

The agreement frame would be effective regardless of which anchor you choose. However, there are some instances that the second anchoring fragment is more effective in persuading the other person to believe in what you are saying. For example, let’s say that you are offering a new online course that helps people build wealth using the online
world. You are offering this product to a friend, but your friend thinks that he won’t have any use for such a product and it’s expensive, too. Here’s what you can say:

“I agree that the product is a little on the pricey side and that means you are actually getting a product that will give you actual results when you use it, unlike other junk products in the market.”

Without missing a beat, you are able to effortlessly shift the listener’s attention to a new aspect of the product that you are offering. There is agreement and the flow of the conversation is not impeded; rather, it is enhanced because you are actively leading the other person to where you want the conversation to go. The agreement frame can be used in other situations, not just marketing or sales:

When the person you are teaching is having a tough time:

“I agree that you don’t get what I’m saying right now and may I add that you will understand it later on in the day after you’ve processed it, come back to me then.”

When you have to delegate tasks to other people:

“I agree that you are overburdened by so many other tasks and that is why I think it would be a great idea if I sat with you later in the day so we can sort through the tasks
that are least important and those that really require your urgent and immediate
attention”.

When someone else is delegating a task that you do not want to accept:

“I agree that this task is exceptionally important and I think the best route here is to find
a person who is more qualified to handle this task.”
Chapter 2
Before we head over to other persuasive NLP language patterns, it is now time to strengthen your current knowledge of the first two patterns so you can easily show your clients how powerful these patterns can be in real life.

However, the effectiveness of a language pattern is highly dependent on the skill of the person using the pattern in the first place. If the person lacks practice and the use of the pattern is not natural and spontaneous, there is a chance that the desired outcome in a situation will not manifest.

When should a client practice NLP language patterns, in the first place? Tell your client to **instinctively use** these patterns when he finds himself in an uncertain or tenuous situation. An argument with a spouse, an argument with a manager, a tricky situation with a car dealer, all of these situations are good for practicing persuasive NLP language patterns.

When a person is practicing language patterns in real life, it is important to **stay relaxed, focused and the person should enjoy what he is doing**. We are not saying that he should **show** that he is having fun to the other person, but like brain-tickling games like chess, practicing NLP language patterns should be viewed as a challenging, rewarding and **enjoyable** activity.
Once a person uses NLP language patterns instinctively, that is the time that the benefits of the pattern will emerge in full force and your client will never be at a loss when faced with a difficult situation that requires utmost persuasiveness. Encourage your client to also practice the patterns even in light situations where some amount of persuasiveness is useful.

Writing down persuasive statements on paper is also a good way to exercise the mind; such activities help the brain process and retain the new language patterns for use later on. The more your client practices, the more natural his language patterns will become. There will be no strain, no difficulty, no self-doubting at all.

Everything will just flow smoothly from one statement to another, as your client shifts topics, emphasizing new ideas and blocks non-helpful ideas from people. What if your client becomes insistent? What if he asks you, what is my real goal? Tell your client that the main goal is for the patterns to come out automatically when the need arises.

When an NLP language pattern comes out automatically, without hesitation or doubt that means the brain is using the patterns when measuring the potential outcomes of specific events and situations. Like an expert mechanic holding new tools, the brain will develop a knack for using the new tools with little or no difficulty.
In the final analysis, the usefulness of any approach is measured by its actual results. That is why we are going to delve into the intricacies of selling by using NLP strategies. Your client will most likely be apprehensive about NLP training and we are going to defuse his anxiety by showing him that NLP is not about general approaches – it is about specific, targeted strategies that are focused on generating results.

With this, let us dive into the intricate pool of NLP sales techniques. Among the many NLP techniques that concern selling and marketing, the yes set technique or pattern is the most popular.

Why? Because it works - plain and simple. The yes set language pattern is not complicated nor is it hard to learn, at the outset.

What’s the goal of the yes set pattern? The goal is to lead the other person so that he continues to agree with you so that at the very end of the conversation, it will be easier to convince the other person to hand over the cash or check. This is one NLP language pattern that keeps the other person nodding and saying “yes”.

The yes set pattern is a good example of hypnotic pacing and leading. The core of this technique is to introduce sensory-based statements while conversing with the other
person so the subconscious part of the listener’s mind will have no choice but to say “yes”.

Once the initial resistance is broken down through the use of the sensory statement, another variable is added to the statement. The first part of the statement (the sensory-based component) is easily verifiable through sight, smell, touch, taste and hearing. The second component is not immediately verifiable, which is why you have to strategically lead the other person so the desired outcome is achieved.

Here’s an example:

“As you read each of the words that I have written in this book, you are slowly entering a sleepy, relaxed state of mind”

Let’s deconstruct the statement I have just given you. The first component of the statement (“As you read each of the words that I have written in this book”) is immediately verifiable because I was just stating a fact of the present time – you are reading this manual. The second component of the statement (“…you are slowly entering a sleepy, relaxed state of mind”) may or may not be correct.

You may be feeling relaxed, or you may have just been jolted awake because I told you what you were not feeling at the present time. Either way, your interest has been
piqued and if I had placed another statement below, you would have immediately read
the statement to see what I was really talking about.

The Pattern Interrupt

Now I would like to lead our conversation to the next component of the yes set,
which is the *pattern interrupt*. The pattern interrupt technique does not lie exclusively in
the realm of neuro linguistic programming. Rather, it is a borrowed concept from
hypnosis (some people say ‘covert hypnosis’, but we are going to use hypnosis to
simplify things).

The core of the pattern interrupt technique is simple. When a person is listening to
a conversation or reading a book or even watching television, he expects a *coherent flow*
or series of ideas. By coherent, we refer to a logical chain of thoughts, words and ideas.
This coherent flow of ideas can usually be depicted through *patterns*. Now, when this
coherent pattern is *purposefully interrupted*, a hypnotic trance can occur.

That’s right – a hypnotic induction can result from a simple conversation with the
pattern interrupt technique. Pioneering individuals in the field of neuro linguistic
programming use instant induction techniques regularly. The most common hypnotic
induction technique is the ‘handshake’ technique, which was regularly used by Richard
Bandler himself.
How does the pattern interrupt technique work? Let’s use an example to illustrate how this technique can defuse even the tensest of situations. Imagine yourself sitting in the park, minding your own business. A gaggle of violent-looking teenagers approach you, out of nowhere, hurling threats at you.

They want to beat you up, take your wallet and dunk you in the thorny bushes nearby. They want to hurt you and you are at a loss for words. The violent-looking teenagers are now hurling threats at you. Of course, you want to defuse the situation before the teenagers are able to carry out any of their violent plans. And so you say something like:

“Oh my gosh! I forgot to bring my box of cute puppies!”

Let’s stop here for a second and review what just happened. A bunch of teenagers want to beat you up and judging by their words and their angry gestures, they really want to hurt you. You stand up and suddenly say something about cute puppies.

This has an immediate effect on the teenagers – the violent stream of thought emanating from them is interrupted by a single statement. At this point in time, the leader of the gang would probably start saying something to you again; and you can follow up with something like:
“And if I had a box of cute puppies with me, wouldn’t you like to have one, too?”

This is actually an unusual example; but from this example you can already see how powerful this pattern can be. Let’s try to use this pattern when you are trying to sell something to someone. Let’s say you are sitting in a café with a potential client.

You have all your files with you, you even have a presentation ready on your tablet PC. Sadly, the client is not at all interested in what you have to say, for many reasons. You listen morosely as the client tries to escape your presentation by saying “I have to pick up my kids, I have to do the laundry, etc.”

How can we use the pattern interrupt technique in this situation? Consider the following example:

“Look! I just remembered that I have an extremely valuable piece of information that I’ve saved just for you. This one is so rare that I have not shown it to anyone else. If I can show you this information, would you like to take a peek at it?”

To make this technique more effective, your tone of voice should start from a high point and slowly going down as you pace the listener.
Subject Positions and Resolving Objections

To be truly persuasive with any (or all) of the NLP language patterns we will be discussing in this manual, we must first delve into an essential concept in human relations and communication: subject positions.

To become truly persuasive (and eventually, get the sale that you so desire), you must always understand the other person’s position. You see, it is very easy to fall into the trap of simply imagining the other person’s subject position versus ‘putting yourself in his shoes’. The twin of persuasion is motivation.

You need to motivate if you want to persuade someone and at the same time, you have to be persuasive if you wish to build motivation in someone.

You will not be able to do either of these things if you do not understand where the other person is coming from. That is why many would-be marketers fail – because they have a poor understanding of their own market’s position, needs, desires, etc.

In neuro linguistic programming, the main goals are: (1) the transfer of excellence and (2) the modification of behavior that does not bring the desired positive results. You cannot achieve either of these goals if you do not know where your client is coming from.
That is why effective neuro linguistic programming is based on an intimate knowledge of people’s behavior, tendencies and problems. Without these crucial bits of information, good results cannot be obtained.

After understanding a persons’ position, you can begin creating statements that will help you achieve your needs. Let’s zero in on the idea of marketing a new idea to a manager or a boss. The biggest challenge when presenting a new idea is of course, resistance.

When there is too much resistance, ideas are discarded continuously and you will end up being frustrated and angry with the other person because his defenses are too stringent and you can’t even get in a word without an objection.

Fortunately, even if you are being met with numerous objections, the good news is that you can take some simple steps to resolve these objections without making an enemy out of the listener.

When a person hears an objection, what normally ensues is a heated argument. Both sides want to win, of course. Both individuals are blocking each other out, like boxers raising their arms to protect their faces. Do you know why few actually succeed in persuading someone when they try this route?
It’s a cyclical, dead-end process and since you are the one selling an idea/product to someone, you will eventually be on the losing end because in the end, you can’t force someone to buy if you haven’t been persuasive enough.

If you are a salesperson, a professional trying to sell a service or a marketer, be aware that people can always turn away from you if they have had enough. And if someone turns away and considers you annoyance, you lose 100% of the potential sale. It’s a win-lose situation; you lose, the customer wins.

So how does one handle objections of the worst kind? What can your client do to defuse a situation so tense that objections are flying out, left and right? Let’s go back to the first NLP language pattern (redefining) and let us re-frame the concept.

Let’s say that just for now, you are a physiotherapist/physical therapist. You deal with folks who have never really heard of massage and other forms of physical therapy. You are running a new physiotherapy clinic and you are doing somewhat well with regular clients. Unfortunately, you are always running into clients who have the funds but always have their own preconceptions about physical therapy.
Consider these objections to the idea of having physical therapy:

“I think physical therapy is just expensive massage, I can’t afford it.”

“I don’t know much about physical therapy so I don’t think I’ll go for it right now.”

“I don’t like the idea of regularly visiting your clinic for check-ups and follow-up therapy.”

These are all staunch objections that even seasoned therapists might not be able to handle correctly. Many professionals are at a loss when potential customers start objecting to the very idea of buying a product or service.

Some professionals even go blank when someone says “it’s expensive, I don’t like it”. This doesn’t have to be – because objections are not bulletproof. Objections are not monolithic structures that cannot be broken down just as easily. With the help of the right language pattern, the three objections I gave you can be broken down fairly easily with appropriate counter-arguments:
“I agree that physical therapy is pricier than other services and may I add that physical therapy has been proven effective in adding years to people’s lives and also prevents deadly fractures and injuries.”

“I have some bad news regarding your joints and some of your muscle groups but the good news is that all of these problems are resolvable with the proper therapy that won’t last forever.”

“The good news right now is that your joint and muscle problems will now be resolved quickly with proper therapy and may I add that in order to maintain this level of robust physical health, you need to maintain it at this level with regular follow-up therapy.”

If you want to draw in a whole family to try physical therapy, here’s a good example of how you can do that in just one sweep:

“I agree that your husband and two kids are in a prime state of health right now and the issue is not their current age and health but how you can maintain their robust health by taking the right steps now. Having the correct type of physical therapy will ensure that their bones and muscles will remain strong and healthy even as they age. They will be protected from injury and they will heal faster IF they accidentally become injured. The best people in the world are always forward thinking individuals who invest in the most important things before all else. When would be a good time for you and your
family so you can bring your husband and kids to my clinic so I can give them a free examination to see where they need some help?”

You may want to adjust the length of your response, but the example I have just given covers nearly all of the important points that may have raised objections once again.

The idea here is that you are taking into account the subject’s position and you are acknowledging likely areas that may be the source of strong objections. You are preparing yourself for the objections adequately by acknowledging the subject’s position and by using the correct NLP language patterns.

What exactly is happening when you make statements similar to what I have provided earlier? Several things are happening at once:

1. You are agreeing with the other person (minimizing or eliminating primary resistance to ideas)
2. You are pacing the listener
3. You are leading the other person to your desired direction
4. You are shifting the topic
Why are we doing this in the first place? Here are some reasons:

1. We want to *deepen rapport.*
2. We want to *avoid conflict.*
3. We want to *reduce resistance.*
4. We want to *shift the focus of the subject.*

A subject’s current *focus* is usually the primary problem and the biggest source of objections when you are trying to be persuasive. For example, let’s say you are selling a new gadget to someone.

The gadget can play music, play movies, print wirelessly, receive calls, etc. Despite these great features, the potential buyer is stubbornly holding on to the fact that it costs $500. If the potential buyer continues in this vein of thought, eventually, he will start believing that he is completely correct and he will also believe that you are selling him overpriced junk. This sounds harsh, but this is the truth.

People have a tendency to undermine people’s ideas to place *themselves* in a position that would be most beneficial to them. So to turn the tables, we need to *shift* the other person’s focus to the positive aspects of what we are offering them. This is the *biggest secret* of the best marketers in the world. No matter how expensive a product is, after the
marketer has spoken, people are eagerly awaiting the release of the product. These folks have an innate ability to pace and lead people instantly, with just words.
Chapter 3
Modifying Thoughts with Simple Statements

Thoughts control every decision we have ever made in our lives. Through our thoughts we are able to differentiate between beneficial and harmful situations and we are also able to choose or combine different options.

With our thoughts we also formulate how we can express agreement and disagreement. Through the strategic use of connecting words (but, and & yet), you can also modify the thoughts of people through simple yet powerful statements. Let’s look at the word “but”.

People usually use “but” as a regular connecting word; however, did you know that this word can also be used as a ‘delete’ button to emphasize your side of the story? The word “but” is also effective in expressing your criticism without necessarily attracting the resistance of the listener. Usually, people use the word “but” to deliver the bad news. Here are some examples:

“I like your work, but…”
“I really like you, but…”
“Your idea sounded promising, but…”
“This product looks good, but…”
All of these statements use “but” as a ‘delete’ button to erase the first part of the statements so that emphasis is on the second part of the statement. In short: these statements deliver bad news to the listener. The connecting word prepares the listener for the second part of the statement, which is always negative.

Remember the old rule on positives and negatives? One positive plus one negative always results in a negative outcome. So no matter how nice the ‘positive’ component is, the addition of a negative statement always creates a generally negative outcome.

We cannot bend this rule, but you can still be persuasive even if you have to give someone some bad news. Persuasion is all about harmony and reducing resistance. When we give people statements that are made with the old model (positive + negative; using the word “but”), people automatically bring up their fists to defend themselves.

This defensive stance is most definitely a form of resistance and you do not want resistance at all. If you want to be persuasive, you want people to agree wholeheartedly. Agreement and harmony is the end-goal. Before you can reach the end-goal, you need to break down the walls of resistance. To accomplish this, you need to modify the listener’s thoughts – through simple statements that work fast.
Let’s use the connecting word “but” again, but this time, let us use it differently. Instead of presenting the good news first, let’s twist the old model so a person will not be defensive after you have expressed your criticism of someone’s idea/work/product, etc.

“Your final print-out doesn’t look so good, but I think it has a lot of promise with the proper revisions.”

“I don’t agree to your staying up late tonight but tomorrow is a different issue altogether.”

Do you see how the reversal increases the persuasiveness of the statements? Instead of encouraging the listener to become more resistant to your criticism, you would actually be encouraging the listener to accept your criticism because you gave a positive ending to your statement.

The initial shock of the criticism wears of quickly (like ice melting on a hot day) because an affirmative/positive component is added to the statement.

You can continue performing this technique until you are able to express all of your opinions and criticisms. The best thing about this technique is that the listener becomes unaware of the negativity in your statements because you always end your statements with positive/affirmative components.
How can you use the connecting word “and” to you advantage when you are laying out criticism in this manner? It’s easy. Let’s try using one of the examples we have already used:

“You final print-out doesn’t look so good, but I think it has a lot of promise with the proper revisions and how good are you going to feel once your report comes out looking just perfect for the project manager?”

This statement performs several distinct functions:

- It reverses the old model of expression
- It breaks down resistance
- It encourages the listener to agree
- It creates instant harmony between the critic and the listener

The model we are using right now makes use of three components, as well:

- Positive component
- Negative component (criticism/opinion)
- New direction
The third component is only *tangentially* related with the first and second components of the statement. It presents a *new direction* to the listener so his mindset will change. His stream of thoughts will also be modified because he will start thinking about whatever it is that you present in the third component.

Right now you already know what to do with the connecting words “and” and “but”. But what about “yet”? What *can* you do with the word “yet”? This word can also be used to create agreement and harmony between the NLP trainer and the client-trainee. When you are faced with static moments, the word “yet” helps create movement. It also allows *anyone* to introduce a new direction to the conversation.

Let’s say someone approaches your client and says “I don’t know how this product can help improve my life.” It’s hard to answer this type of question because there are so many possible approaches.

Unfortunately, not all of these approaches create agreement or harmony. Some may even be harmful to the end-goal (persuasion). By using the word “yet” strategically, we can turn a negative situation into a situation with a potentially positive outcome. Let’s try to answer the question posited earlier: *I don’t know how this product can help me improve my life.*
Answer:

“That is completely correct – you cannot see how this product can help you improve your life yet that’s because you haven’t thought about how the primary features of the product will act as catalysts to your life and business, helping it grow in leaps and bounds. And once you do that you will clearly see how this product will help improve your life.”

Let’s analyze this statement. The first component *agrees* with the first point made by the listener (that he cannot see how the product can help improve his life).

The second component of the statement presents a *new direction* and the transition or shift is smooth because of the connecting word “yet”. The final component is actually a call to action, which clinches the entire statement and affirms the main point – which is really to buy the product so the customer can see how it can improve his life.

Here are some additional examples making full use the transitions described earlier:

“*Your final print-out looks good but imagine how happy you would feel when you learn that with a little more polishing, your bosses might consider you for a promotion after they’ve read an improved version of this report.*”
“I agree that it feels good to stay up late but think of the stuff you can do tomorrow when you are well-rested and you’ve had enough sleep.”

“I agree that deadlines given by the manager are sometimes unreasonable, but think of the relief you would feel when this report is finally finished and everyone is happy. The issue here is not the deadline but how efficient you really are when it comes to pressured situations like this one.”

“I also think that the project is difficult, but imagine how your life would be if you showed all of them that you don’t crack under pressure. The real issue right now is how you can show them that you are the best at what you do.”
Making Practice Sessions More Productive

Practicing NLP language patterns may be difficult for your trainees/clients in the beginning. Many of your clients may not have the confidence to try the various patterns and strategies we have been discussing since the beginning of this book. So how does one break the initial resistance to practicing these persuasive NLP language patterns? The key is not to force them to practice by telling them that they will not improve without practice but to tell them that there are also tools they can use to practice more productively. Now, these tools are not really new – if anything, these tools are important reminders that will help boost your clients’ confidence levels when they begin practicing the various persuasive language patterns contained in this book.

Fear Failure No More

Fear of failure is the biggest hindrance to personal development. Fear of failure forces a person into a paralyzed, static state. When a person is paralyzed by fear of failure, he chooses not to act on opportunities. So whatever level he is now, he stays on that level.

There is also a risk of retrograde movement because it is easier to adapt to a lesser role (both in personal relationships and at work) than to accept more responsibility.
This type of thinking extends to the practice of NLP language patterns. If a person wants you to teach him how to be persuasive, the issue is not your treasure trove of NLP resources but how your clients can really apply everything you have been teaching him since your first session.

Of course, a fearful client will tell you about his anxieties and how it is easier for him to avoid these anxieties and the stress these situations bring him. But that’s not the real issue here: the real issue is how your client will feel when he is finally able to apply persuasive NLP language patterns. If he is still resistant, you can ask him the following questions:

Note: These questions have to be given sequentially to your client. Later on, he can use this series of questions to re-assure himself that there is absolutely nothing wrong with practicing NLP language patterns.

1. **Have you experienced forgetting what you want to say to someone?**

2. **Have you experienced forgetting the right words when you want to persuade someone?**

3. **If you have experienced any of these, was anyone hurt in the process?**
4. *Were you hurt at the moment that you forgot what to say?*

5. *What happened when you forgot what you wanted to say?*

6. *What did you feel when you forgot what you wanted to say?*

7. *Did you feel embarrassed when you stumbled over the right words?*

8. *Is embarrassment a long-term or temporary thing?*

9. *Is it possible to recover from any form of embarrassment?*
When your client starts realizing that making mistakes and getting a little embarrassed sometimes are all part of normal human living, proceed with the following exercise:

1. Ask your client to try different persuasive language patterns. Give your client different themes so he can think of adequate statements making use of transitions, agreement frames, etc.

2. Tell your client that you will be using a scoring system. Give him 1 point when he comes up with a correct statement but give him 2 points if he gets something wrong. The goal of this exercise is to show him that making mistakes is part of the learning process. Errors are as important as correct statements. Just make sure that you tell your client if he commits errors along the way.

Many people are compelled to ask the NLP trainer – what if someone asks me if I’m trying to hypnotize them or trick them? Well, there is no law in any country that bars anyone who is trying to be more persuasive. If your client feels that he is being pushed against a wall when someone tries to ‘catch’ him using NLP language patterns, he should just say something like:

“Yes I am trying persuasive language patterns on you. May I try some more so I can get some more practice?”
“Yes I am a persuasive master but if you find yourself somewhere in the street, with no clothes and no clue where you are, that’s because you have had a few bottles of beer and that would have nothing to do with me.”

Remember – these are just examples. Your client should think of his own statements. That way, his confidence level will remain high even if someone detects that he is trying persuasive language patterns.

Now, we must remember that everything is not smooth sailing in the world of NLP. When a beginner is just trying out a few patterns for the very first time, he may come across individuals who are very controlling themselves. Persuasion and controlling are two very different situations. With persuasion, a person is simply emphasizing his side of the story.

Controlling individuals use manipulative techniques so they can get what they want. People can still say no to persuasive individuals. Controlling individuals will go to any length to get the main benefit. So how should your client handle situations that involve controlling individuals? If an individual says something like: “Are you trying to control me with mind control tricks?”

Your client should simply respond with something like: “And that too, is a very controlling statement, are you trying to control me as well? What do you want me to
do?” This initial statement takes control of the situation, which opens an opportunity to shift the topic: “I might be using persuasive statements on you. The real issue here is not taking control of someone but the intent behind the persuasive statements that are being used.”

After the redefinition or transition, your client should follow up with a discussion of the basic functions of human communication (i.e. conveying thoughts, expressing emotions, convincing people, being persuasive, winning over people, etc.) The purpose of this discussion is to show the other person that the use of NLP language patterns is not controlling nor is it extremely manipulative. In fact, NLP language patterns allow people to shine during moments of direct human communication.

NLP language patterns are extremely functional and are always used with clear goals. Remember, NLP can be used in different human endeavors, not just in marketing, sales, etc.

It can be used in different situations and the NLP is a virtually unlimited well of strategies. Your only limitation is your creativity and willingness to create and refine patterns and most importantly, your willingness to put things into motion. Impart this kind of thinking to your clients and they will slowly see how the manageable and winnable the world can be with NLP.
Perceptual Positions

Many people are *aware* that they are somewhat ineffective when it comes to persuading people. That is perfectly alright – that is what NLP trainers are here for. As NLP trainers, we point the way and we *give the tools* to people so that they may journey to their new destinations with ease and confidence.

The second major tool that can be used to increase a person’s confidence level when practicing NLP language patterns is the strategic utilization of perceptual positions. Perceptual positions allow a person to gradually improve himself – in his own pace.

You may have already touched upon perceptual positions elsewhere, so what we are going to do here is to simply review the procedure needed to utilize perceptual positions to increase a person’s level of confidence when he is trying out something new. And here is the process:
Step 1: Recognition

This tool focuses on using an *ideal representation* as a human mold. A person who wishes to be persuasive may have habits and mannerisms that may not contribute to his persuasive personality, as a whole. The goal is to remove these negative habits and replace these habits with *ideal ones* so that he will gradually improve when it is time for him to don the coat of the persuasive master. The first step in this process is really *recognition*.

Your client must realize that we are far from perfect beings and what we have comfortably adopted as our own ‘unique’ habits may be preventing us from achieving certain goals. And thus, the first representation that must be created should focus on what the person is doing *now* when he wishes to be persuasive.

Ask your client to remember a time that he was *least persuasive* and *least effective*. The situation may be a small one (i.e. when he was talking to a colleague, etc.). It shouldn’t be too important; otherwise, we run the risk of causing the client undue stress.

Remember – this is a process of learning and refinement; there shouldn’t be *any* stress involved.
After your client has recalled a specific situation that he thought was not very persuasive or effective, ask your client to remember everything about that situation. What was his body language? What was his tone of voice? What was his choice of words? What was in his mind at that time? What was his ‘game plan’ if he was trying to persuade the other individual?

That comprises just the first layer of the analysis. When your client answers your questions about his memory, you have to ask him why he acts that way. Ask your client why he chooses to behave in such a way. What are the precedents to his behavior?

Why does he stick to specific strategies? This exercise will open the client’s eyes to the reality that such behaviors, strategies and mannerisms are adapted from different sources and one can easily discard and adapt new strategies when the need arises. If it helps, your client can list down his thoughts on paper. If your client wishes, he can also create an on-going journal.
Step 2: Creating the Ideal Representation

Now that your client has identified his vulnerabilities when he is trying to be persuasive, it is now time to utilize the first representation so he/she can create an ideal representation. Creating an ideal representation is much simpler: just ask your client what he wants to change based on what he has discovered by creating the first representation. Your client should pay attention to detail and the various changes that he wishes to add to the ideal representation. It should be a creative, step-by-step process so that the new, ideal representation will truly reflect what the client wishes to change in himself. After creating the ideal representation in his imagination, he should then animate the ideal representation so he can experience the changes even if it’s just in his imagination at first.

When the client says that he sees the new version of himself very clearly, ask your client to literally step into the body of the ideal representation. After stepping into the body, the client should then try to imagine what it would feel like to be in the shoes of the ideal representation. How does the ‘new version’ of the client feel like?

How does the ideal representation think and feel? And most importantly, how does the ideal representation achieve the things he is doing right now? The client should note these things because he is actually repairing bad habits and mannerisms by learning
from this simulacrum. Once again, ask your client to step out of the simulacrum/ideal representation.

So far two representations have already been created – the first representation presents the current behaviors while the second one presents the ideal behaviors. It is now time to create a third perspective/representation; this time, the representation should merely be a spectator that is capable of communicating directly with the first simulacrum.

Tell your client to then animate the first representation and the second representation. The spectator simulacrum should then teach the first representation what the second representation is doing. Focus on small things first, then slowly increase the arc to encompass more complex behavior.

At this point in time, your client will begin to encode new behavior and mannerisms and he will be doing this with the least amount of resistance because he is doing the encoding himself. The trainer is merely showing him a more creative way of doing things. There is no need to humiliate and scold the ‘old version’ at all. Emotions should be kept at bay and there should be intense focus on the behavior, body language and language of the new representation.
Developing the Inner Voice

The ‘inner voice’ is simply the voice we use to talk to ourselves in times of stress and trouble. The same voice that guides our decisions at critical times in our lives can be used to develop NLP language patterns as well. Some individuals say that the inner voice is often cruel and they would rather not talk to their inner voice.

This is normal. When we speak to ourselves, we are often at our most sincere (or ‘rawest’) state and the objections and criticism that we emanate from the inner voice are simply products of stress, anxieties and worries.

These criticisms can be countered effectively with NLP language patterns, too. Remember – practicing ten minutes a day is better than practicing seventy minutes a week! If other people are not available for practice, your client can simply practice with his inner voice.
Awareness patterns are easy to create and apply – and are among the most powerful in the roster of persuasive NLP language patterns. Unlike other types of statements and patterns, awareness patterns directly influence the listener. The listener will be unable to interject objections and express disagreement when the persuader is speaking. The following words are used in awareness patterns:

- Notice
- Realize
- Experience
- See
- Aware

Awareness patterns utilize existing conventions and language patterns that we have discussed earlier to create a super pattern that is flexible and functional. Here’s an example of a statement created with this super pattern:

“Are you already aware how powerful neuro linguistic programming is in the transfer of excellence and in the re-programming of the human mind?”
The big difference between this statement and other persuasive questions is that in form, it is asking a question but it makes the listener agree to the presupposition given in the statement. The statement makes the listener realize something that he was not even aware of in the first place. But since the statement is in the form of a question, it is possible that some people would say “No!” to a person using an awareness pattern.

Objections should be handles with other NLP patterns – and so forth. Persuasive patterns can be used throughout a discussion with ease – a person only needs to practice. But again, some people might say no to a persuasive statement and this only makes the situation more interesting, because it will allow your client to practice his other persuasive statements.

Here’s a sample response to an objection to an awareness pattern:

“I agree that you are not aware of the power of neuro linguistic programming and that’s because we haven’t tackled the most interesting topics yet. Should we do just that right now?”

The response is just as potent as the first statement. It reinforces that validity of the first statement and also leads the listener to an activity (tackling interesting NLP topics). By changing the trajectory of the dialog, the initial presupposition is also unchanged and is not subject to further objections.
A person has to protect the initial presupposition so he can build his arguments upon this initial presupposition with ease. Imagine building a tower with your own arguments.

Each NLP pattern acts as reinforcement to ensure that the tower does not collapse. Like a well-designed structure, the tower will be resistant to environmental forces and stresses. And like a massive monolith, the arguments will magnificently rise to the air as the persuasive person adds to his growing set of statements.

**Maximize Rapport Easily**

Rapport is such an important component in NLP that we have to cover a few advanced guidelines. Since you would have to pass on this knowledge to your own clients, we are going to cover specific strategies to speed up the process of rapport.

Normally, we encourage people to mirror the other person so that in the end, the breathing rate, movement and pace of speech is matched. Since situations that require persuasiveness may require a faster approach, you should encourage your clients to assume that rapport has already been established so that the mirroring/matching process is not performed too consciously or mechanically.
If the matching/mirroring process appears strained and mechanical, rapport may not be established immediately. Tell your client to think of the listener as a good friend. The initial barrier we put up in the presence of other people should be eroded if you want your client to become naturally persuasive. Remember: persuasiveness also means you are taking control of the trajectory of the dialog. The goal is to lead the other person by the hand as you engage him in dialog.

During a conversation, treating the other person as a family member or a close friend is an effective way to send the *right signals* to the listener. Body language, intonation, pace of speech and word selection will be adjusted accordingly – and the response to the rapport technique will be tremendous. The change in body language and speech will not be drastic but there will be a subtle adjustment based on the feedback given by the listener.

Also, try to imagine what the listener is thinking, feeling and *seeing* at the moment. Often people forget that communication is always a two-way process and while we do encourage people to pay attention to what they are saying and *how* they are saying it, we must not forget to analyze what the *listener* might be experiencing in the first place.
How to Pace & Lead

Do you remember the stories of old salesmen in the olden times who can sell pretty much anything? These venerable salesmen have something in common with top marketers of today –they know how to pace and lead. They know how to take control of conversations easily and they can convince people to take action (even if sometimes, there is still an air of uncertainty lingering).

So how do they do it? Unconsciously, these skilled salesmen were using a technique called pacing and leading. Essentially, they created a series of statements that inevitably elicited a positive response.

Eventually, people found it easier to just say “yes” to every question, until a sale was finally made. We have touched upon pacing and leading earlier in this book (see the lesson on yes sets); what we are doing now is simply to reinforce what we have already discussed earlier. Let’s look at the following statement and analyze how it will be able to pace and lead a listener:

“You are sitting on a comfortable couch right and you feel all your weight being supported by the couch and you are also feeling the wind coming in from the window. And as you hear this you are falling into a deep, relaxed state”.
The previous statement is composed of three distinct components. The first two components are based on sensorial experiences; people can easily agree if you told them about obvious, verifiable experiences. The third and final component on the other hand, slightly deviates from the trajectory of the first two components and leads the listener to the real goal or direction.

The formula for effective statements that continually lead and pace is as follows:

**Verifiable statement + verifiable statement + plausible statement (shift)**

A useful phrase when you are trying to connect the 2nd component to the 3rd component is the phrase “and that means”. This phrase allows you to bridge two distinct ideas without running the risk of objections. The human mind is always seeking logic and rational connections.

Using the phrase “and that means” allows you to connect ideas easily in one fell swoop. A call to action can also be added to statements and the final form of the statement will still make sense because you have taken the time to establish a logical chain and that means you will be able to convince anyone with your newfound persuasiveness.
Here are some examples of statements that pace and lead the listener:

“You have been working very diligently on this project this month; you have also produced authentic, verifiable reports that have really impressed the bosses and that means you are ready for more challenging responsibilities and it is obvious that you are the man for the job.”

“Having done your research about new products and visiting a reputable business website really means that you are ready to buy the single best product in the market today – my product!”

“You have sent me a great resume and you’ve been able to impress me with your credentials; that means you are very ready to show me what you are really made of in your very first project.”

“I have been working for your organization for two years now and in that time, marketing effectiveness has increased three-fold. It is very important for me to receive adequate recognition for all my effort and hard work.”
“Having read the project proposal and asking me all these questions about budget, projected revenues and financing, when will you be ready to give me the go-signal to start on this project?”

So far we have discussed ways to pace the listener at the present time. All our examples are focused on eliciting a direct response at the moment that the statements are given. But what if you want to create an after-effect or future impact on a listener? What if you want a response that will materialize in the future?

Well, you can use a technique called future pacing. Statements that make use of future pacing can build a great amount of anticipation in people if used correctly. This increase in anticipation can have a direct impact on how a person thinks, acts and speaks.

That is the kind of impact you would want to have if you want to sell something to someone. More than just excitement over something, future pacing creates an environment that allows the listener to think and imagine – and this is the biggest benefit of all. Take this statement as a prime example of future pacing:

“Can you imagine just how many sales you will be making once you have used all of the potent NLP patterns in this book?”
Let’s look at the components of the statement. The first part of the statement reels in listener by presenting a plausible, believable scenario. The second component of the statement further ignites anticipation by presenting a benefit or advantage to the listener. But in the end of course, this is done so that you can lead the listener to whatever direction you want. Let’s examine some more examples of future pacing:

“Ignoring your project tasks and abandoning some of your responsibilities at work will surely make your project manager very angry, but the real issue is how you can improve your chances of getting a promotion. Imagine how impressed your project manager would be when he finds out that you have finished everything you have been assigned in fourteen days. It’s not hard – let me show you how it can be done....”

“I understand that you really wanted the promotion to manager and I would also like to add that this shows that you have a genuine concern and drive for better roles in this organization. The real issue here is how I can help you improve your chances for a promotion in the near future. Why don’t you come back in a week or so, so we can talk about your upcoming promotion? I will help you deal with some of your current problems that may be holding back your promotion.”

“I agree that many marketers try to sell useless things on the Internet and would like to add that I have had my fair share of disappointments through the years. Sitting there in your office or home, what would I have to say to convince you that my product is
the best in the market and has been developed with years of research and development behind it?"

Note the ending component of the last example. It was a question, but it is not just any question. The last component of the final example is actually a conditional close. A conditional close allows a persuader to ignite an imaginative response from the listener. Conditional closes increases rapport and also encourages the listener to respond sincerely to the question.

When a listener answers such a question, he is reeled in even more deeply into the persuader’s web of persuasive arguments. Because the technique is so powerful, you may even think that the person is being ‘trapped’ by logical arguments. That’s the power of true persuasiveness - especially if you are trying to sell something. You need to pull out all the stops if you want to sell something.

After adding a conditional close, you can continue adding NLP language patterns (or a combination of patterns) to heighten desire, interest and anticipation in your dialog. If you are writing a sales letter for a product or a script for a video commercial, language patterns are very effective and will automatically work if your series of arguments are sound. The aim, of course, is to create natural-sounding arguments with the NLP language patterns integrated into strategic parts of the argument. NLP language patterns
are just a small part of the over-all effort. You still have to give the listener compelling arguments if you want to convince the listener to buy something from you.

**Leading Techniques**

The most persuasive individuals have an uncanny ability to lead people – regardless of the time and place. This ability is also used by master storytellers, marketers, etc. In short – anyone who wishes to be the best at what he does should not only be skilled but also persuasive.

Fortunately, leading is *not* a complicated matter at all. It only sounds complicated because we are pulling apart the various components of persuasive speech and analyzing the individual components. Some people are *effortlessly* persuasive. Perhaps they have learned how to be persuasive at home. Perhaps it is a talent.

But for the rest of us who have *not* been persuasive since our youth, there is neuro linguistic programming. Neuro linguistic programming allows *anyone* to gain the skills and qualities they want, with a little effort and hard work. It is not an instant process, but nearly everything can be taught effectively with the introduction of neuro linguistic programming.
Now, before we jump into some leading techniques for persuasive speech, let us review what takes place when a person is actually listening to someone during a dialog. On the very essential level, the human mind usually decodes human speech through images. That’s why it is easier to teach a child a new language with the use of pictures. Images serve as hooks or anchors; we can also say that images act as the ink. This ink is used to create memories and meaning in the human mind. When someone says “I enjoy fishing when the sun is really high in the sky and the sparkling blue water is lapping against the river bank”, anyone who is listening to that person will have to imagine the different components or imageries in the statement in order to make sense of what is being said.

The statement I have given involves an emotional experience (enjoyment). The human mind has to decipher why it was an enjoyable experience by creating the visual imagery first, through the imaginative process. This basic function of the human mind can be used when a person wishes to be more persuasive.

The human imagination is so complex and intelligent that it automatically adjusts the visual imageries based on actual input. This capacity to imagine is intrinsic in every human being. Age doesn’t really matter. Culture is not a hindrance (as long as you speak the other person’s language, of course). Why is imagination so important if you really want to become persuasive? To illustrate why, analyze the two statements below:
Statement # 1:

Learning NLP language patterns is the most difficult thing in the world!

Statement # 2:

It’s not so easy to learn NLP language patterns!

What did you notice about these two statements? From a facile reading, it would appear that the two statements are stating the same things. If we base our analysis on synonyms and plain fact, it might appear that the two statements are very similar to each other. But let us focus on the nuances of these statements.

The first statement made use of the words “most difficult” while the second statement made use of the words “not so easy”. If you were trying to sell an NLP course to someone, what do you think would be the customer’s reaction to the first statement? What about the second statement? And what do you think would be the better statement if you were given the chance to choose between these two statements?

We can substitute nuance with representation. Imagine a listener decoding the message of both statements in his own imagination. What visual imageries will come up if he hears the first statement? What kind of imageries would arise if he heard the second
statement? And most importantly, what type of response do you think would be triggered by the use of either statements?

I have been giving you a series of questions to illustrate the complexity of language patterns as these relate to persuasiveness. Persuasiveness is never static; it is never in a vacuum. A truly persuasive person is dynamic and is constantly learning and adjusting. A persuasive person also knows how to tap into the listener’s imagination.

So how does one actually tap into another person’s imagination? It’s actually very easy to do so, but that doesn’t mean that everything that we say has the capacity to trigger a person’s imagination to such an extent that you lead the person to the direction that you want him to take.

To do this, you need to use the right words and the express the right ideas as you employ the language pattern. The following expressions (the ones that are in bold) are notable for igniting a person’s imagination even during a simple conversation:

“Imagine having triplets when the time comes, it would truly be a blast!”

“Consider buying a car that runs a hundred miles with just one liter of gasoline, with zero emissions.”
“Suppose you suffered from a fatal car accident today or tomorrow – is your family protected from the financial rigors associated with such a tragedy?”

“What if we all sat down and gave one great idea at a time? Do you think we will be able to come up with a killer product idea that we can present to the project manager?”

“How about the time when the Internet was just for email? Would you like to return to such a time or would you like to enjoy today’s era where commerce, communication and enjoyment are rolled into one neat package?”

“Think about all the money you are going to save by streamlining all business processes. Think about all the headaches and frustrations that you will be able to avoid because you know exactly what to do with your new online business!”

By using very simple terms, a persuader will be able to easily tap into the imagination of the listener. And as long as rapport is maintained, this persuasive technique will have an impact and all efforts will produce a beneficial result.

But again, your clients will have to practice everything from tone, pace of speech, etc., before they can use these different patterns and techniques with ease. That’s why we have devoted two separate sections on practicing to ensure that your clients will have
absolutely no reason not to practice these patterns whenever they have the time at home or at work.

As we have already touched upon earlier, true persuasion also involves *taking control* to some extent. Creating ideal representations so that others may imagine these representations (even if it unintentional) strengthens the persuader’s arguments and allows him to add even more persuasive arguments during the course of a conversation or dialog.

By using these language patterns, a person is not only persuasive – he *becomes* an influential person because his handling of language is always goal-oriented and every word that he speaks has an impact on the listener.
The biggest mistake of any NLP trainer is to forget how important the sensorium is when it comes to human communication. Man makes sense of his world not only through his cold rationality but also through his imagination and his senses. It doesn’t matter what a person is tackling at the specific moment; when a person thinks, he feels.

This is another dimension of persuasive speech that we have to tackle; because truly persuasive speech has the capacity to tap into a person’s senses. This is one of the most effective ways of leading a person. In fact, if your clients can master this strategy, the process of convincing someone – even if that person is someone your client has just met today – becomes doubly easier. Now, there is a difference between inviting someone to merely imagine something and inviting a listener to imagine as you do.

Consider these two statements:

1. Don’t get too excited about this product!

2. When I get excited, I feel a sudden rush of adrenaline and my wakefulness increases a hundred-fold. I get this feeling a lot when I stumble upon something that would really make my life easier and more productive.
Now this product was something that took me ten years to create myself. It was a product of hard work and more importantly, passion. Now, I don’t expect you to become too excited about this product until you realize how I single-handedly developed a system that streamlines all business processes and makes business management a snap…”

Let us analyze these two statements. The first statement partially stimulates the imagination; however, the listener will not find a need to connect the suggested experience (excitement) to anything else the persuader has to say because there isn’t a clear follow-up statement. The second statement on the other hand, tells the listener how to experience excitement and leads the listener to the idea that the product in question is powerful and is indeed worthy of excitement.

From the “I” position, the statement shifts to the “you” (listener’s) position – and the change will be virtually undetected because the listener would find no reason to object to any of the statements at all. Because in reality, it was simply an invitation to imagine an ideal representation.

Why do we do this in the first place? Well, apart from leading the listener, this particular technique also alters a person’s present trance. Trance states are extremely important to just about any discipline that has to do with thinking, logic, etc.
Hypnosis (the discipline) makes use of trance states to heighten awareness so that specific goals can be accomplished; so does neuro linguistic programming. With the use of simple words, you too can alter a person’s trance so that he will be able to give you his full attention at the moment that you need it the most.

So how can one accomplish this vital step in the persuasive process? Here are some guidelines:

1. The most basic way to tap into a person’s sensorium is to suggest a particular representation. For example, you might say “You might find this website stimulating because of its vivid design, freshly-updated content and a variety of topics to choose from.”

In just one swift statement, an internal representation has been suggested to the listener – and the listener will automatically process the representation to understand what you have just said. Under normal circumstances, someone might just say “Hey man this is cool website – check it out!”

This type of communication lacks sufficient representation to trigger a person’s imagination. But the first statement presents an almost irresistible imagery. A person can become both curious and excited at the prospect of opening such a website.
2. Another way of leading the listener through via his emotions is by suggesting an experience. Here’s an example: “When I get really excited about something I feel almost fain; it is usually because you can begin to see how this new discovery will help revolutionize the field and redefine its very boundaries.”

Did you notice something about this statement? Check the positions used in the statement – in the first half of the statement, the “I” position was used, but toward the end, there was a sudden shift to the “you” position and the statement still makes perfect sense.

3. The third approach is to pique the listener’s interest by asking questions like “How do you feel when a new product comes along and it is exactly what you need for your home or business?”

4. The fourth approach is to combine any of the three previous techniques Here’s an example: “I’m not sure if you will be curious or excited about this product. When I first heard about it, I felt all tingly because nearly all of its features were merely fantasies a year ago. My curiosity turned into full blown excitement when I found out that this product did not cost an arm and a leg! How do you feel when a spectacular product like this one comes along?”
The intended result when you use any of these patterns is to elicit a positive response from the listener and to increase rapport. *Rapport indicators* like matching body language should tell you that you are doing just fine with your newfound tools for increased persuasion.
Chapter 5
On Being a Persuasive Seller

When a person speaks, he is most likely selling an idea to another person. The process of selling an idea to someone and convincing someone to buy something are quite similar. So far we have discussed various strategies that you can use to generally sell ideas and opinions to other people. But what if you have to speak or write in order to sell directly to someone?

This section of the book covers some specific strategies that can be used to sell to someone. Note that all of the strategies contained within this book can be used to sell something to someone; we are simply shining a light at some strategies that are used exclusively for selling products or services.

Now, usually marketers go ahead and discuss the main benefits of products – even if they have just met someone or they are just sending their very first email to their email group or list. Sometimes this works but oftentimes, this tactic just fails because people tend to ignore messages that are blatantly attempting to sell something.

If a person sounds like a walking advertisement or infomercial, people will be more resistant to the actual message. To break down this initial resistance to the selling process, the message should be broken down in chunk and presented bit by bit to the listener. Here is a sequence that is usually used by top copywriters in the industry:
1. The reader is hooked in by a headline or a primary statement that immediately grabs the interest of the reader. The statement does not need to be monumental; it does not need to promise the whole world to the potential buyer.

This first statement must create *anticipation and excitement* in the reader, too. He must want to keep reading/keep listening to the seller because his anticipation has been ignited. The buyer must want to keep hearing about this new product or service – this is the only real way to hold the reader’s or listener’s attention long enough.

2. People usually make the mistake of using product benefits (or benefit-features) as battering ram. Many believe that if you hammer the customer with enough benefits, he would have to buy.

This is *wrong* and if your client continues to do this, he will fail in his mission to become more persuasive and successful in whatever business he is engaged in. Instead of battering people with product benefits – slow down and think about the customer’s *needs* above all else. How will you get someone to buy?

Easy – your product or service should respond to a pressing need or requirement. If it doesn’t respond to a pressing need or requirement, people won’t buy it. Before trying to sell something to a particular market, ask yourself: how well do I know my market?
How well do you know your market’s personality, concerns and needs? Answer these questions and you can choose which benefits to present to your customers. Fail at this and you will continually miss the mark – and sales will slow.

3. The third part of this sequence is tied integrally to the 2\textsuperscript{nd} component. At this point in time, you have already identified the needs of your market? What’s the next step? You have to enumerate specific benefits that will respond to these needs. These benefits must be clear and must really respond to the customer’s requirements.

If you operate in tight, competitive environment unique features or benefits should be added to the argument so you can handle the competition easily. If your product or service is not new – the easiest way to gain the customer’s trust is by mentioning that other products do exist; however, your product or service improves upon the foundations set forth by these older products.

So in the end, the customer would be getting the benefits of the older products/services without the drawbacks associated with the latter. You don’ have to re-invent the wheel; you just have to show your customer that yours is the better choice.

Try to balance your arguments so the customer would develop a deep appreciation for all the work that went into the development and refinement of your product or service.
Remember – it is also important to establish and maintain rapport throughout the sales conversation/sales letter/email.

4. The fourth component builds upon what we have been doing since the start of this emotional process – excitement and anticipation. How will you add the element of excitement at the prospect of responding the needs and requirements of your market? Remember, when you are selling something to someone, the start of the conversation is the customer or buyer it is never the product.

Sales letters/emails/sales-driven conversations that focus on the product alone almost never get a sale. Why? People don’t like to hear about products – they want to hear about solutions to their problems. They want to hear about remedies to their troubles. They want to hear about how a new product or service can end their anxieties, frustrations, stress, etc.

In short – people want to hear about immediate and long-term benefits. Sometimes, branding helps – but only to an extent. It doesn’t mean that a new product won’t survive just because it’s new. A new product won’t survive if the marketing collaterals that support it are not convincing people to buy. Increasing excitement is not a complicated process – we’ll talk about how you can make things more exciting in the next set of guidelines.
So far we have been able to discuss the basic mold for a compelling sales conversation/sales letter/promotional email/etc. Next let us discuss how you can actually create a persuasive dialog based on this emotion-driven mold.

1. The easiest way to get someone’s attention is with a story. If you are making a sales letter, write the contents of your monumental story in just one line. Do the same if you are writing a promotional email. If you are speaking to someone, you can tell your story as it is but leave out the best parts for later.

You need to build anticipation so creating an air of mystery is important. Here’s an example: Discover How a 14 Year Old Kid Developed a 10-Step System for Creating Boats That Rip Rivers and Seas to Shreds. This example focuses on a system used for building boats from scratch. Notice how it informs but withholds certain information from the reader.

The reader is then forced to listen/read some more because the message is interesting (and anticipation has been created) but there is still some information missing. After giving your interesting story, proceed to asking the buyer what he would like to achieve (all the while suggesting specific goals). Here’s an example of a question that builds anticipation and at the same time introduces a product benefit: “How would you like to earn $30,000 every three months without lifting a finger?”
2. Because you know exactly what your market wants and needs, you can ask them questions about these needs. If you are in the weight loss market, you can ask your buyer something like: “What do you think is stopping you from losing all that weight and regaining the figure you had when you were 18?”

Because you already know about your buyers’ needs, this can be done in a snap. After asking them some questions about their needs, transition to asking them what would happen if they don’t do anything about their problems. Many people feel that it is okay to be stuck – you have to break this trance so that they would take action quickly.

Once the trance is broken, people will feel a slew of different emotions. Some would feel angry at themselves, some would feel sad, etc. Whatever the emotion, at the very end of the process, the buyer would want to do something about his problem/s. And the solution is right there – the product or service.

3. Future pacing plays an important role in creating anticipation and excitement when you lay down the various features and benefits that respond to the various needs of the market/buyers. Emphasize the uniqueness of the product or service and show the buyer that with your particular product or service, they will remedy their problems and achieve their goals – with the additional benefit of gaining even more in the future.
4. Take note of all the emotions that you can think of (as these emotions pertain to the product and the market) and integrate these emotions into your conversation/sales letter/email promotion, etc.

**Expanded Sales Process for Professional Marketers**

This advanced course on persuasiveness and utilizing NLP for selling will not be complete without an expanded sales process for professional marketers.

As NLP professionals, it is our job to lay down the foundations and the essential schema for your clients. And that is what we are going to do now – we are going to explore the various components of an effective sales process – so that your client would know when to add the desired NLP language patterns.

Now, this step-by-step process should only serve as a foundation. If your client feels that he can add important elements to this sales process, he should do so. If he thinks he can improve upon some of the components, then he should do so too. The important thing here is he realizes that the sales process is not a one-step or two-step process and persuasiveness is actually built up from the ground up, with the right preparation.
Note that this sales process was designed for individuals who are selling *through an actual dialog*. You can appropriate/modify this process to suit your client’s needs. The important thing here is that you emphasize the components that your client/s need.

**Preliminary Preparations**

1. Before meeting the potential buyer, ask yourself: am I in the appropriate state of mind for the mission ahead? Am I in the right mindset to sell and *sell hard*? If not, take a few minutes to condition yourself for the sales dialog later on. Review the language patterns that you are going to use and try to review in your mind all that you know about your potential buyer.

2. Do not go into the battle unprepared: utilize perceptual positions to determine the possible arguments and needs of your potential buyer. Why would he want to buy the product or service? Why would he want to buy your idea? Why is he talking to you instead of your competition? What does he want to hear, based on what you know about the person?

3. How well do you know your product or service? We are not talking about mere features and benefits – we’re talking about the feature-benefits of what you are trying to sell *from the perspective* of the person who might be interested in buying it. Some questions that you may want to ask yourself include: 1) *What specific problems or*
requirements does my product/service respond to? 2) What kind of results will my product or service produce when someone does decide to buy it? 3) How will I relay all this information to the potential buyer in such a way that we are on the same page from start to finish? 4) How can I make the sales process more convenient and interesting to the buyer?

Meeting the Potential Buyer for the First Time

1. Like hypnosis, NLP focuses on harmony and reducing/minimizing resistance. That’s your first goal – you have to get the trust of your buyer/customer. Set the stage for a brilliant sales conversation and establish rapport with the other person through pacing and leading techniques.

Don’t forget the one-step technique for establishing rapport (treating the other person like a close friend) so that rapport indicators like matching breathing rate, etc. will come easily. Avoid mechanically mirroring/mimicking what the other person is doing – this approach may work for a while, but we want the rapport to last until the very end of the sales conversation.

2. Tell your buyer what you want to achieve at the very beginning of the conversation. If you want to sell him volumes of books on easy NLP patterns, tell him
what you are going to present in the conversation. Build anticipation and excitement. Focus on the *buyer* not the product.

3. Also at the very beginning of the conversation, you have to show your buyer that you are really worth his time. Prepare a short spiel that will introduce a convincing *hook*. This hook can be a freebie, exclusive information or anything of value that you can add to your sales conversation ‘package’. Emphasize also that this bonus is only given by you and cannot be gained elsewhere (or from another marketer/sales person).

4. Build anticipation whenever possible. Pace and lead the buyer so you can take full charge of the conversation and the trajectory of the conversation. Expectations about the *benefits* of the product or service should be *heightened*, too.
Identifying the Needs of a Buyer

Let’s say you are offering a product or service that can be adjusted based on what the client needs. *Needs analysis* becomes an important part of the over-all sales process because it is only through this phase of the process that you would be able to fully understand what your buyer really wants. There is no better way to do this than by asking questions. Here’s a sequence that might be helpful in many situations. Use this sequence when you are thinking of questions for your own market:

1. Ask the buyer about problems related to the type of product/service that you are selling.
2. Ask the buyer about his experiences with similar products/services.
3. Ask the buyer *what would happen if his needs or requirements are not met*.

This sequence allows the buyer to realize that he *needs* your product or service – and he provides the reasons *why*. You only need to continue in this vein to persuade someone to buy.

Note though that sometimes, people would still avoid buying anything even if the need/problem has already been identified and the consequences of *not* responding to these needs have already been laid out. In such situations, all you have to do is to *shift* the conversation so you can get back on the right direction.
Continue shifting the conversation until the customer or buyer is no longer resisting the idea of buying something from you. When the customer is no longer resisting the idea of possibly buying something from you, that would be the right time to do a ‘hard sell’ of your product or service. Present your product as a solution, primarily, rather than a ‘revolutionary development in the field’ or something similar. People want solutions, answers and remedies – that’s their main concern.

Buyers’ Objections

Objections are a normal part of any sales-driven conversation. Here are some guidelines so you can handle objections more easily (also, refer to an earlier section of the book regarding objection-handling):

1. Don’t think of objections as personal attacks. If you think of objections as insults or personal attacks, you will lose sight of your goal – which is to make a sale. You will expend more energy trying to defend yourself and the premise of the sales conversation instead of just pacing and leading the buyer to your desired direction. If objections arise, handle these objections with the appropriate arguments integrated with the right NLP language pattern.
2. People who express a lot of objections are usually *interested* in the product (but they may not be convinced that they need to buy; at least, not yet). So if a potential buyer ‘insults’ your product or service, be ready to correct any misconceptions so you can still get the sale.

People who are *not* interested in buying a product will simply terminate the conversation — instantly. Very few people will actually put up with a long dialog if they are uninterested in the first place. Any kind of interest in your product or service is good — capitalize on the meager attention placed on your sales conversation and make the buyer more excited about hearing about your product or service.

**Getting the Sale**

People in marketing are often fidgety when it comes to this part of the sales conversation. It is sometimes unnerving to ask someone if they are finally ready to buy. There really is no shortcut to this part of the sales conversation. So just ask the buyer — are you ready to buy the product or service?

If the buyer is ready, then that’s good — take the money and give the buyer the product. If he is *not* ready then there are still some issues that have not yet surfaced. What you need to do is to *ask* the buyer once again about his needs and try to discover what is stopping the person from actually spending money on what you are offering. It is possible
also that there are some hidden objections – determine these hidden objections and counter these, too.

**Remedying Remorse After a Purchase**

Many people experience a certain sadness after having a spent an amount on money after encountering a sales letter or after engaging someone who is actually a marketer. This is called *buyer’s remorse* and is also a completely normal response to a new purchase. People experience buyer’s remorse *regardless* of the type of purchase they have just made. Some people feel sad and anxious after buying a pair of expensive jeans.

Some feel they really didn’t need that $30 pair of running shoes. Some feel utterly angry that they spent $20 on new software online. There is a way to remedy this state even before it has begun. The remedying process should be performed immediately after a sale or even before a sale has been clinched.

The easiest way to remedy buyer’s remorse is to remind the buyer of all the distinct advantages he will be gaining in the short term and the long term. Future pacing helps tremendously because it gives the buyer to look forward to after you have parted ways.
Just make sure that whatever promises you have made will really manifest after the buyer uses your product or service; otherwise, forget about the repeat sale which is even more important than the first sale.

After using future pacing to assuage any hidden fears, it’s time to uncover other objections that buyer might have for the product or service. Do this after you have already made the sale (for obvious reasons). Handle the objections politely and emphasize the positive points and how the product isn’t just a product – it’s a solution to the buyer’s problems and needs.

**NLP Pattern # 4: Modifying Past Decisions**

What if a buyer tells you that he isn’t interested anymore because he has already paid for a similar product or service in the past? Is this truly a dead end for you or is simply a beginning? This type of objection is actually an invitation for you to justify why the buyer should invest in your product or service, too.

The real issue is not his past purchase but how great he will feel once he sees that your product has the best benefits and features compared to your competitors (if this is really the case – and you have to wholeheartedly believe this, too).
The decision modification pattern is really quite simple. To use the decision modification pattern, all you have to do is to: 1) Bring back the other person to the time when he made the disadvantageous decision (disadvantageous to you) and 2) Connect the present situation with the past decision so that you can insert your offer.

In a heartbeat, you would have already created a potential *buying environment* because everything would have already made sense then. The earlier presupposition that the other person would have nothing more to do with you because of his past decision is *modified* so that you can still try to sell him something. Here is an example of how the decision modification pattern works:

Statement 1: *Where were you when you decided to buy a set of book on NLP?*

(The buyer answers and may or may not justify his past decision)

Statement 2: *The real issue is not your past decision to buy NLP books but how great you will feel once you realize how powerful my NLP patterns are and may I add that all of these materials are available in iPhone, PDF format and audiobook format?*
This would be the beginning of a great sales conversation. All you have to do is to follow up with your earlier statement so that excitement, curiosity and anticipation begin to build up in the buyer. You need to create a good momentum so the buyer’s interest in what you have to say will not wane.

Use the sequences and patterns we have discussed earlier to identify the needs of the buyer and to uncover hidden objections to actually purchasing something from you. If objections arise, deal with these objections the best way possible – by uncovering the cause of the resistance to your proposal.

If you don’t do this, the buyer can simply walk away because he is not one hundred percent satisfied with what he has heard. If you do not handle objections properly, you might be viewed as unprofessional by the buyer – and again, he can just walk away from you, no matter how good your product really is.
NLP Pattern # 5: Binding Future Thoughts

Have you ever wanted to implant a suggestion so powerful that the other person would literally think of your parting words over and over in his mind? Well now there is a way. This simple pattern is called binding future thoughts and it makes use of the elements of anticipation and excitement so smoothly that the listener rarely takes notice of the transition that you have just made. The formula for this pattern is simple:

Simple, verifiable statements +

powerful ending statement that reminds the listener of the benefits

Here are some examples:

“What a great conversation we just had and may I say that I really enjoyed answering the questions you had about our service packages. I hope I was able to satisfactorily answer all of your questions, that is if you have any more questions that might help you decide more quickly? [Yes – proceed with the sale/No – deal with uncovered objections]. Well, I have to leave now… I don’t know when we will be speaking again, it might be in the a week, in 30 days or it might be next Tuesday. If you have ANY question at all about the product do not hesitate to contact me. Just imagine, wouldn’t it be absolutely brilliant if at the end of this month [insert main benefits of your product here as it pertains to your buyer]?”
“I only want you to purchase my new NLP course because you have already realized how advantageous this product really is to everyone who uses it. Whether you are a professional marketer or even just someone who needs a boost in real persuasiveness, this course gives you all the details and shows you how it’s properly done. You will know it is the right course for you by thinking about the next few weeks as you try all of the neat patterns I have prepared for you in this exclusive course. You will learn how to shift the direction of a conversation and so much more. Every time you see the books, I want you to be really happy because you will be getting all of the great benefits – and no one is going to stop you from doing so. Imagine [insert a great benefit here] and having all of the power to influence people with just your words. Now that’s a wonderful investment don’t you think?”
How to Lead a Persuasive Conversation

Some of your clients may not know how to start a persuasive conversation. The truth of the matter is that the basic form needed for a conversation to become persuasive does not really differ that much from a regular conversation. With a few adjustments, anyone can start leading a persuasive conversation from the very beginning. A persuasive conversation usually has three vital components:

- Informing phase
- Invitation phase
- Acknowledgment phase

The informing phase focuses on just laying down a piece of information. The information doesn’t have to be big but it has to be at least tangentially related to your goal topic so you can lead the conversation there later on. The invitation phase elicits a response from the listener. Of course, you need to pose a question and pay attention to the response of the listener so you can mold the conversation from start to finish. The acknowledgement phase simply shows the listener that you were indeed listening to what he was saying and that you were not planning in engaging in a monologue with yourself. This pattern might sound too ordinary to some; it actually is. The big difference when you are using this pattern is that you can easily add patterns and embedded commands to the material when
you are speaking to someone. You can pace and lead people easily by engaging them in topics that they like.
Please follow this link to set up your account/login into your account to take the Sales NLP Advanced Techniques exam:

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