

*Mind Access: Influencing Human Behavior*

# **Mind Access**

***Read their Body  
Language and Know  
their Unconscious  
Mind***

**A free gift for new readers of  
*Coffee with Kevin Hogan* (\$197 value)**

***"The Doctor of Persuasion". You will receive  
"Coffee" every Monday morning in your e-mailbox.  
Start here and Kevin will continue with you each  
Monday morning....***

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**Note to the Reader**

Dear Reader:

Welcome to *Coffee with Kevin Hogan*! As a special bonus, you are receiving this massive, information-packed e-book. You have probably never encountered much of this information ever before! Enjoy the ride... it is meant to be eye opening for you. Each week when you receive *Coffee with Kevin Hogan*, you will be directed to free articles and information on the latest information in the field of influence. **Advice:** save this information! Many articles are posted indefinitely, but some are only posted for a short time. Utilize the information you are given as a gift for your edification!

This manual is a complete expansion of an outline that was used for the Mind Access Audio Program. **Our recently published manual *Covert Hypnosis: An Operator's Manual* has grown from the Mind Access material.**

Several people added ideas to this project and all wished to remain anonymous due to the very powerful material herein. This manual has not been edited for mass distribution. You are getting the cutting edge of influence and persuasion. Please use this information ethically and wisely.

The information about VALS in the Mind Access Manual is the only place you can acquire this information. We appreciate you maintaining the closely held nature of this material!

Kevin Hogan

**SPECIAL OFFER!!!**

**Science of Influence: The Home Study Program**

Have you ever heard Kevin talk about the \$10,000 keys?

If not you are in for a treat. Kevin shows you how to use four specific skills to increase your income by \$10,000. Use them and you reap the rewards! And now you can finally learn your IPQ (Influence & Persuasion Quotient). Just how effective are you at gaining compliance and getting to "yes?" Kevin guarantees that after you finish The Home Study Program (Vol. 1-12) you will TRIPLE your IPQ!!!! You're going to learn the specific reasons your clients make the decisions they do! Once you know that, everything else is easy in getting to YES!

These 12 volumes contain some of Kevin's most closely guarded secrets. In fact, he reveals three specific business-building techniques that he has ONLY shared with major corporate players paying large sums of money! Specifically these include The Amendment Technique, The Price Point Factor, and The Dominant Value Elicitation.

The set retails for \$599. When you use the coupon code: MIND upon checkout, you will SAVE even more over the discounted price. You get an extra \$50 OFF!! You must use the coupon code: MIND upon checkout! For blow-your-socks-off POWERFUL persuasion and influence secrets, start learning today! [For more information, or to Order Now.](#) But please...don't go there yet. Read this work and start learning, then move to even more advanced material!

Finally, there are HUNDREDS of FREE articles on the latest and best research in the field of persuasion, influence, selling and marketing, all at [www.KEVINHOGAN.COM](http://www.KEVINHOGAN.COM)

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# **An Introduction to Influence: The Most Powerful Sales Techniques Ever Disclosed**

Mind Access is, first and foremost, a study of communication, influence and persuasion in human behavior. Mind Access helps you simplify the process of building and maintaining relationships. Mind Access, on another level, can refer to a process of rapidly and effectively influencing human behavior. Mind Access is applicable to marketing, selling, friendships, love relationships, raising children, teaching, medical interventions and using the written word and, indeed, all forms of human communication.

No human behavior is a trademark-able quantity but the name, Mind Access, is identifiable as the body of research that Kevin Hogan has experienced, synthesized from the sciences and personally accomplished. He has developed this incredible art and science. Much of the information in the Mind Access program is synthesized from the greatest research sales and marketing models of our decade. Mind Access urges students to expand their horizons to further study psychographics, hypnosis, NLP, influence, social behavior, compliance, will, crowd behavior, demography, genetics, evolution and other scientific areas that will enhance learning about influence and persuasion.

Mind Access is the science and art of bridging the gap of knowing, understanding and changing what another person is thinking. This can be accomplished by written

media, spoken media and audiovisual media. This can also include one on one communications and negotiations as well as platform presentations. The Mind Access books and programs show you exactly how to successfully wield the tools of persuasion in all forms of communication.

Mind Access includes the presupposition that once we know what another person is thinking we can, if we choose, alter those thought processes through effective communication. Mind Access allows us to walk the terrain of another person's map of reality with them. Mind Access is aware that persuasion and influence can be utilized for positive and negative purposes. Mind Access demands you utilize the information in this book with the highest degree of ethics. By reading this book and utilizing this material you agree to accept 100% responsibility for how you utilize this information.

Mind Access provides you with all of the powers of influence and persuasion known to mankind. How you utilize that power is solely your responsibility.

## **The Key Elements of Mind Access for Salespeople**

*In order to change or direct the behavior of others it is normally best that we ourselves are persuaded to what we are directing another to. Ethical persuasion involves helping the other person (consumer) get what they truly need or want. If you discover that the consumer is not sharing in a Win-Win deal with you, you will never pull the strings to forge such a deal.*

*When you conclude your presentation in any situation involving persuasion, if you meet with resistance, you have not presented effectively. Conclusions and closings should be rapid, spontaneous and easy if you have followed the paradigm of persuasion.*

*You will not look to surface needs in most situations but to what the unconscious mind truly wants and needs. You will uncover what specifically drives the person's behavior.*

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***Your job as a salesperson is to find your customer's needs and wants and help them get what they need and want.***

## Chapter One

# Mind Access: Selling The Only Way Your Customer is Virtually Guaranteed to Say Yes

There are two kinds of people in any business:

- 1) People who generate revenue.
- 2) People who spend those revenues.

This book is written for those who generate revenue. This book is written for the person who sells. This book is written for you.

Without you, the economy dies. Without you, the federal government goes broke. Without you, the stock market collapses. Without you, every corporation in the world is bankrupt. This book is going to show you how to capitalize on the science and art of human influence. Whatever your current income is, you deserve more.

People who sell for a living are the best-paid people in the world, but, they deserve so much more because *it is the person who sells that makes the world go around*. Mind Access is our gift to you.

*Mind Access is the science and art of persuasive **unconscious** communication.*

A Mind Access Point is any stimulus-response "mechanism" that has been programmed into a person's

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mind either genetically or through life experience. This book shows you how to avoid setting off negative stimulus-response "mechanisms" while carefully and ethically pulling the strings that encourage your customer to say "yes."

Mind Access is also more than a number of powerful techniques for making money and gaining compliance. Mind Access is also a philosophy of success that encompasses your whole life. People who read Mind Access will improve their sales. If you apply what you learn in Mind Access, your life will change.

You will double, triple or quadruple your income. You will be happier. You will be more excited about life. Therefore, you want to make a commitment to yourself before you help other people get what they want, you want to commit to yourself and those you love that you will take good care of yourself and those you love. Turn the page and commit now.

## **Commitment**

Whether you are influencing yourself or others, the power of commitment is critical. Promise yourself now that you will be great and live your dreams. You probably have heard or read about the Harvard study that revealed that 3% of students who wrote their life goals down in college out-earned the remaining 97% of all Harvard students. The power of written goals and signing your name to your promise of your future is absolutely essential in your success plan. What follows are the keys to long-term success using Mind Access .

1) Becoming a truly great salesperson or one of the best Internet marketers requires committing yourself to mastery and the cessation of dabbling. It means being ahead of the pack. Only people who are experts in communication truly become successful in sales and life.

Who are people who can assist you in your quest for excellence in persuasion? Who are people who can assist you in your quest for excellence in life? If you don't know of anyone, you check our website and see if you might qualify for the Inner Circle.

<http://www.kevinhogan.com/innercircle.htm>

***What is the difference between the top 20% of salespeople who earn 80% of the money and the 80% of salespeople who earn 20% of the money?***

*The top 20% of salespeople are expert communicators.*

*Those who dwell in mediocrity do so until they have powerful reasons to move in a different direction...or any direction.*

*Salespeople who don't live up to their potential have not set and planned for powerful goals.*

*Outstanding salespeople are experts in two fields. One is the field they are selling in, the other is in communicating at the unconscious level.*

*"When you know what motivates a person you can influence them. When you know what motivates yourself you can change your own behavior."*

***Kevin Hogan***

**Mind Access: Become an Expert**

Recent research revealed that a waitress who touches a customer as she gives him the bill is more likely to get a larger tip on average according to research than a waitress who doesn't touch her customer. That is a MAP.

The waitress purposefully and ethically pulls the string and gets a larger tip. She knows either consciously or unconsciously that her tips are larger if she makes contact with her customer. There are thousands of MAPs installed in the minds of your customers. Knowing which strings and when to pull them will determine how many sales per

contact you have and the volume of sale per contact will go up as well if it applies in your business.

With all of the knowledge you are about to discover, how will you actually utilize this information? What is the process to use to go from being in awe of what you are going to learn to mastering it?

Dozens of the world's largest corporations in America have *some* of the research you are about to learn. No one has all of what you are about to learn because much of this research in selling at the unconscious level is unique

Obviously not all MAPs can be taught in a book. Hundreds of MAPs relate to vocal intonation, vocal pacing, tone of voice, tiny facial expressions and specific body postures and motion that are simply impossible to capture in the printed word. Don't worry, you can learn them too either through our CD programs or at live seminars. We promise you that we will hold nothing back. You will learn the complete lexicon of unconscious persuasive communication.

Mind Access is the ability to pull those strings to get the predictable responses that have been programmed into your customer often since childhood or before. Mind Access points all occur below the level of conscious awareness. In other words, few if any people are aware of why they are making a decision if a MAP is being pulled. This puts an immense power and responsibility into the hands of the expert with Mind Access techniques.

When you bought this book you hired us to teach you the MAPs that are the most applicable to you as a person who sells products or services. You have hired us to show you specifically what to do to increase your sales per call ratio. You have hired us to show you how to simplify the sales process for you. You have hired us to show you how to communicate with another person's unconscious mind in a simple easy to understand manner. *We promise that you will make more "sales per call" from this moment on, for the rest of your life. We guarantee it.*

Most books you have read about selling have focused on selling your product or service to someone or some group at the conscious level of thinking. On a random

chance basis that is nothing more than a numbers game. If you want to be able to decide who you are going to allow to buy from you, and who you are going to pass by, then you can begin incorporating the concepts and techniques in this book immediately.

Why would anyone release this powerful technology to the public? Wouldn't it be better to just keep this information closely guarded and use them only for one person's or corporations benefit?

No.

Salespeople make the world go around. The more sales that are made, the better the economy. The better the economy the more expendable income there is. The more expendable income there is, the more people can afford to own a copy of this book or utilize our programs.

Mind Access is about unconscious communication and the more people that are experts at unconscious communication means better lifestyles for everyone. It is the ultimate win-win technology.

For years only the largest corporations in the world had many of these techniques available to them. In recent years, I have discovered many MAPs. Many more have been discovered by social psychologists. Even more MAPs have been leaked from the major corporate advertising offices.

The problem that faces the salesperson is knowing what works and what doesn't work. This book solves the problem for you. Everything in this book is tested, tried and true. Everything in this book works.

Everything you read in this book has been thoroughly studied and researched. The tools, techniques, skills and patterns you are about to read about work in real life and regardless of what you sell. There can be no doubt that much of what you are about to learn about the science of selling is new to you and unknown by everyone else in your office. You will not be bored with the scientific jargon that has helped us discover this information but you will be given an extensive bibliography that will help you do

further research into selling and specifically selling to the unconscious mind.

Selling is much more fun when **you** decide whether the other person is going to buy from you instead of the other way around. The difference between selling to the conscious mind and the unconscious mind is the difference between random success in selling and selling almost everyone you want to.

I have written numerous books over the years but this is the first book written specifically for the salesperson.

In [\*The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking\*](#), (Kevin Hogan, 1996, Pelican Publishing), I showed you how to sell more, make more money and improve your personal relationships by utilizing powerful techniques of persuasion. From the many letters I received it became clear you wanted more...much more. I know you are already making more money and that is exciting news. The cry was heard and here is the beginning of the answer to the voices that yelled, "more, more, MORE!"

The difference between *Mind Access* and *The Psychology of Persuasion* is very simple. *Mind Access* goes beyond altering someone's behavior. As you learn the material in this book you will discover that many MAPs were programmed into you and your customers before birth, in your genes, in your DNA. Better? We make it simple to understand, easy to apply and *we promise that you will learn how to change people's minds by simply appealing to them at a genetic level!* Nothing is more compelling. Nothing.

*Mind Access* takes you straight to the double helix, the DNA, and you don't even have to know how DNA works or even what it is to use the techniques in this book. We did the research, applied the techniques in real selling experiences and have simplified them into easy to master themes and concepts. All you have to do is pull the strings.

**Warning!** *This book is not about blatant*

*manipulation*. If you sell something to someone who cannot benefit from your product or service, you will not develop the long-term relationships that are necessary for success in business. A black belt in the martial arts doesn't prove his skills by harming the helpless. He proves his skills by defeating the competition.

Mind Access shows you how to eliminate the competition. The edge you have over your competition is in your hands...and is enormous.

This extraordinary technology picks up where *The Psychology of Persuasion* leaves off and comes very close to what would be the ultimate in unconscious communication: psi abilities. We haven't broken that barrier yet, but you don't need to be any closer. You're knocking on the door!

Using Mind Access, you will eventually be able to almost "read" people's minds. You will be able to know what program is running at each given moment and easily "see" what strings are "in play" and ready to be pulled. *You will be in control of each communication you participate in.* Your confidence will soar. People will literally beg you to sell them your products.

If you have ever seen Kevin Hogan speak to an audience in person, you know that he never sells any products from the front of an audience, yet people shout from the audience about how they can buy his audio and video programs. It is truly a startling phenomenon. In part his success in selling is based upon his reputation of giving his all, in part it is because people know that they are always getting the cutting edge from Kevin. This book will show you how to do what Kevin does.

***Mastering Mind Access means that you will be able to move people to the point where they seemingly cannot control themselves. They will demand to buy from you. You will never "sell" anything again.***

I want to share with people a tremendous value in

return for their buying the book.

What I do is provide huge value to the reader and in return you always remember where you got the information and tools that changed your life.

Zig Ziglar once said, "They don't care about how much you know until they know how much you care." That is a Mind Access POINT, and that is our philosophy in teaching you Mind Access.

*Mind Access Point #4. If you truly care about your customers, they will demand your services and they will be loyal to you for a lifetime.*

Napoleon Hill, the great success philosopher, said to "go the extra mile" for people.

*Are You READY?*

*Say "Yes," or "YES!"*

### **What Will You Learn as You Turn the Pages in Mind Access?**

- You will learn how to predict human behavior with accuracy.
- You will learn specifically what to do to create demand for your products or services.
- You will learn exactly what the motivating forces are within each individual and among groups as wholes.
- Discover how to alter your products or services so people insist that you allow them to buy from you, NOW.

- Learn how genes influence your customer's behavior, so you can pull their genetic-strings.
- Find out all the keys to writing powerful copy that backs up verbal claims and makes for great personal presentations.
- Realize the limitless potential of unconscious communication.

### **Unconscious Communication: Reaching The Only Decision Maker You Will Ever Need To Talk To**

What is unconscious communication? Before we define it, let's see if we can give you two vivid examples to prime your mind to understand the concept before putting it into words.

1. Have you ever met someone who you had instant chemistry with?
2. Have you ever met someone who you knew you didn't like, before they ever uttered a word?

In both cases, unconscious communication was occurring long before anyone spoke.

Unconscious communication includes the sending and receiving of verbal and non-verbal communication as it is perceived by the unconscious mind. The unconscious mind is that part of our thinking that we are not aware of at any one moment. It's always there and it's always paying attention. In fact, it's always communicating.

What are some other examples of unconscious communication?

- The way a person smells may or may not register at the conscious level of thought but it "speaks volumes" at the unconscious level. The scent you

wear or whether you wear none at all alters the entire perception of any selling situation you enter into.

- The exact body posture and gestures you have can trigger positive or negative emotions in anyone you meet. People aren't aware of these triggers at the conscious level but the unconscious mind immediately detects them.

For example: If your buyer (your client) was struck as a child, just viewing a hand raised above the head can create fear. At the conscious level the buyer doesn't know that he rejected you on the basis of something that happened to him as a child, but the unconscious mind knew instantly that it didn't like the salesperson.

- Where you sit at a table will increase or decrease your chances of making the sale depending on what chair you select and how you sit in that chair.
- When making a presentation, whether you use a podium, and/or how you use a podium can make or break a sale before you utter a word.
- Wearing contact lenses will make some sales presentations more likely to sell and others less likely to sell. This book will teach you how to know whether to wear glasses or contacts.
- Jewelry sends messages at both the conscious and unconscious level. You'll learn all of the correct types of jewelry to wear and when to wear jewelry. Each prospect you meet will be different and you will need to make adjustments.
- Your physical appearance will make and break sales. This book will show you when casual is a must, when an expensive coat and tie are demanded, what skirt lengths a female salesperson should wear and

how the unconscious mind perceives differences in dress.

- The unconscious mind processes the tonality of words and phrases while the conscious mind processes the language. The tonality will normally overcome the actual words and phrases. Do you know when to change your tonality?
- There are words that the unconscious mind almost always says "yes" to. The conscious mind finds them irrelevant but the unconscious mind makes the decisions. Read on and you will learn what they are.
- How close you stand to a prospect will determine whether or not he is instantly turned off to you and your products and services.

This book brings to your fingertips, which by the way also send unconscious signals to everyone you meet, the secrets of Mind Access. We all have coded into our brains thousands of stimulus-response experiences. Any person can knowingly or unknowingly pull your string and you react immediately without conscious thought. Each of these is a Mind Access POINT. If you master only 20 of the hundreds of techniques to gently pull other people's Mind Access strings, you will increase your sales volume without ever needing to increase the number of contacts and prospects you see.

Every presentation you make from this day forward is going to be much easier. As you find yourself becoming more skilled at unconscious communication you will find that you rarely ask for a sale. "Closing the sale" will quickly become a thing of the past or at worst a mere formality. Your customers will literally *demand* that you sell them your products and then they will develop loyalty to you in a such a way that makes future selling a mere formality. *That isn't a promise, it is a guarantee.* Utilizing unconscious communication is a skill that takes some time to master.

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As you practice one technique each day, you will find yourself in control of every sales situation you enter into. You're on your way to being in charge from this day on.

## **Chapter Two**

### **Selling is Easy Because You Know How Your Customer's Strings Were Installed as a Child**

This is a book about selling more, faster, easier and to anyone you want to...when you want to.

This isn't a book about developmental psychology. This isn't a book about genetics. This isn't a book about neuropsychology. This is a book that utilizes all of the usable known practical information that taps those sciences and then turns scientific facts into simple selling strategies that are accomplished by pulling MAPs.

All we really want you to understand is how MAPs are installed in your customer. Once you have a simple understanding of how these strings were tied into your customer's brain as a child, then all of the strategies and tactics of influence in this book become incredibly easy to master and utilize.

As a child, your customer had parents or guardians that raised him in a certain manner. They said certain words and phrases everyday that still create instant stimulus-response reactions within your customer. You are going to learn all of the significant words that, at least in the United States and Canada, seem to pull everyone's MAPs. In childhood, there were also phrases, body language, gestures, cultural beliefs, and symbols that were all made important to your customer.

There are six key environmental influences that installed lasting MAPs and values into your customer.

1. Family
2. Religious Institutions
3. School
4. Early Lifetime Experiential Learning
5. Peers
6. The Person's Own Internal Feelings

Before your customer was a child, he was a sperm racing for an egg. When the sperm entered the egg, a process began of reproducing cells by the millions. Contained therein are genes and DNA. Much of what the sperm that entered the egg created in your customer are characteristics that range from approximate height and weight to intelligence and temperament.

Approximately 50% and maybe much, much more, of what your customer will look, think, act, talk, experience, and even his behavior is pre-wired in his genes. 50% or more... ***This book is the first book ever to show you how to easily sell your customer by simply understanding the simple MAPs that utilize the revelations from the cutting edge science of behavioral genetics.***

*More importantly, you can tap the power of your customers' genes without needing to understand one bit about genetics or DNA.*

Did you know your customer's intelligence is largely heritable? (Genetic)

It's true.

The simple agreement that some trait or behavior is genetic doesn't show you specifically how a MAP can be pulled. We know that baldness is genetic through your customer's mother's side of the family, but that doesn't necessarily help us pull a Mind Access string. Behavioral geneticists are teaching us a great deal about your client of which some is very useful for selling and some is not.

Recent twin studies tell us that autism and schizophrenia have a strong genetic component; so do phobias and neuroses, but respiratory diseases and many cancers prove to be largely environmental. Secondary

characteristics such as freckles and even acne outbreaks are genetically pre-determined. Surprisingly to some, religious attachment including interests, attitudes and behaviors are largely inherited but denomination and specific beliefs appear to be environmental.

Startling findings that will bear further study find that family, neighborhood, parents' income level and education, their way of raising children- all environmental influences have incredibly little effect on the personality development of a person or their level of intelligence.

All of these new revelations are important to you and your ability to pull behavioral and genetic Mind Access strings.

In addition to the light it sheds on human behavior, it also reveals to us a great deal about how we should be marketing to our customers and future customers. With all of these new teachings about the environmental and genetic influences within your client, consider the following specific strings and prepare yourself for more startling revelations.

### **Word-Strings**

The following conversation happened so often to all of us in childhood that we all recognize it immediately before coming to the "punch line."

Child: "Mom can I go to the neighbors?"

Mom: "No, honey."

Child: "C'mon, Mom, can I go to the neighbors to play?"

Mom: "I said, NO."

Child: "But why?"

-----

Mom: "**Because**, I said so.

The word "*because*" is the first string you can use

every day with every customer you meet. This simple word is the perfect example of a string (a stimulus/response mechanism) that was installed early in your customer's life.

Early in childhood, the word "because" was installed as the absolute answer and reason for questions that we asked Mom and Dad. Today we respond the same way to the word "because" as we did when we were children. "Because" is typical of a string easily pulled. Like magic, you utter the word and people comply. Use the word "because" as part of your reasoning for almost any question asked of you and you will find your customers begging to comply with your requests.

Does this sound too amazing to be true? Is unconscious communication really this simple? Does just uttering the word "because" in a sentence really cause an instant reaction for compliance in your customers? What evidence exists for such a claim?

Dr. Ellen Langer, a Harvard social psychologist, wanted to know the answer as well. In a study where Dr. Langer was considering the impact of asking for "favors", she contrasted the use of inquiries with the word "because" (a reason for having something done) and without the word "because." The study, which is now almost a part of persuasion folklore, went like this:

People were waiting in line to use a copy machine in the school library. Someone would ask one of three questions.

- a) "Excuse me, I have five pages. May I use the Xerox machine because I have to make some copies."
- b) "Excuse me, I have five pages. May I use the Xerox machine because I'm in a rush."
- c) "Excuse me, I have five pages. May I use the Xerox machine?"

Before going any further, take a moment and imagine

the scenarios and predict what the results were.

Ready?

When option (C) was used an amazing 60% of people agreed to let the person make copies, just for asking.

When option (B) was used an astounding 94% of people agreed to let the person make the copies.

Finally, option (A), which was used as a control to contrast with option (B), found that 93% of the people complied with the requests.

At least one and maybe two strings are immediately displayed in this simple but brilliant study:

1. Asking for a favor can be an effective tool in gaining compliance. Later in this book we will consider whether asking for a favor is a "true string."
2. The word "because" is a "string." It is a stimulus-response, hard-wired mechanism in most people.

*Mind Access Point #104. Use the word, "because" in response to "why?" questions because it triggers compliance at over 50% the normal response rate in many situations.*

There are a number of words and phrases that are strings that are easy to pull. You will learn how to utilize words that are strings later in this book. For now, you can easily understand how simply and innocently word-strings are programmed into our thinking.

## **Gesture-Strings**

Not all Mind Access strings are experienced with language. Many Mind Access strings are positive and negative stimulus-response patterns to gestures and body language.

Some, but not all, of your customers experienced physical punishment as a child. For many years, it was politically correct to not only spank children but to slap them in the face whenever they fell out of line with their parents or misbehaved. If you have ever noticed a person wince at the slightest raising of a hand toward their face, they have been conditioned at the unconscious level to move away from that gesture. It could have been from a stint in a war, school fights with other children, or as happens more often, from being struck as a child.

Salespeople whose gestures bring their hands and arms high in the air often gain less compliance from their prospects, especially when they are sitting or standing near their customers.

What seems to be a gregarious and outgoing gesture to some customers is perceived as a threat creating flight or fight responses through the brain of other customers. A walnut sized part of the brain called the amygdala serves in part to protect the individual from any potential outside threat. It can't distinguish from a stick blown by the wind from a deadly snake. Part of the emotional brain is there only to protect the self from potential threats.

The string you always want to pull is the safety string. Always be perceived as non-threatening to your customer. Never raise your hands toward the face of your customer, above your own neck level or in any rapid fashion and you are more likely to make the sale. You will be seen as safe and more trustworthy.

Your customer may be a "flincher" and you won't know it until you accidentally set the "flinch" off with a seemingly harmless hand movement. If your customer was struck regularly or hard enough irregularly in childhood, the same motion of that striking will likely elicit the same fear response in your customer.

How many millions of dollars of sales have been lost because a salesperson was unaware of his physical actions? It's difficult to know for sure, but we know that the number of children who were struck regularly before the 1990's is very high indeed. Now you can profit from this knowledge while your competitors send your prospects running to your safe arms.

*Mind Access Point #80. Keep your hands positioned in such a way that they could never remind someone's unconscious mind of a time when they were struck or abused.*

In the chapter about non-verbal communication you will learn how to pull buying strings with specific gestures.

### ***Sensory-Strings***

Dozens of Mind Access strings have nothing to do with language or non-verbal gestures. This next series of strings includes the strings that are sensory based. What our customers see, hear, feel, smell and taste are all critical to whether they say yes or no when we communicate with them.

When you were an infant, just delivered you were born with two fears, one was of loud noises and the other was of falling.

Many people are sensitive to certain types of sounds and vocal intonations.

Some people respond well to an authoritarian voice, others instantly say no. You'll need to learn which strings to pull in which customers.

As an infant, your parent(s) were able to distinguish you from other babies by your smell. As years have gone by your customers have become accustomed to various smells and scents that change their minds instantly about

whether they will say yes or no in a given situation. You will learn how to utilize scents and the lack of them in the process of selling your customer. How you smell often instantly decides whether you have a chance of making a sale or whether you are simply being tolerated in the sales setting.

Some smells make people want to spend more time in an environment. Others compel them to leave. Some scents relax the normal individual. Some scents create stimulation. Adding to your awareness what is going on at the olfactory level with both you and your clients will change the volume of your business forever.

### ***Symbolic-Strings***

As a child there were certain symbols that always brought about positive or negative connotations to you. Maybe you went to church every Sunday and saw the cross out front. For you it may have been a cherished time of enjoyment. For your customer it may have been something from which he couldn't wait to escape from or maybe one that creates great guilt and anxiety feelings every time he sees a cross. A symbol of attraction for some is a symbol of repulsion.

The symbols that you wear include your clothing, jewelry, cuff links, glasses and even earrings. You will learn how people react in general to all of these symbols and more. Then you will learn how to utilize symbols to communicate with the unconscious mind of the customer.

### ***Cultural-Strings***

There are some values and life themes that are fairly universal in our culture. When you were a child you were probably taught to be nice and share your toys. This later turned into something we will call "the law of reciprocity."

When you were very small you quickly learned whether you had more or less "stuff" than your friends. This awareness later turned into what we call "the law of contrast" in the selling process.

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There are nine general cultural-strings that you will learn how to pull. They are irresistible and the most important of all the strings.

Almost all of these strings were installed in childhood. The only set of strings that were not generally installed in childhood are the "**genetic-strings.**" These strings we save for last for they are the foundation of achieving mastery in the area of Mind Access.

In Chapter Three you will learn the nine laws of persuasion in the sales process. These laws of persuasion must be followed for you to successfully pull the Mind Access strings of your customers. Violating these laws carry a simple penalty: Your customer will buy from someone else, if at all.

As you read about each law of sales persuasion, think of all the practical and possible applications you can for immediate integration into your selling presentations.

## **Chapter Three**

### **The Psychology of Selling: The Nine Unconscious Laws of Persuasion**

In Chapter Two you learned that Mind Access strings were installed into your customer when he was a child, or, in many cases, genetically. In this chapter you will discover the nine basic categories that all Mind Access strings fall into from the perspective of influence in the sales process.

**Law of Reciprocity - *When someone gives you something of perceived value, you immediately respond with the desire to give something back.***

You were taught to share your toys and your snacks and your space and your time with you all those around you. You were scolded when you were selfish and you were rewarded with kind smiles and pats on the head when you shared. The Mind Access Point of reciprocity was installed at a very early age.

The world's greatest salespeople and marketing mavens give something to their customers and I don't mean a business card.

- Have you ever received a bar of soap in the mail?
- Have you ever received a box of cereal in the mail?
- Have you ever received return address labels from a charity, in the mail?
- Have you ever received a handful of greeting cards from a charity, in the mail?
- Have you ever received a sample size shampoo bottle in the mail?

These are all examples of what we call "inducing

reciprocity.” The practice is very simple, yet absolutely brilliant. If your product is top quality and it is something that everyone can use, send everyone a small sample of it and they will be more likely to buy it the next time they go to the store for two reasons.

1. We will recognize it as something we have used. The brain picks up on what is familiar. (Have you ever noticed how many cars there are like yours on the road? What happened to all the rest?!)
2. Reciprocity has been induced. Kellogg’s was nice enough to send us their free box of cereal and because it tasted good we should at least buy their cereal this one time. We return the favor.

*Reciprocity, based on scientific research, appears to be the single most powerful law of selling persuasion there is, but is there a problem?*

- If you sell life insurance, you can’t give away \$10,000 of free coverage.
- If you sell real estate, you can’t give away bathrooms.
- If you sell speaking services you can’t give away free speeches.
- If you are a stockbroker you can’t give away 100 shares of Merck.

What do you do if you don’t have sample size products and services? How do you take advantage of this powerful law of share and share alike?

*Mind Access Point # 18. Give away something of perceived value to someone and they will feel compelled to do likewise.*

You do not have to give away free samples to utilize reciprocity. You **MUST** give away something that has perceived value. Here are a few creative ideas for salespeople to use as inexpensive give away items to your prospects.

**Life Insurance and Financial Product salespeople:**

Give away a free report that lists all the top performing investments for the last three years. (Even if it contains information that is positive about your competitors!) Give away a handy chart that people can place on the refrigerator that shows the ten questions to ask telemarketers to determine the legitimacy of investment opportunities and charitable donations.

**Real Estate salespeople:**

Estimate the dollar of the loan the customer will take out and run several amortization tables showing how small extra payments each month will cut years off the life of the loan, save the customer tens of thousands of dollars and create long term financial freedom. If the customer is already putting every penny toward the 30 year mortgage, give away a handy booklet that shows how to do simple maintenance on the house, how to find good service people to work on the home in the future, and also tips on keeping the home in top dollar condition should they decide to sell.

**Automobile salespeople:**

If you sell a great car, give away a recent Consumer Reports article to all of your prospects comparing your car with others in it's class. If you sell a car that is a good car, but not listed as one of the best, give away a list of the top ten strategies to keep the car running cheaply and it's re-sale value high.

The message to you is that everyone can give something away for free with nothing expected in return. It is a scientific fact that reciprocity is effective. The key is that what you give away must have perceived value by the part of the customer. Traditional promotional items like personalized pens and date books may be useful or they may not be. You can test them to see if they assist in making sales. It doesn't matter what you give away actually cost you. What matters is the value the customer places on the item, report or product.

***Law of Contrast - When two things, people or places that are relatively different from each other, are placed near to each other in time, space or in thought, we will see them as more different and easier to distinguish which one we want most.***

There is a wonderful piece of television history from the archives of the Tonight Show with Johnny Carson. Carson hosted the Tonight Show for almost 30 years before Jay Leno became the host. One night, Johnny had the number one girl scout cookie salesman in the country on. He asked her the secret of her success. She said, "I just went to everyone's house and said, 'Can I have a \$30,000 donation for the girl scouts?' When they said "no," I said, 'Would you at least buy a box of girl scout cookies?'" The audience couldn't stop laughing and neither could Johnny. The little girl had mastered the contrast principle, at age eight

Have you ever walked through a grocery store and watched people, especially women, take two competing

products and put one of them in each hand then look at them side by side, literally weighing which one they should buy? The principle that guides people in this product choice is called the Law of Contrast.

Psychological studies have shown that salespeople can use the Law of Contrast in a very specific and pre-designed fashion. If you can show your expensive product or service first then show what you would like to sell (what you think creates the best win-win with your customer) second, the customer is very likely to purchase the second item.

When you were a child you would go into a store with one of your parents and as Mom shopped, so did you. You may have picked up two or three items to propose to your mother for possible purchase. Time after time your Mom programmed into you either one of two themes:

- 1.** It's too expensive, you can't have either of them.
- 2.** You can have the little (cheapest) one.

You soon learned that the best method of selling Mom was to note how little the item cost. "Mom, it's only a dollar," your voice would resonate in a pleading fashion. With the proper eye contact and pitiful face the strategy regularly worked.

The Law Of Contrast doesn't say that you will always sell the least expensive of two products. It does say that if you put two products or services close together in space or mind, the person will begin to clearly see the differences and their programming will help them choose "which" instead of "whether or not to."

Price was the most common programming installed into children as a child, but there definitely were many parents who programmed the theme, "it's junk, don't buy garbage," into their children. These adult customers now buy higher quality items when possible. The Law of Contrast acts within each of us to help us choose which of a number of items to buy.

*Mind Access Point #19. Show your customer the product you believe is their best option and/or least expensive last. The customer is compelled to own something and normally will take the last or least expensive item if it is shown last.*

*Mind Access Point #20. Let your prospect buy the least expensive of several necessary items first, then let them buy the add ons or accessories second. In contrast to the large investment they seem small and a good value for the price.*

**Real Estate salespeople:**

Show your client a home that they will dislike first then show them a home that meets all of their buying criteria second. People tend to buy what they are shown or experience second.

**Financial Product salespeople:**

Tell your client you have two products to show her. The best financial fit for your client is to own is a diversified portfolio of mutual funds. You first show them an expensive annuity product and then follow that by a brief explanation of another option, that of owning mutual funds that require a smaller investment and easier "out" should they need their money. The better product and lower price both come second in this case, creating a compelling unconscious urge to invest in the funds.

**Clothing salespeople:**

Once the customer has agreed on buying the suit or dress,

now present a tie, a scarf, a new pair of shoes or a nice necklace as an absolute must. If the customer has purchased a \$400 suit, isn't a \$37 tie a necessary purchase?

### **Electronics salespeople:**

Your customer has said, "Yes," to the computer, now you can show them the extended service plan, a piece of useful or fun software or an extra battery for emergencies. These \$100 items contrast nicely to the \$2,000 they just spent on the computer and almost seem irrelevant, in contrast.

A useful rule to remember in any sales situation is that when someone mentions that your product or service is "too expensive," or "costs too much" you respond with a gentle, "*Compared to What?*" "Compared to What"? is a question that puts your client's thoughts into perspective and allows them to re-think their apparent, "no" response. If your client was heading toward a "no" response, "compared to what?" may often bring them back to the "yes" response.

***Law of Friends - When someone asks you to do something and you perceive that the person has your best interests in mind, and/or you would like him/her to have your best interests in mind, you are strongly motivated to fulfill the request.***

How many times have you experienced someone knocking on your front door asking you to donate money for some cause? Compare the number of times you donated to the cause when you knew the person who asked you to donate in contrast to how often you donated when you didn't know the person who asked you to donate.

If you are like most people you donated more often when your neighbor came to the door asking you to donate. You felt empathy for the person you know who is

possibly being put "out" by this charitable requesting. The people who solicited from you less regularly received donations because they didn't have that same empathy or trust. We tend to say "yes" when we know someone or perceive they are our friend.

In a similar context, most people would never go to a meeting for multi-level marketing if their friend or acquaintance didn't ask them to look at this business opportunity. The greatest strategy a multi-level marketing corporation can utilize is the "listing of friends and family" strategy as the first contacts in the MLM'ers early days in his new business. These friends and family are the most likely to say, "yes" to actually going to a meeting.

As salespeople develop relationships with their customers they become friends. Friendships grow and become special and future sales are all but assured with the ongoing relationship.

Mind Access Point #23. Help people see you as their friend and someone who cares about them and you increase their probability of compliance.

An extremely powerful Mind Access Point that few, if any, salespeople ever use is that of pointing out the negative aspects of your products and services. Psychological research backs up our assertion. One of the most effective ways to influence people is to argue against your own point of view or argue against your own self-interest so that it appears that you are being unbiased in your proposals.

One group of researchers had a heroin addict tell people that there should be stricter courts and more severe sentences. The researchers found the heroin addict to be more credible than others presenting similar points of view. This was one of the few instances when people believed someone who was not perceived as physically

attractive. When the message conflicts with the expectations of your buyer you'll be perceived as more serious. This is a powerful Mind Access Point and when you utilize it with a careful skill you will regularly bring out any minor negative aspects of your products and services.

*Mind Access Point #583. Be eager to point out any negative aspects of your proposal. This accomplishes two important things. First it makes you appear far more trustworthy and second it allows your customer to be set at ease as you are doing his job of finding the drawbacks of the proposal.*

**Financial Product salespeople:**

Tell your customer a story of how you recently helped your family members with their finances in the same manner that you are going to help your customer. When they understand that they are going to be treated exactly like family, they perceive you also have their best interests in mind.

**Real Estate salespeople:**

Share with your customer why you would NOT buy a specific house. If it is clear that your customer is NOT interested in the house, and you don't like it either, explain why this house is not something you would recommend your friends buy and then explain in detail why. This strengthens your bond between you and your clients.

**Law of Expectancy - *When someone you respect and/or believe in expects you to perform a task or produce a certain result, you will tend to fulfill his***

**expectation whether positive or negative.**

There is a famous study from the 1970's by psychologist, Dr. Rosenthal that reveals that the expectation of one person can radically alter, both positively and negatively, the actual results of how people will perform.

The study involved dividing two students into what teachers were told were bright and dull groups of students. The students were told nothing. In the group that was made up of supposed high IQ students, they performed at an average of an "A" level after 8 months. The group that was made up of supposed low IQ students, performed at an average of a "D" level after 8 months in their school work. In reality, there was no difference in the IQ's of the students. They were randomly divided into the groups and the only variable in the study, which was immediately discontinued, was the expectation of the teachers involved.

***Mind Access Point#28. The behaviors you expect of yourself and others are likely to be manifested in reality. If you believe that your customer will most certainly buy from you, they probably will.***

In psychology, the placebo effect is a well documented and scientifically measurable response on the part of the body to be healthier (or in the case of a nocebo, to be sicker) based upon expectancy, suggestion and belief. In the Korean War, there were thousands of casualties and not enough morphine to relieve the pain of the suffering soldiers. Medics and doctors were forced to give sugar pills and the suggestion that the soldiers would shortly be out of pain. Approximately 25% of all soldiers taking the placebo had their severe pain relieved.

This same level of expectancy is necessary as a belief

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in yourself about your abilities to be successful and also about your influential ability with your customers to win them to your products and services.

**Mind Access Exercise:**

How can you utilize the Law of Expectancy when selling your products or services?

**Law of Association - *We tend to like products, services, or ideas that are endorsed by other people we like or respect.***

Why do you buy underwear that Michael Jordan says is the best? Is Michael Jordan an underwear expert? Do Candace Bergen (*Sprint*), Whoopi Goldberg (*MCI*), and Paul Reiser (*ATT*), really have expertise in long distance telephone service or are they chosen to represent these companies because we have a favorable opinion of them?

When your products and your services are linked to credible, likable, positive image people your customer will tend to like the products or services.

For years authors have known that the best way to sell a book is to get people to write favorable back matter and front matter for the book. This adds credibility to the book because we respect the person who wrote the quotes.

The power of a testimonial or of someone famous using your products or services can be the key that turns the locks of the doors of the unconscious mind. If you do not have the ability to have the famous endorse your products or service, ask other people who are using your services to write you a short letter testifying to the fact that your product or service has helped them change their life, their business, or made some significant difference that they didn't have before.

The testimonial speaks volumes about you so you don't have to.

*Mind Access Point #32. Allow people to see you and your products or services linked to the respected, the famous, the experienced and your probability of the "yes" response is heightened dramatically.*

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**Mind Access Exercise:** How can you utilize the Law of Association in selling your products and services?

**Law of Consistency - When an individual announces in writing (or verbally to a lesser degree) that he is taking a position on any issue or point of view, he will strongly tend to defend that belief regardless of its accuracy even in the face of overwhelming evidence to the contrary.**

Your customers' past decisions and public proclamations dramatically influence their beliefs and attitudes. Once a person has publicly said, "I'll never X," they normally never do.

Many people make public statements that they have not thought out, that often turn into beliefs and permanent attitudes. The reason is simple. We are taught that our word is our bond. When we say something you can count on us.

President Bill Clinton has been on both sides of this law. In 1994 his continual changing of his publicly stated positions cost the House and Senate seats, creating a Republican majority in both houses of congress for the first time in decades. In 1998 his adamant stand against talking about the Monica Lewinsky case for ethical reasons helped him build the highest popularity rating by a president in years.

By consistently stating, "I'm going to just do my job," the country began to believe in Bill Clinton again and stood behind him as their president.

**Did you know that 70% of all people are the same religion they were when they were raised as children?** This is the law of consistency in real life action! The following graphic will illustrate the power of various religious sects to hold members over a lifetime. Maintaining consistency is at the core of loyalty.

**Percent of Current Members Raised in Same Faith**

*Source: Adapted from American Demographics Research.*

Fundamentalists	52%
Southern Baptists	86%
Misc. Protestants	40%
Other Baptists	77%
Lutherans	75%
Methodists	72%
Inter/non-denom.	27%
Liberals	49%
Presbyterians	59%
Episcopalians	54%
Catholics	89%
Jewish	83%
-----	
All	70%

Americans respect consistency and predictability. A recent research study had subjects make decisions among various choices.

Group A was asked to “remember their decision.”

Group B was asked to “write their decisions on a magic slate and then pull the sheet up ‘erasing’ their decision.”

Group C was asked to write down their decisions on paper with ink and hand them in to the researchers.

Which group stuck with their decisions?

Right. Group C stuck with their decisions over 3/4 of the time.

Group B kept their decisions half the time and Group A tended to change their minds.

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The lesson is to get your client to write things down as he participates in the sales process. He could write down anything from goals for the coming year to what he would really like in a car, a house, a stock portfolio or a vacation time share package. The key is to get a pen in the customer's hand and have him write!

**Mind Access Exercise:** How can you utilize the Law of Consistency in selling your products and services?

**Law of Scarcity - When a person perceives that something he might want is limited in quantity, he believes the value of what he might want to be greater than if it were available in abundance.**

What the public finds valuable never ceases to amaze us. Remember the Christmas season of 1996? This was when advertisers promoted Tickle Me Elmo dolls to children and then to drive the price up, simply refused to produce the dolls in quantity.

The prices of the dolls grew outrageous. Stores sold out of the dolls after creating huge demand and overpricing them. Within weeks, the Minneapolis Star Tribune printed six and seven *columns of classified ads* offering to sell their Tickle Me Elmo's for anywhere from \$300 all the way up to \$695!

Imagine this: A child goes into the store when the dolls first come out and Mom buys her child a doll for \$30. Eventually the media promotes these dolls to the point where stores and shopping centers are flooded with people trying to find Tickle Me Elmo's being forced to settle for all the other products in the store for their children's Christmas presents. The marketing campaign was a bonanza for Tickle Me Elmo, radio station giveaways, retailers and it was all induced by intentional marketing scarcity.

Which of the following should you use as an induction of scarcity?

1. Act now!
2. Limited Supplies!
3. One Day Only!

All of those are common themes in advertising and marketing. Which works best? Act now is third most effective. It simply doesn't pull Mind Access strings. One Day Only is an effective theme but doesn't even compare to Limited Supplies.

**If you can show that there are only a few of your products or services available that is going to pull more Mind Access strings.**

The limited supply strings almost always go back to your client's childhood. There was one or two pieces of cake left and when your customer was four years old, he knew that if someone else got that piece of cake there would be none for her. It was imperative to attempt to get one of the last pieces of cake. Scarcity was installed at an early age and has been reinforced throughout our adult life. The strings wound into scarcity are very powerful indeed and you should begin to devise methods to use the principle of scarcity in your daily sales meetings.

*Mind Access Point #38. Your customer must be made aware that something about you or your services, or your product is scarce. (Scarcity can include quantity of product, the time you have to spend with someone or a number of specific products at a special low price.)*

**Real Estate salespeople:**

In the state of Minnesota, in the year 2000, many homes are selling in literally days. It is completely ethical to tell your clients that, "The average house in Minnesota is selling in 11 days. If you want this house, put an offer on paper, now."

**Automobile salespeople:**

There are only three cars like this on the lot. I suspect they will sell out by Monday. That doesn't mean you can't get this car again, but it does mean you could wait weeks or months to get a factory delivered car with all of these options. It's up to you.

### **Financial Product salespeople:**

You can never predict the future, but what happens if this January is like most Januarys and the market goes up 4% while you are deciding whether this is the time to open your IRA?

*What is it that your customer loses if he doesn't buy from you? That is your scarcity string.*

***Law of Conformity - Most people tend to agree to proposals, products, or services that will be perceived as acceptable by the majority other people or a majority of the individual's peer groups.***

Everyone wants to be accepted. "What will people think," is something that we all think about at the unconscious level.

We all want to be liked and we all want people to look at what we buy and do with respect and admiration. When your customer thinks about how his peers will view his purchase, the sale can be made or broken without going any further.

***Therefore it is important to assure your customer, at the unconscious level that his buying your product and service is an outstanding idea.***

Conformity is related to consistency in some ways. Conformity is being consistent with your peer group's acceptance. Consistency is being perceived as predictable and ethical within your peer group and even within yourself.

Non-Conformists and "rebels" even tend to conform to their groups that are known to be rebellious against society. Consider that Greenpeace activists are very much non-conformists in the eyes of the public, but among their own group they conform to the non-conformist standard.

Jehovah's Witnesses and Latter Day Saints are both Christian sects who are considered apart from Christianity

by other denominations. They are non-conformists and are proud and honored to be.

However, within their own groups, they have clear-cut and definite standards that must be conformed to. Your understanding of your customer's conforming standards can make or break your sales.

*Mind Access #45. Allow your client to see his future after purchasing your product and services as one where his peers and family not only approve, but are excited about his purchase.*

"Imagine how your wife will respond when she sees that you have gone out and bought her, and really your whole family a brand new car..."

"Imagine how your husband will feel when you show him that you took the initiative to invest in your retirement so his life will be easier...essentially not having to work until he is 77."

***Law of Power - People have power over other people to the degree that they are perceived as having greater authority, strength, or expertise.***

Power comes with authority and charisma. Power is the ability to change. Power is both real and a perception.

Your customers will perceive you as more powerful if you act with confidence but not conceit, comfort but not disregard, and certainty but not knowing it all. Power is something that exists within you and must be brought out.

Once people perceive you as competent, caring, knowledgeable, confident and certain, then their confidence level in you goes up.

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If you attempt to use power *over* other people, instead of with other people, then you will lose sales and lose friends. Power with people is perceived by most as strength and is often called "charisma." Power over others is normally resented and people are less likely to conform if they think you are trying to control them.

One recent study that discussed power and authority revealed that 95% of all nurses were willing to dispense drugs to patients, after being authorized by physicians, that they knew would indeed likely kill the patient. That's power.

Auto mechanics may not have a high recognition value for power, but when your car breaks down, they become the most powerful people in the world don't they? They have the solution to your problem. If they made the solution appear easy they would have no power. The simple fact that most people are ignorant of how to utilize power is why most salespeople are perceived as beggars or nuisances. Once you understand how to pull Mind Access strings you become more charismatic and exude power *with* people.

In Chapter Four you will discover how to utilize power by asking a few simple questions. Power in selling is experienced by the person who artfully is asking questions and guiding the sales process. That person is you.

## **Chapter Four**

### **21st Century Selling: The Ultimate Selling Model**

#### **WIN/WIN Relationships Create Near-Term Wealth and Long-Term Happiness**

There is a special energy that is exciting about selling. Occasionally the sales transaction is experienced as a chess game where there are two opponents who must buy and sell from each other and one will ultimately win and one will ultimately lose.

Far more often *the sales setting is one where both the customer and salesperson MUST win*. Selling a house, a time-share, or a car is typically a one-time interaction between the salesperson and the customer. The pressure experienced by both salesperson and customer is far greater in each of these settings but the necessity of a win/win scenario is still critical to the long-term success of the customer's finances and the salesperson's reputation.

Insurance salespeople have slightly less pressure facing them as they can utilize various Mind Access strings that relate to the development of long-term relationships.

My personal insurance agent is Dennis Dunker of Cannon Falls, Minnesota. In all but two years of my adult life he has served as my casualty insurance agent. He has never had to close a sale with me. He has always utilized Mind Access strings effectively and ethically in working with me. On many occasions in the past I have "demanded" that my coverage be improved. That is one of the tell tale signs of someone who is a master at pulling Mind Access strings. When the customer demands the

salesperson sell them more and more, the salesperson has become a master.

Every couple of years he makes it a point to drive the 45 minutes that are necessary to get to my home in the Twin Cities. He drives past a few other State Farm Insurance agencies on the way up here for a visit or a luncheon date. In theory, I should have had my business with one of those agents he drives past, but Dennis has built a long-term relationship, a friendship and has always shown great respect and interest in my work. Those are all genetic Mind Access strings.

People, *all people, need respect and friendship.* It is coded into our genes. Dennis didn't know they were Mind Access strings; he simply likes people and works hard to do what is in his customer's best interests. Today Dennis is a wealthy man and has a substantial client base that will take care of him and his family for the rest of his life. He never has asked me buy an insurance product I didn't want. In fact, he has never "closed" a sale with me. He has always allowed me to "close myself." He utilized my personality, which includes analyzing data, being in charge, being a decision maker, and has acted as my advisor instead of what other less astute individuals may have done...and lost my business.

Dennis has taken care of me for 20 years and hopefully will the next 20 years. He is an unconscious master of Mind Access technology and I don't think he is fully aware of it. On his next island vacation trip, I'm sure he'll not be too concerned...as he sits on the beach with his wife sipping from the tall glasses...That's what happens when you care about people...they demand you sell to them...because they know you care...just like Zig said.

When was the last time you went to Disneyworld or Disneyland? Remember how much fun was had by everyone? The rides were great. The shows were great. Meeting the cartoon and fantasy characters was a thrill for the children. The day or weekend at Disney may have been the focal point of the vacation. You look at your pictures from Disney and think of how thrilled the kids

were to get there.

In between the parking lot and the park was a ticket booth where you paid over \$100 for your day of fun. You may have been shocked at how much the price had gone up since the last time you had been there. Was it worth it? Looking back, was it worth it? You bet. You paid a lot of money to allow your family to have a great deal of fun. It was definitely worth it. It was a win-win deal. Disney's tradition is to continually generate revenues from the masses of the world populace in exchange for an experience of great fun and enjoyment.

***Win-Win thinking is not a platitude with a wink attached to it. Win-Win is at the core of every long term successful business venture and sales meeting in the free world. Win-Win Thinking is the foundation for every technique utilized in Mind Access.***

### **21st Century Selling Model: Levels of Awareness**

Sales are made and lost on two levels of awareness and communication. One level is called the conscious level of awareness and the other is the unconscious level of awareness.

After you read this book, there will no longer be anything mysterious about the unconscious level of awareness. The unconscious level of awareness is that which you are not consciously aware of but are still responding to in your mind and body.

Communication is ongoing at both levels of awareness all of the time during the sales setting and no one is *fully* aware of what is happening at both levels of awareness, ever.

***What is even more fascinating is that even before two people see each other in the sales setting many sales are made and broken.***

Even before a customer and a prospect ever meet or

know they will meet sales are made and broken. You will shortly learn how to prepare for what used to be largely unknown in the sales process: the beliefs and attitudes of yourself and those of your customer.

*The 21st Century Selling Model begins with an understanding of the beliefs, values, attitudes and lifestyles of both the salesperson and the customer.*

What do these four words mean and why are they important in Mind Access?

- ❖ **Beliefs** are what people know to be true, with or without enough evidence to have made a rational determination that the belief itself is actually true.
- ❖ **Values** are what people hold in esteem or significance in their life. Some people consider love, happiness, peace of mind, money, security, freedom, justice and companionship among the highest values in life. There are hundreds of values.
- ❖ **Attitudes** are people's states of mind or feeling as they pertain to specific issues.
- ❖ **Lifestyles** are how people live considering the means, values, beliefs and attitudes they currently have.

Beliefs, values, and attitudes are unconscious "filters" of our experience. We see everything in life through the glasses of our beliefs, values and attitudes. Once we open our eyes to our own beliefs, attitudes and values, it makes it easier to understand other people's values, attitudes and beliefs. In the course of an average day, we don't discuss our attitudes, values and beliefs but we do perceive and experience life based upon these filters. Once you know a person's beliefs, values, attitudes and lifestyles you can ask them for anything in an appropriate fashion and they will in all but the rarest instances say,

Yes!

Understanding your own beliefs, values, attitudes and lifestyle comes first in the selling process. Long before your customer meets you, you spend time with your belief systems, values, your attitudes about life and your work, and live within a certain lifestyle that often make or break sales before you meet the woman who will say "Yes!" to you today. Take a few moments to learn about yourself first and understanding others will be easy.

**Values: The Keys to Conscious Selling**

Take twenty minutes and write down the answer to each of these questions.

A) What are the 10 most important (things/people/places) to you in life?

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*Mind Access: Influencing Human Behavior*

B) Rank the above ten values in order by placing the numbers one through ten by the value.

C) Write down the 10 values in the spaces provided below and to the immediate right, write down specifically how you know when you have that value. (If you wrote love, for example, then write down, exactly how you know when you have love next to the word love.) Take your time this isn't as easy as you might think!

**My Top Ten Values and Evidence of Them**

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2)\_\_\_\_\_

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3)\_\_\_\_\_

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4)\_\_\_\_\_

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5)\_\_\_\_\_

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6)\_\_\_\_\_

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7)\_\_\_\_\_

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8)\_\_\_\_\_

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9)\_\_\_\_\_

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10)\_\_\_\_\_

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Understanding your values is the beginning of sales mastery. Your values are what you move toward. These are the states of mind and “things” that you want most in life.

One element that separates great salespeople from those who are mediocre is the ability to discover what is important to others in business, relationships and life. As you learn what is important to others you work hard to meet their values and needs and find that what you hold in highest esteem, while wonderful for you, is not what you are selling. You must sell your products and services to meet the values, beliefs, attitudes and lifestyles of others around you.

## **Magical Questions... ...to Open the Doors to the Mind**

There are three key magical questions that allow you to uncover another person's values instantly. They are very simple to learn and once you can utilize them in any context, your personal power as a salesperson is enhanced dramatically.

The reason you want to know another person's values is that once you know what is most important to another person in the sales setting, you are virtually guaranteed to "make the sale."

Generally speaking, you want three pieces of information.

### **1) What is most important to you in X?**

(X is in buying or considering the purchase of your products or services.)

- ❖ "What's most important to you in deciding how much life insurance to buy?"
- ❖ "What is most important to you in deciding what computer system to use?"
- ❖ "What is most important to you in buying a new home?"
- ❖ "What is most important to you in deciding what to invest in for your retirement?"

Your prospect or customer will respond with whatever is important. He may respond with one word like "quality" or "service" or he may respond with a 20-minute monologue that you will recap into one or two sentences. Regardless of how your prospect responds, his response and your summary of his response now become "Y."

## **2) How do you know when you have Y?**

(P) Prospect: I want a car that is a good value.

(M.S.) Master salesperson "How do you know when you have a good value in an automobile?"

(P) I want enough life insurance to protect my family when I die.

(M.S.) "How do you know when you have enough life insurance to protect your family?"

(P) I want a house that is big enough for my whole family to live comfortably in.

(M.S.) "How do you know when a home is big enough so your family is comfortable?"

[Once the customer responds to your inquiry, they do so by stating something that is often ambiguous. For example, they may say, "We like quality." Therefore, the master salesperson wants to know, "How do you know when you have a quality X (house, automobile, mutual fund, insurance company)?" This is called, "evidence" in this book.]

## **3) If I could give you Y, would you Z?**

If you can meet their highest value, quality, using the example above, will they work with you? or hire you?, or buy your product? It is very difficult to say, "no" at this point because of the framing of questions one and two. Consider the following examples.

- ❖ "If you can be certain that this is an A+ rated insurance company will you feel comfortable?"
- ❖ "If you can be certain that this is the best value in automobiles will you feel comfortable owning it?"

- ❖ “If you feel sure that this is a quality home, will you feel comfortable living here?”

## **The Fourth Magical Question**

On occasion the customer will say no to a “stage three question.” If that ever occurs you have one more magical incantation that will turn the key.

### **4) What else is most important to you in buying/owning an X?**

At this point you merely cycle back through the value elicitation process noted above. There are times when the customer does not know what is most important to him in the purchase of your product. Question four eliminates the concern and continues the magic cycle to a positive solution!

You now know the magic formula for eliciting values, one of the single most important elements in pulling Mind Access strings. Two charts appear below. The first chart is an assessment of what men and women value the most in life as far as their “ends values” are concerned. Ends values are states of mind like happiness, freedom and love. This chart was compiled from a study where a number of values were shown to participants. The participants then created a hierarchy of those values. This first chart will help you have a basic understanding of what you will discover in the marketplace when you begin eliciting values from your clients.

The value you can gain from this important ranking is two-fold. First, you see the values that shape America. Second, you can observe the difference between men and women and their hierarchies.

The second chart reveals the personality traits that Americans value most. If you can mirror the American values you will appeal to the greatest number of people.

Ends Values and Composite Rank Orders  
for  
American Men and Women

(Adapted from *The Nature of Human Values* by Rokeach)

<u>Terminal Values</u>	<u>Men (665)</u>	<u>Women (744)</u>
Comfortable Life	4	13
Exciting Life	18	18
Sense of Accomplishment	7	10
World at Peace	1	1
World of Beauty	15	15
Equality	9	8
Family Security	2	2
Freedom	3	3
Happiness	5	5
Inner Harmony	13	12
Mature Love	14	15
National Security	15	14
Pleasure	17	16
Salvation	12	4
Self Respect	6	6
Social Recognition	16	17
True Friendship	11	9
Wisdom	8	7

Instrumental Values and Composite Rank  
Orders  
for  
American Men and Women

<u>Instrumental Value</u>	<u>Men</u>	<u>Women</u>
Ambitious	2	4
Broadminded	4	5
Capable	8	12
Cheerful	12	10
Clean	9	8
Courageous	5	6
Forgiving	6	2
Helpful	7	7
Honest	1	1
Imaginative	18	18
Independent	11	14
Intellectual	15	16
Logical	16	17
Loving	14	9
Obedient	17	15
Polite	13	13
Responsible	3	3
Self-controlled	10	11

**Changing Values in America**

American values are not remaining static, however. Each year we re-shape our society and the individuals within the society re-shape themselves. It is a slow process but there are definite changes that have been evidenced. Notice how many values and attitudes have been re-shaped in just the last two decades.

## **Changing Values in America**

*(Adapted from: The Futurist)*

### **Old**

Self-denial ethic  
Higher standard of living  
Traditional sex roles  
Accepted definition of success  
Faith in industry/institutions  
Traditional family life  
Live to work  
Hero Worship  
Expansionism  
Patriotism  
Unparalleled growth  
Industrial growth  
Receptivity to technology

### **New**

Self Fulfillment ethic  
Better quality of life  
Blurring of sex roles  
Individualized def.  
Self Reliance  
Alternative families  
Work to live  
Love of ideas  
Pluralism  
Less patriotism  
Growing sense of limits  
Technology/Info Age  
Technology Orientation

The United States and Canada are changing countries. Values and beliefs are shifting with time and growth. You become an expert in Mind Access by having the foundational knowledge necessary for sales success as detailed in this book. You become a sales success by applying Mind Access in your daily sales meetings, one presentation at a time.

## **The 21st Century Selling Model**

There are hundreds of ways to present information to clients, customers, prospects, and buyers. The 21st century model of selling is really just one of our top ten favorite models of selling.

When we are making our presentations and proposals to others in the sales process we should note the following key elements are occurring whether it is a one on one lunch date or a public speaker before a group of 1,000. This model has been proven effective and we recommend you utilize it in your business.

## **1. Establish and Maintain Rapport**

Rapport can be defined as being in synch with another person. Generally people are more likely to be in rapport with someone else if they like that person. How do you know if you are in rapport? Answer this question:

*Are they responding to you in a positive manner?*

If so, you are in rapport.

Remember what Ziglar said, "They don't care what you know until they know that you really care." Therefore, you will want to begin to develop a sense of empathy and sincere curiosity about others. Rapport occurs on different levels of communication. You can be technically skilled at acting and appear to be in rapport, but if you don't sincerely care about your customer and the people you are working with, what is the point? There are several methods of developing rapport.

## **2. Use Content to Build Rapport**

Discover what their interests are and if you are already not in tune with the interest, learn about it. *People love to talk about what they love and what they know about!*

When I teach Mind Access seminars one of my favorite stories about building rapport is the "learning about fishing" story.

Living in Minnesota, many of my clients are avid fisherman. How could I connect with my clients knowing absolutely nothing about fishing? I grew up a Chicago Cubs fan, a child prodigy in mathematics, and even though I lived very close to Lake Michigan, unlike most kids, I never enjoyed fishing. In Minnesota, a big deal is made every year when it is time for the "opener." To my mind, "opener" means opening day at Wrigley Field. To the mind of many of my customers the only Wrigley they

know about is the chewing gum. It seems I am doomed at meeting many of my clients at more than a superficial level...until one day...

.... I decided to learn about fishing by asking all of my clients that love fishing to tell me their favorite fishing stories. I began asking questions that to them must have seemed absolutely ridiculous. Over the last few years, I have built an array of knowledge and stories about fishing. I can direct you to all of the best lakes for fishing, and I can tell you what to fish for at these lakes...and I've never been fishing in the state, not once.

You can build a great deal of rapport and long term friendships by showing and experiencing sincere interest in what is important to other people. Sharing the experiences of your client's hobbies, lifestyle, and interests is called "using content to build rapport."

### **3. Use Processes to Build Rapport**

There is more to building rapport than swapping fishing stories. Becoming in synch with another person or a group can take a great deal of skill, in addition to the sincere interest that is necessary in building relationships.

Many customers will not feel comfortable discussing their families, hobbies and lifestyles with you, a perfectly nice, perfect stranger. How does the ice get broken when stories are very uncomfortable for the customer? Many of your customers were taught as children to not talk to strangers. Many of your customers were taught to keep private matters, private. How do you help these customers become comfortable with you?

### **4. Pacing**

When in doubt, the most effective way to begin building rapport with anyone is by pacing. Pacing is essentially synonymous with the term "matching" or "mirroring." In other words, be like your customer, because he likes people who are like him. There are a number of techniques that can be used to effectively pace your

client, to begin building rapport.

## **5. Use Your Voice**

Imagine that your customer is in an upset mood. He has a sharp edge to his voice and you get to make your presentation. Many salespeople attempt to get him out of his mood with enthusiasm or a cheery story. In fact, the rule of thumb is, "*when in doubt, pace your client.*" If your client has an edge in his voice, let your voice have an edge. If he sounds angry, let yourself be angry, however briefly with something that occurred today as well. This vocal pacing will help put you in synch with your client. Eventually you will lead your client out of the negative frame of mind, if you choose to. (There are many times when a negative frame of mind is necessary to making a sale.)

There is more that you can do with your voice than match the tone of your client. We all speak with a measurable average number of words per minutes. Many people drawn to the sales profession speak quickly. Part of this experience is due to the nature of the business where we are obligated to be quick and to the point. Unfortunately, if your client speaks slowly and you are speaking quickly to meet a time constraint, you probably will lose the sale. People tend to speak at a rate that is consistent with how they process their thoughts and internal representations. If people tend to think in pictures (movies), they tend to speak very quickly. People who tend to speak very slowly process information through their feelings and emotions. In between are what we call the radio announcers. These people are those who speak with a more rich and resonant voice. They normally think in words.

*Mind Access Point #381. Your objective as a salesperson is to speak in the same rate and pitch of voice as your client.*

## **6. Why Pace Breathing?**

Admittedly, one of the more difficult pacing techniques is that of pacing your customer's breathing. Breathing is one of the most unconscious of all body functions and pacing of breathing is one of the great rhythm generators of all time. Two people in the heat of sexual passion often are breathing at the exact same pace. Two people sitting side by side in deep meditation often experience the same exhale and inhale points. In-group hypnosis, hypnotherapists find that having the group breathe together actually creates a wonderful bonding rapport in the room. It is this Mind Access Point that you will now pull.

As you watch your client breathe, begin to breathe in when she does. When she exhales, begin to exhale when she does. It is best to practice this pacing technique when you are not in verbal communication with people. For example, if you are waiting in line somewhere, and someone is talking to someone else, begin to pace their breathing. You can practice this at home by pacing someone who is unaware that you are doing it. Our research shows that by pacing another person's breathing; the liking between the two people rises!

## **7. Physiology and Posture**

Unlike pacing someone's breathing, pacing someone's posture and physiology is much easier. If you sit erect and stiff and your client is seated in a comfortable, slightly bent over manner, you are not likely to develop the

rapport you hope for.

Pacing physiology too closely can be a mistake. If every move your client makes is mirrored immediately back at him, he will begin to feel uncomfortable. The most effective manner of pacing physiology is to match the posture and general body position of the other person. When we discuss "leading," below, you will learn how to appropriately test your pacing skills with your client and be certain you have established rapport.

## **8. Leading**

Developing a sincere interest in relationships and friendships with others is the first step in the sales process. Pacing your customer is the second step. Leading comes third. A lead is successful when the person follows you. If you are sitting across from your client and you both have similar physiology and you are both enjoying each other's company you have an opportunity to now begin leading, which is the beginning of the active process in selling.

Will the client now follow you into the sales presentation? You have been following him for minutes and minutes. You've matched his vocal pacing and his physiology. You have shared mutual interests. Now it is time to take a non-verbal break from pacing and start leading. If your client follows your lead you have successfully built rapport at the unconscious level and you can begin your sales presentation momentarily. There are a few key methods of determining if you are in rapport with your client.

## **9. Lead with the Tone, Rate or Pitch of Your Voice**

If you have been successfully matching your client, you have an opportunity to lead by altering one of your vocal qualities. You may, for example, increase your speaking rate a little bit and induce a more enthusiastic attitude in the tone of your voice to help you bridge the conversation to your product. The context of your discussion will help

determine when and if this is appropriate.

When you notice that the client follows your lead with a more enthusiastic voice, an increased rate of speech, a higher or lower tone of voice, you can feel assured you have successfully developed rapport.

### **10. Leading with Physiology, Posture, Movement**

The simplest movements that you make will often be mirrored identically by a customer that is in rapport with you. Imagine that both you and your customers have been sitting with a hand to your chin for several minutes. Now, imagine you believe you are ready to "test" to be certain you are in rapport. If you are sitting at a restaurant, you can take your hand to pick up a glass of water and watch to see what your client does. If he follows you by also picking up his glass of water, or, even picking up a pen or a napkin, you have successfully led your client to the next stage of the selling process.

***You need to begin the rapport process again if they do not follow your lead.***

## **11. Induce Reciprocity**

Building rapport begins within you. The entire process of building rapport is built upon the foundation of concern, caring, compassion, interest and a desire for the well being of your customer. Pacing and leading is a process that creates comfort for you and the client to know that you are moving along at a pace that is appropriate for the client.

The entire process of building rapport, pacing, and leading could be as little as one minute and as much as an hour or more. After rapport has been established you can enter into the body of your presentation. There are many ways to begin the sales presentation, but my favorite is to give my client something. I regularly give a book that I wrote, called *The Gift: A Discovery of Love, Happiness and Fulfillment*, to my clients. You may not have a book to give, so here are some ideas to consider when deciding how you will induce reciprocity.

What you will give to your customer to induce reciprocity will be, in part based upon the average profit per sale and the significance of your gift.

You should know that gifts tend to be reciprocated with sales in direct correlation to the dollar value of the gift that is given. Specialty items, like pens, date books and calendars are perceived as advertising items and do not induce reciprocity. You must think of something appropriate that you can give to your customer that will be appreciated. Inducing reciprocity is not just a sales technique; it is a way of life. There is almost a metaphysical energy that seems to emanate from the giving of gifts. Expect nothing in return when you induce reciprocity. The simple act of giving helps you develop a caring and compassionate personality. *That* is what people are buying when they buy from you....*YOU!*

## **12. Share Part of You With Them**

Show your confidence in your customer by helping them

with one of their potential clients. In other words, offer to help them in any way you can. Can you make a phone call for them as a referral? Can you help them bring more business to their store by taking 50 of her business cards? What can you do to freely help them with their business that is above and beyond the scope of your sales call? **OFFER TO HELP.**

I've done this for years in selling and marketing and you can't believe how many times my kindness has been returned a thousand times over, over the years. Would you be willing to write them a testimonial on your letterhead for your customer to show *HIS* customers? That is the kind of treatment you would like from your customers, so why not offer it out first!

### **13. The Common Enemy**

Nothing binds two people, groups, or nations like a common enemy. Find their enemy and align yourself with their viewpoint. Do they hate the IRS? Do the same people try to hurt your mutual businesses? Jibe with them. Once someone shares with you who his enemies are, you have built a relationship for life. Drugs? Gangs? Taxes? Unemployment Compensation Insurance? Lawsuits? Government? Criminals? What are the common threats to business and society that you both dislike and you both know hurts your business.

You won't find a common enemy in every sales interview, but if you are thinking of the theme, the opportunity to put both of you on the same side of the table will occur during 50% of your interviews. Once you have a common enemy you have a sale and a lifetime relationship.

### **14. Tell a Short Story About Someone Like Them**

If you can build a reservoir of stories (*short stories*) about people who have become your customers you can utilize this selling tool. Tell today's customer about another customer who recently bought from you. This customer

should be someone they remind you of. You can build an entrancing sales presentation around such stories and they make great lead ins to the core of your presentation.

### **15. Respect**

Sincerely show respect for the person via a compliment. Always be looking for things to like about other people. Compliment them. A little respect goes a long way and you cannot under estimate the value of a sincere compliment of respect in the selling environment.

### **16. Knock Their Socks Off**

The shortest amount of time we spend with any client is normally that of the actual sales presentation. When you do actually begin the process, the very first thing you do is this:

*Blow them away with an astonishing claim, an amazing fact, something that few would know. Show them something amazing that no one else has shown them.*

Make the biggest claim that you can substantiate. The client will always remember and consider this introduction. Start strong, finish strong. Your claim for your product or your service should be colossal and it must be true. Knock their socks off.

### **18. Always Give More Than You Promised**

Napoleon Hill always made sure his audiences knew the principle of going the extra mile. Follow the example of those who sell who become millionaires. If you promise something make sure that your customer gets exactly what you promise and then some. Remember that phrase: *...and then some!*

## **19. The Power of Understatement**

After making your big fat claim you can quickly work your way into your sales presentation. This is the time to make sure you don't over-inflate your product or service. You made your big fat claim, now support it with the power of understatement. In other words, if your mutual fund portfolio has a track record of 12% return per year over the last 10 years, then understate that by saying, "Now, if you average 10% per year..." For 10 years you have earned a 12% return, but you are being conservative for your client and he knows it and *appreciates it*.

## **20. Be Precise: Then Beat Your Precision**

If you know that this automobile is going to get your customer 19 miles per gallon, tell him that. Then tell him a secret. "...but, if you use Mobil One oil, you can literally add an extra 3 miles per gallon of gas and that translates to an extra \$100 of gasoline savings per year." Be precise, and then be better than being precise.

## **21. Get It Done Faster, Easier, Better**

You live in an age where your customer wants everything to be better, cheaper, faster, quicker, smarter, easier, and more luxurious. So promise what you can, and then deliver...and then some. If they tell you that your competitor will get them X, then if you can really do it, you tell your customer that you are going to get them X+2.

Never be beaten because of the lack of going the extra mile. What can you do for your customer that no other agent will do for them? What can you do for them that no one else in the business does? Answer these questions then do it.

## **22. Be On the Edge of Your Seat**

Pay attention with bated breath to every word your customer has to say. It should be clear that what your customer has to say is the most important thing in either of your worlds at that moment...and it is. If these were the last words you would hear while you were alive you would want to know what your customer has to say.

Live your sales presentation as if the significance of each word will change your very life. Relationships are cemented when you do this. With the attitude of respect, going the extra mile and intense excitement about your customer and his life, you won't need to use a multiplicity of closing tactics "on your customer." He will demand that you sell him your product...*now*.

## **Chapter Five**

### **Sales Mastery Without Words: Conquering Body Language**

#### **The Customer Often Says “Yes” or “No” Before You Even Shake Hands**

What you wear, your makeup, your jewelry, your watch, your socks, your shoes, your coat, your glasses and everything else about how you look can make or break a sale before you ever open your mouth. Have you ever heard of “love at first sight?” Two sales were made before two people ever spoke. Both people decided that they wanted what they saw, heard, smelled and felt inside. Sales are made and broken every day in the same manner. In this chapter you will learn how to help your customer fall in love with you *and* your products and services, before you even say a word. Nonverbal communication is almost always unconscious communication. Most people have no idea what is going on at the sub-language level of communication. This chapter will help you master this most critical process of communication.

Many self-proclaimed experts of influence have misquoted a brilliant study by Albert Mehrabian to the effect that 93% of all communication is non-verbal. That wasn't what Mehrabian concluded at all. However, Mehrabian and most of the best psychological researchers do agree that non-verbal communication is between 50 and 80 percent of the impact of a communication. The same is true for

the selling climate.

The first element of non-verbal communication you want to learn about is that of space. The space you occupy while in the sales process makes a great deal of difference as to the result of the process. Imagine that you are making your sale at a kitchen table. Would it matter if it were yours or your client's kitchen? Imagine that you were closing a deal in a restaurant and then contrast that with closing the same deal in a nightclub. Different?

Now imagine that you are in an office setting and that your customer is sitting directly across from you. Next, imagine that your customer is sitting to the right of you. Imagine you are standing in a retail store next to your client. Now, imagine that you are seated and your customer is seated. How are each of these different to you? Each of these images creates different feelings and probabilities of selling your customer.

Are you interested in what the research in the field of proxemics (the use of space around us) has revealed for our field of selling?

Read on....

## **Before You Walk Out the Door... ...You Better Know This**

### **Aromachology: The Science of Scents**

If you are going to be spending most of your day meeting with men and you are wearing a cologne or perfume you have already lost valuable percentage points on your selling probabilities for the day. If you are a woman and are going to be selling to women, you can be lightly scented. Whether you are a man or a woman, if you are seeing men, have no scent except that of a clean body. If you are a man selling to women you should have no scent.

*Mind Access Point #97. In general, all of our studies show that colognes and perfumes are a biological turn off to the opposite sex. There are minor exceptions, but there are no scents that you can wear to enhance sales compliance.*

Scents are powerful in the selling process and if you have customers coming to your office you should contact the authors for a special consultation. The science of aromachology has revealed that certain scents cause people to spend more money, take more time in stores, relax, feel more erotic and a plethora of behavioral changes from arousal to helping attitudes. In the sales process, outside of your home office, you, the sales professional need to be scentless. If you wear deodorant, buy one that is scentless.

## **20 Tips to Look Perfect for Your Customer**

Both female and male sales professionals make many mistakes that cost some salespeople far more than ten thousand dollars in income per year. It is interesting that our research indicates that women will far outsell men of the same skill and knowledge level IF your appearance is perceptually correct. Women make far more mistakes with their appearance than men do for selling.

Physical attractiveness is important to pulling Mind Access strings. In general people tend to choose their spouses based on two factors: One is money or potential income and physical attractiveness. Women value money as the number one characteristic in a spouse and physical attractiveness as second. For men, it is the opposite. Both find physical attractiveness as very important.

Study after study show that physical attractiveness is very important in one person's perception of another person. 89% of all people on their first date decided "yes" or "no" to a second date based on the physical

attractiveness of the other person.

*Mind Access Point #184. People judge others positively or negatively, in large part on their physical attractiveness. Enhance your attractiveness to pull positive Mind Access strings.*

Numerous studies show that men will reject women based on what they perceive as deficiencies in the woman's appearance. (In the realm of interpersonal relations, women are more interested in money than men, showing some practicality but continuing the thread of superficiality in this Mind Access Point!)

Many elements of your physical appearance are genetic and are not going to change. You can't grow two more inches and you can't change the shape of your face. There is much you can do to enhance your perceived physical attractiveness. Here are the keys to your appearance for both men and women. Follow these 20 tips and you won't be pulling the negative response Mind Access strings in your customer's mind.

1. Women: Never dress suggestively. Research shows that you will get a longer interview but you will make fewer sales. Dressing suggestively pulls out an entirely different set of Mind Access strings to be pulled. Low cut blouses and shirts are out. Mini-skirts are out.
2. Women: If your wedding ring is large and you are going to be seeing women, take it off and put your band on instead. A large wedding ring reduces sales. Women outwardly express their excitement about a large wedding ring but it is perceived as a negative for numerous reasons. Your sales will go down if your wedding ring is significantly larger than that of your customer's.

3. Women: If your fingernails are more than 1/2" long cut them and you will increase your sales. Long fingernails are perceived negatively by men and women in the sales process.
4. Men and Women: If your fingernails look like anything but clean and well rounded fingernails, get a manicure. Your fingers are the one area that both men and women can be turned off at. A sales professional has nice looking hands.
5. Men and Women: If you wear glasses, normally smaller glasses are appropriate. You are normally better off making sales presentations wearing contact lenses if they do not irritate your eyes too much. Glasses rarely make sales and often break them.
6. Men and Women: Your weight will make or break sales. If you are more than 20% over normal, you lose credibility in the sales process. Begin a program of eating right and activity to reduce your waistline. Thinner salespeople sell more. Period.
7. Men: Facial hair reduces sales in almost all cases. If you are a man and have a beard you should cut it now. There are no men with beards in the top 100 sales professionals. If you have a mustache, ask men and women for their opinion. Some men appear to look better with a mustache, but in general, all facial hair reduces sales.
8. Men and Women: Ear and nose hair can create feelings of disgust in many of your customers. If you look in the mirror and you see ear or nose hair, cut it and keep it cut.

9. Women: Makeup that is lightly applied is not distracting. If your make up is heavy, you will lose sales. The closer to "natural" you appear, the better.
10. Men and Women: Teeth. Teeth should be white, flossed and clean before you meet any customer. If your teeth are stained, get them cleaned. Yellowed teeth lose sales.
11. Men: Hair Length. If your hair length goes beyond covering the back of your neck you will lose sales. Long hair can feel good and even look good, but, it isn't taken seriously. Decide whether you want to make all the sales you want to or whether you need your hair long.
12. Men and Women: Dress like your customers dress... plus 10%. If you see conservative clients, dress very conservatively. If you are selling to casual clients you will dress "dressy casual."
13. Men and Women: When wearing suit coats, nothing goes in the outer pocket except a spotless and perfectly fitted handkerchief. No pens, no calculators. Nothing else goes in the suit coat outer pocket.
14. Men and Women: Your shoes should be shiny and looking new.
15. Men and Women: Jewelry. Men should wear nothing other than a watch and a wedding band. Women should wear nothing more than a watch, a wedding ring or band, a thin necklace and a pin. Earrings that are small for women are acceptable but they should not distract. Earrings for men are always out. No earrings are permissible for men. You will lose sales.

16. Men and Women: You should be showered every morning and have your hair conservatively and neatly in place before every sales call.
17. Men: Unless you absolutely must, your briefcase should be no larger than a case that will hold two copies of the Encyclopedia Britannica.
18. Women: A large purse is out. Never bring a large purse on a sales call with you. If you do, you will look disorganized. Bring a trim purse with whatever essentials you need during the day. Everything else can stay in the car or your desk at the office.
19. Men: Your suit should fit properly. With your coat buttoned, take your fist and place it between your belly button and the coat. It should comfortably touch both. If you can't squeeze your fist comfortably between your stomach and your coat, your coat is too small.
- 20.** Men: Your pants should touch the "bridge" on your shoes. They should not run on the ground or be raised high up on your socks. They need to touch your shoes or get them altered. Anything unusual costs you sales and that means you lose money.

### **Saying Hello and Shaking Hands**

What should be the most natural thing in the world has become one of the most difficult. How do you say hello to your client?

Walk into the office with excellent posture taking medium length strides and say, "Hi, I'm Kevin Hogan, the author of the *Psychology of Persuasion*, you're John, right?"

Nice to meet you.”

On the word John, you shake hands. If you walk into the office and your customer takes the lead by introducing himself, simply follow his lead and shake hands as he extends his.

Hold his hands for two or three beats and gently release it. Assuming that you shake hands with your right hands, your left hand should NOT take part in this ritual. Here are the ten keys of shaking hands properly.

### **Do's and Don'ts of Shaking Hands**

1. Always maintain eye contact when shaking hands.
2. Do not use the infamous two hand, handshake.
3. Do not grab his elbow with your left hand.
4. Do not hold their hand for more than two seconds.
5. Do not squeeze to crush their hand.
6. Do not try to get a better grip than your customer.
7. Do not have a limp handshake.
8. Your hand should be firm but under control.
9. Your hands should be dry and warm.

### **What to Do After You Say Hello**

Standing in someone's office is a problem that will need an immediate solution. As soon as pleasantries are exchanged you and your customer should be seated. If you are both standing for an extended period of time and your customer doesn't have the forethought to offer you a chair, then you can ask, "Should we sit down and be comfortable?" Unless you are in a retail environment, sales are not made and deals are not negotiated standing up.

You may have an option of considering where to sit. If so, you are in luck. Scientific research is on your side in

telling you exactly where to sit. Seating options normally occur on lunch or dinner dates at a restaurant and in meeting rooms. If you are in a restaurant, quickly search out (with your eyes) a location that allows you to sit facing the majority of the people in the restaurant so your client is obligated to sit facing you, away from the clientele and staff of the restaurant. This is ideal for booth seating.

*Mind Access Point #145. When in public, always seat yourself so that you are facing other people and preferably so that your client is only facing you.*

Your client's attention should be on you, not the waitress, bus boy and the dozens of other people in the restaurant. Your seat selection will assure you his attention. Once you have the attention of your customer only you can make the sale and only you can lose the sale. This rule is far more important if the store you happen to be in is actually owned or managed by your client!

### **How Do You Select Seating?**

Ideally you can create a seating arrangement that is most likely to facilitate the sales process. Here are the key rules in seating selection.

1. As a rule, if you have already met your client once and you know they are right handed, attempt to sit to his right. If she is left-handed sit to her left.
2. If you are a woman attempting to make a sale with another woman, sitting opposite of each other is as good or better than sitting at a right

angle.

3. If you are a woman attempting to persuade a man to your way of thinking, the best option is to be at a right angle if at all possible.
4. If you are a man attempting to persuade a man, you should be seated across from each other in the booth setting if possible.
5. If you are a man attempting to sell a female client you should be seated across from her at a smaller more intimate table.

### **What Do You Do Once You are Seated?**

Waiting for the waitress to come in a restaurant can be awkward if you do not know the client. If you are meeting your client in her office, you will immediately get down to business after brief pleasantries. (It should be noted that sometimes pleasantries do NOT have to be brief. Many of my biggest sales presentations were made in the last two minutes of meetings that would extend to two hours discussing everything from baseball, to sex to religion. The level of rapport and quality of mutual interests will ultimately be your guide.)

Once seated, keep your hands away from your face and hair. There is nothing good that your fingers can do above your neck while you are meeting with a client. The best salespeople in the world have wonderful and intentional control of their gestures. They know, for example that when their hands are further from their body than their elbows that they are going to be perceived in a more flamboyant manner.

*Mind Access Point #151. Keep your hands closer to your body than your elbows when gesturing. This allows you to be perceived as a competent and intelligent communicator.*

While you are seated, if you are unfamiliar with your client, it is best that you keep both feet on the floor. This helps you maintain control and good body posture. People that are constantly crossing and un-crossing their feet and legs are perceived as less credible and people who keep one foot on their other knee when talking have a tendency to shake the free foot, creating a silly looking distraction. Feet belong on the floor.

Meanwhile, your hands will say a great deal about your comfort level. If you are picking at the fingers of one hand with the other, you are pulling a negative Mind Access string that shows fear or discomfort. This is picked up by the unconscious mind of the customer and makes her feel uncomfortable. If you don't know what to do with your hands and you are female, cup your right hand face down into your left hand, which is face up. Don't squeeze your hands; simply let them lay together on your lap.

For men, the best thing to do is to keep your hands separate unless you begin to fidget at which point you will follow the advice of your female counterpart, noted above.

### **How Close is *TOO* Close?**

Whether seated or standing, you should stay out of your client's "intimate space." Intimate space is normally defined as an 18" bubble around the entire body of your client. Entering this space is done so at your own risk. This doesn't mean that you can't share a secret with your client. This doesn't mean you can't touch your client. It does mean that if you enter into "intimate space," you are doing so strategically and with a specific intention. There can be great rewards when entering intimate space but there are also great risks so be thoughtful about your client's "space."

*Mind Access Point #154. When beginning your meeting with a client keep your distance at about four feet. Slowly move into about two feet as the sales interview progresses. Moving any closer will offend most people and moving out of the four-foot bubble will cause them to lose their interest in your message.*

Similarly, if you leave the “casual-personal” space of a client which is 19”-4’, you also stand at risk of losing the focus of attention of the client. Ideally most of your communication with a new customer should be at the 2’-4’ distance, measuring nose to nose. This is appropriate and generally you begin communication at the 4’ perimeter of space and slowly move closer as you build rapport with your client.

### **What is Effective Eye Contact?**

Eye contact is critical in the sales meeting. As a rule of thumb you should maintain eye contact with your client 2/3 of the time. This doesn’t mean that you look at her eyes for 20 minutes then away for 10 minutes. It does mean that you keep in touch for about seven seconds then away for about three seconds, or in touch for about 14 seconds and away for about six seconds. Eye contact doesn’t mean just gazing into the eyes. Eye contact is considered any contact in the “eye-nose” triangle. If you create a triangle from the two eyes to the nose of the customer you create the “eye-nose” triangle. This is the area that you want 65-70% of eye contact.

*Mind Access Point #159. You should maintain eye contact within the eye-nose triangle about two thirds of the time with American born clients.*

Should you sense that your client is uncomfortable at this level reduce your eye contact content. Many Americans who were born and raised in the eastern countries (Japan, for example) are not accustomed to the eye contact that Americans are.

### **Do I Walk Funny?**

Many people do. When I moved from the Chicago area to a small rural town in Minnesota in my senior year of high school, I learned this lesson the hard way. I had won a role in a play called, "The Crucible" as the Reverend Hale. It was a wonderful role for the young person that I was. Unfortunately, I didn't walk "normally" and my posture was terrible. I had a bit of a "swagger" and my shoulders bounced as I walked. It was cute, to some, but it was a sign of bad posture and needed correcting.

The drama's director, John Fogarty, needed his Reverend to walk with an air of confidence and not a "Chicago shuffle." He decided he would tie five-pound weights to each of my ankles. Now that may not seem like a lot of weight but imagine a half of a gallon of milk tied to each of your ankles. It slows you down and straightens you up. I had to wear these weights all day for six weeks. At the end of the six weeks I walked upright and not like the Cro-Magnon man I had become accustomed to.

In life we all play roles. We play the roles of parents and spouses. We play the roles of volunteers and business people. As a salesperson, you play the most important role of all. You play the role of a person who literally helps the world go around.

When you are walking, you should be walking as if a big hand was scooting you along by putting pressure on your butt to go forward. This is an important first step to improved posture. Practice walking around the house as if a big hand was pushing you gently and slowly forward by scooting your butt forward. That will help you with your

walk and your posture. The alternative is the weights...and that is a lot of work.

### **How Do I Make Presentations to Groups?**

Everything you have read up until this point still applies, of course. Presentations simply offer a few more challenges and a few greater rewards.

If you are presenting to a group you already know that you have something important enough to say to get the attention of the group. No one in the group showed up by accident.

Know what you are going to say in advance. You don't have to write out your presentation. In fact, unless you are the President of the United States, no one will listen if you do.

There are a few keys to speaking before groups. One is seat selection. If you are the key speaker and will be speaking from the one and only table you want to sit on an end or in the middle of one of the two sides.

If you have any known detractors of your product or service, you should have them sit to your immediate left or immediate right. These are the least powerful positions on the table. Notice that in presidential press conferences where members of both parties are present at a seated table, President Clinton always has the house Republican leaders seated immediately next to him. These positions have no focal attention and rarely speak with any credibility.

If you have to speak before a group and you have a podium you have an opportunity to make or break a sale by a strategy that I discovered by watching television evangelists. This strategy takes some time to master but is remarkably effective.

### **Strategic Movement?**

The most powerful nonverbal process you can use with an audience that must determine as a group to "buy" or "not buy" your products or services is that of strategic

movement. Other sales trainers call similar strategies spatial anchoring. Both are applicable and here is what strategic movement is all about.

Do you remember Johnny Carson? He was the host of the Tonight Show for almost 30 years before Jay Leno took over in the 1990's. Each night that Johnny came out he stood on a small star, which marked exactly where he was supposed to stand. It was the best spot on the entire stage for camera angles, connecting with the audience and because of the curtain back drop, we knew without seeing Johnny's face that he was there and not a guest host, who would stand on a different star.

The only thing Johnny ever did from this specific location was make people laugh. He didn't wander around the stage and tell his jokes. He stood right there and made people laugh. There were many nights when Johnny literally could just stand on his star and people would laugh. That is spatial anchoring. Audience laughter was anchored (conditioned to) Johnny's standing on his star.

When I first visited NBC in 1984, I thought it was fascinating that only Johnny stood on that star. At the time I thought it was an ego trip or some bit of arrogance on the part of Carson. How wrong I was. I knew nothing at that time of spatial anchoring and strategic movement.

When you are called on to make your sales presentation in front of a group, you are on stage. You are the star. You will want to select three specific points on the stage, or in the meeting room from which to speak. Each of these points is a specific location and not an approximate area. Point "A" is your podium. Podiums and lecterns are used by teachers and preachers. Normally these unconscious links are not positive Mind Access strings.

*Therefore, the podium (point "A") will always be used only to relay factual information to your audience.*

You will choose a point to your left about four feet from your podium that you will deliver all of the bad news discussed in your presentation. (You can't make many sales without painting a vivid picture about how bad things will get if the corporation doesn't hire you.) The

bad news point is point "B" and you will only talk about problems and anything that is going to be perceived as "bad" by your audience.

*Point "B" will be approximately four feet to the left of the podium.*

*Point "C" will be approximately two and one half feet to the right of the podium and you will always paint uplifting, positive, exciting, motivating pictures from this location.*

Everything we want the audience to agree with will be discussed from this point after we establish this as the "good news point."

Imagine that you are giving your presentation for this group and you need to be very persuasive. My favorite example here is that of fund raising for a charity. Your job? Get a big check for your favorite charity.

You place your folder or notes on the podium and immediately walk to "B" point. You tell a story about a hurting child or a suffering individual. You then explain how this one incidence is far from isolated. You move to the podium. You expound the facts and figures about the devastation of the problem that you are asking the group to help solve by making a big donation.

Now you move to point "C," where you will become excited about how the charitable organization is currently solving the problems and helping the suffering you talked about at "B." Everything that is good and wonderful you will "anchor" into point "C."

As you conclude your speech you will have a path that you have laid. You have moved from A to B to C to B to A, several times.

***You conclude on point "C" because it is the good news and offers each person to participate in healing the wounds you opened at "B."***

The truly unique tactic in strategic movement is the ability to subtly answer questions at the unconscious level without saying anything significant on the conscious level. Imagine that the audience is given the opportunity for questions and answers with you. An individual in the audience asks you about the group's considerations of donating to a competing charitable organization.

“Well, of course, you know that charity is a good charity and there would be nothing wrong with that...of course...(walking to point “C”) by taking advantage of the plan that we have, we can accomplish all of the goals that you want to have accomplished in the community. I’m sure you realize it is up to you to make it happen. We can only help those who need it if you make a decision tonight.”

Discussing the other charity in a neutral or slightly positive manner from point “B”, allows you to unconsciously associate all of the negative feelings to your “competitor” and you solve the problem as you move to the “C” point. *If you find this manipulative then you are working for the wrong charity. If anyone else is more qualified to help a group, sells a better product or offers a better service, you should be working for them!*

There is no more powerful manner of utilizing space than that of spatial anchoring and then using strategic movement. The next time you watch a great speaker, notice how he or she utilizes strategic movement. If they stay at the podium, notice how all the good news is given while gesturing with hand “A” and all the bad news is discussed when gesturing with the other hand. The greatest speakers are masters of spatial anchoring and strategic movement. As you develop skill in spatial anchoring and strategic movement you can literally pull Mind Access strings for various states of mind including anger, love, happiness and peace of mind simply by moving from point to point.

## **Chapter Six**

### **Why Your Customer Buys and How to Know In Advance**

#### **Buying Profiles for You and Your Customers**

If the “highest values exercise,” earlier in this book was the only exercise of self discovery you have ever partaken in, then you learned a great deal about yourself...but there is much more. You learned how to create a hierarchy for your values and how to elicit the most important values from your customers. Now it is time to focus your laser beam and uncover your buying profile.

Discover your buying profile by answering just a couple of quick questions in this section. Buying profiles are based on the VALS2 research developed at SRI Consulting. Buying profiles are critical to the salesperson because they help us understand why people buy what they buy. Learning your buying profile assists you in gaining personal insights into your own personality and buying “programs.”

Learning how to easily decode other people’s profiles is one of the keys to making more sales per contact. In addition to the greater short-term profits this brings you, you build relationships, which create long-term success in the selling business.

***Once you know why people buy, pulling Mind Access strings is quick and easy.***

SRI Consulting’s brilliant work has helped the field of psychographics explode. This book cannot hope to reproduce the powerful survey methods of VALS2 so we will simplify the process from 40 questions to 2 questions.

For the face-to-face salesperson, a 40-question survey is not practical. Two questions don't offer us the precision we would need for market analysis, but it does offer us a predictable and useful model for understanding what causes people to buy from you. The two key elements are why people buy things and what means they have to buy them with. First consider the "why."

**Principle** oriented people do things because taking action meets with their code of ethics, their values and beliefs. A fundamentalist Christian and fundamentalist Muslim are both likely to be principle oriented. Both have very different evidence for what is right or wrong but both are principle oriented. Principle oriented people are guided by ideas that in their mind appear to be etched in stone. They see little gray and view the world in terms of "right" and "wrong."

Principle oriented people may invest in socially responsible mutual funds because they don't buy tobacco stocks. They tend to buy things because it is the right thing to do. They tend to buy products and services that make a statement about their beliefs. They will buy to rebel against what is wrong. The principle oriented person will buy to destroy evil. They may be interested in ecology and the environment. They are likely to find education as very important.

**Status** oriented people do things to impress others. They buy things that make it obvious to others that they have a certain status with their peers. Adults that are status oriented will buy to impress their peers. Teenagers will do the same thing but it may not appear that way to adults. Young people may dress in a particular style of dress or have a specific kind of appearance, which may not be typical of what might be considered "high status," but they are status oriented regardless.

Status oriented people want to look better or worse in society. They want to fit into a group by appearance if not reality. (Clubs, gangs, churches)

**Experience** oriented people do things because they are fun, adventurous, exciting, enticing, challenging, etc. They want to take part in something. They are interested in physical or social activity.

They will do something for the pleasure of doing or the avoidance of pain.

When you buy most of the things you buy, is it for the status it brings you, the experience you get from buying/using it or the principle behind buying it? Before you answer the question below, a few more examples will help you know which of the three categories most applies to you.

Example: If you buy an automobile to impress others because, "it looks good," write down status. If you bought it because it is American made, write down "principle."

If you bought it because it is fun to drive regardless of what it looks like write down, "experience."

Example: If you bought your house or a certain type of house to impress others, write down status. If you bought a home because it is the right thing to do for your family, write down "principle." If you bought your home because you wanted a space for you to really dwell in and love as part of yourself, write down, "experience."

Example: Is most of your expendable money (not bills and payments, but "fun money" spent on things that will be visually impressive to others (status), functional for you or your family (experience), or things that are in the best interests or beliefs of yourself and/or your family (principle).

**Write down what you sincerely believe your major buying value to be in the space below. (status, experience or principle)**

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## **What are Your Means?**

The second key element in determining your customers (or your own) buying profile is to identify what your “means” are. Your means include your income, your education, your potential, your credit line, your willingness to spend money now regardless of when you have to pay for what you buy.

***Most people will buy if they perceive some benefit of pleasure or some reduction in pain as long as they value the benefit more than money.***

Because we do not have the ability to judge all the means of any one individual without a survey we are obligated to predict based upon environmental clues as to what another person’s means are. For you, we will utilize your household gross income, which is a predictor, but not the only element of your means, as we have just noted.

**In the space below write down your household’s gross income for the previous year. This is an *approximate* measure of your “means.”** It doesn’t include your future potential, your education, your credit, your net worth, your ability to leverage and other estimates of your “means,” but it does give a rough estimation in helping create a psychographic profile of yourself.

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If you wrote a number higher than \$75,000, write the letter, “A” by your income figure. If you wrote a number between \$40,000 and \$75,000 write the letter, “B” by your income figure. If you wrote a number between \$18,000 and \$40,000, write the letter, “C” by your income figure. If you wrote a number below \$18,000, write the letter, “D” by your income figure. If your figure was within \$7,000 of a higher or lower income figure, write both

letters.

We will now use this information to create a basic profile of your buying typology.

There are eight categories of buying profiles that SRI Consulting has identified. Our categories, while given the same names are not identical to those noted by SRI simply because our typologies are more predictive in nature as we have far less data about each person we meet to determine specifically which category an individual will most represent his type.

By combining your means measure with your buying value, you can see for yourself which profile fits most closely to you. There are eight profiles including Actualizer, Fulfilled, Achiever, Experienter, Believer, Striver, Maker, and Struggler. Each of these profiles will now be discussed along with typical questions that help open the keys to the mind of the person of each profile.

Select your profile category from below and then read about yourself to determine if you have accurately predicted your buying profile.

*The high means profiles are Actualizers, Achievers, Fulfilleds and Experiencers. The low means profiles are the Strivers, Makers, Believers and lastly the Strugglers.*

*The experience profiles are the Experiencers and the Makers. The status profiles are the Achievers and the Strivers. The principle profiles are the Fulfilleds and the Believers.*

## **The Eight Buyer Profiles and How To Pull Their Mind Access Strings**

**Actualizers.** according to SRI, make up approximately 10% of the population. This group makes up the smallest percentage of the population. Actualizers are set apart from the rest of the population by the fact that *neither status, principle or experience seems to be a driving force in their buying profile. It is their means, their resources that allow Actualizers to express themselves by taking advantage of their resources.* Actualizers tend to have many assets, greater education and knowledge and even greater health, all resources that they use as “means” for self-expression.

Actualizers have certain experiences and habits that are far different than the normal American.

They are five times more likely to read publications like Conde Naste Traveler and Scientific American. They are four times more likely to read Audubon, Tennis, Sky Magazine, Barron’s, New Yorker, Travel and Leisure and the NY Times Daily Edition than the normal American.

The Actualizer is three times as likely to listen to Traditional Jazz, Folk and Broadway Soundtracks. They are twice as likely to listen to Beautiful Music, Contemporary Jazz, and Pop from the 40’s, 50’s and 60’s.

The Actualizer is four times as likely to have membership in an Arts Association. They are three times as likely to be a cross-country skier and three times as likely to visit an art museum.

The Actualizer is twice as likely to own a cappuccino maker, give dinner parties once each month, travel abroad, vacation on a cruise ship, swim 20 days per year and own a foreign car when compared to the average American.

Actualizers tend *not to* own a motorcycle or watch wrestling on TV. They are less likely to use cinnamon toothpaste!

The most common zip code for Actualizers is interestingly enough, 90210!

Given this detailed information about Actualizers we now have enough raw data to know specifically how to pull their Mind Access strings. .

*Mind Access Point #65. Appeal to the Actualizer's sense of independence, taste and character. Show the Actualizer how they can express themselves by utilizing their resources.*

The Actualizer is an independent and take-charge type of person. When dealing with an Actualizer, utilize that sense of independence and power to facilitate communication. You learned a great deal about the power of a few well-designed questions earlier in this book when we discussed values.

Here are some examples of questions that will help you pull the strings of the Actualizer.

(Business Machine Sales) "Doesn't it make sense for you to *own the finest equipment available?*"

(Travel Agent) "Isn't a trip to Eastern Europe metaphorical of the *freedom you have found in life?*"

(Multi-Level Marketers) "Owning your own business is the final *expression of your independence*, don't you think?"

(Life Insurance) "By allowing your family to be *financially independent* after you are gone is really the icing on the cake for your ability to *control the destiny and security* of their life."

**Key Points for pulling Actualizer Mind Access strings: Appeal to independence, character, self-reliance, taste by utilizing their resources.**

**Fulfilleds**, according to SRI, make up about 11% of the population. The Fulfilled, like the Actualizer, tends to have a higher income and more resources and assets than the norm. They differ from the Actualizer in that they buy not to live through their assets and resources but to express their principles.

The Fulfilled personality does things because they believe it is the right thing to do. You may find the fulfilled person to be a literalist or a fundamentalist whether Christian, Jew or Muslim. They tend to be responsible, mature and family oriented. They tend to be satisfied with life and seem to be pleased with the level of success they have achieved. Fulfilleds are home-bodies. They don't need to travel a great deal to find fulfillment. Trend analyst and futurist, Faith Popcorn, might call these people "Cocooners." These people appear calm, self-assured and have self-confidence.

They have some respect for authority but are open to social change for improvement of society or self. The sensible Fulfilled tends to shop for value and not lean toward the extravagant. They buy quality and products that will last. In contradiction to the "cocooning," they will tend to travel internationally more than the norm. Interestingly this person of great means is also much more likely to own a station wagon than the norm. The Fulfilled is twice as likely to have a swimming pool in their backyard than the norm. Fulfilleds are much more likely to have a piano in the house, than the norm.

The Fulfilled isn't likely to wear cowboy boots and probably doesn't enjoy drag racing.

*Mind Access Point #66. Appeal to the Fulfilled's sense of what is right, the right thing to do, principles and their sense of what is right and wrong.*

The Fulfilled is probably a happy and content person. They have found the right religion, are happy with their family and content with life. Appeal to their values and beliefs, which they know, are right.

Here are some examples of questions and statements that will assist you in pulling the strings of the Fulfilled.

(Satellite Dish Sales) "The best aspect of the new satellite dish system is that it offers *something for everyone in the family.*"

(Car Sales) "What is great about the Saturn is that it *maintains 61% of its value* after five years."

(Real Estate) "This home will allow you and your *family to live together* in the way that will bring you the most *happiness.*"

(Life Insurance) "Do you already see how taking care of your family's future after you are gone is *the right thing to do?*"

**Key Points: Focus on their rules of right and wrong. These rules could be the Ten Commandments or the principles that have guided their lives. The rules will be different for everyone, of course. Focus on their happiness and continued happiness. Remember that family is normally a driving factor for the Fulfilled.**

**Achievers**, according to SRI, make up about 16% of the population. They are status-oriented people with means. In general they like to be in control and they are proud of the fact that they are in control of their work and lives. They pride themselves in their work. Many are workaholics. They seek and like consensus, predictability, agreement and stability. They shy away from risk, intimacy and self-discovery. The new age movement is not something that interests the Achiever.

*Work provides the achiever his prestige.* They tend to be committed and dedicated to their work and families. Their social lives include church, family and business relationships. They are conservatives, respect authority and accept the status quo.

“Image is everything?” Not quite, but *achievers like to look good to their peers.*

The Achiever reads magazines like Parenting and Entertainment Weekly almost twice as much as the average person. Golf Magazine, Country Home and the Wall Street Journal are read by achievers about 50% more often than the norm.

Here are some examples of questions and statements that allow you to pull the strings of the Achiever.

*Mind Access Point #67. To access the strings of the Achiever, appeal to the low risk, tried, true, and tested. Appeal to the Achiever’s need to look good to his peers.*

(Financial Products) “What is best about this mutual fund is that it has a *proven track record* and a *very low risk* compared to the S&P.”

(Real Estate) “This home shows the world that you have made it.”

(Auto Sales) "Is this the car that is going to make you look good?"

(Seminar Sales) "You won't be subjected to a lot of that self-improvement-*new-age nonsense*. This is a *nuts and bolts program that is tried and true in the real world.*"

**Key Points: Focus on the fact that your product or service will make you look good. Remember the key themes of tried, tested, and true.**

**Experiencers**, according to SRI make up about 12% of the population.

The action packed person with means to take action is the Experiencer. This often younger, rebellious person is the person who is vital, enthusiastic, risk taking and impulsive in nature. They like variety as the spice of life. They like what is new, different, bizarre, offbeat.

They are quick to take on new start up projects and just as quick to let them fall apart. The good starter and often poor finisher makes them easy to involve in new things. Their politics and beliefs are not extremely important to them. They tend to be "uncommitted." Experiencers do not like to conform.

They are covetous of the wealth of others and also want prestige and power. Experiencers spend a lot of money on consumer goods like fast food, music, movies and videos.

The Experiencer is three times as likely to read GQ as the average person. Hot Rod, Rolling Stone, Inside Sports, Seventeen, EW, Mademoiselle, Glamour, Vogue and Penthouse are also read over two times more often than the normal person.

Rap, Heavy Rock, New Wave Rock, Contemporary Rock and Contemporary Black music genres are popular with Experiencers. So is dance music.

The Experiencer will play pool once per month at least two times more often than the norm. They go to concerts more often than the norm. They are twice as likely to own

a speakerphone and go horseback riding than the norm. They often buy weight-training equipment and are 77% more likely to own a foreign sports car than the norm.

Experiencers do NOT buy small dogs; rarely own pianos or radial saws compared to the norm. They won't see the ophthalmologist much compared to the norm. They will almost never own bonds.

*Mind Access Point #68. Appeal to the Experiencer's right and desire to have more than they do. Appeal to the Experiencer's need to participate, have fun, and rebelliousness.*

Here are some examples of questions and statements that will allow you to pull the Experiencer's strings.

(In general) "If you're sick of doing things the way everyone wants you to do them, then you should really sign on with our company..."

(Selling Clothes) "If you really want to be on the cutting edge of fashion, this dress/suit/outfit is for you..."

(Insurance Sales) "If you're sick of the government stealing your money, then you can fight back by owning a tax free annuity..."

(Auto Sales) "Do you want a car that you can easily work on and make a statement with?"

**Key Points: Remember to appeal to the fact that Experiencers tend to be on the rebellious side. How is your product or service going to help them rebel? Appeal to their spontaneous nature.**

**Believers**, make up about 17% of the population

according to SRI Consulting.

The Believers tend to be principle-oriented people without the means of the Fulfilled. The Believers tend to be conventional and conservative people who often have church as a focal point in their life. The believer is a person who has certain and specific beliefs. What they believe is traditional, family, church, patriotic, etc. Many believers have moral codes that are deeply rooted and literally interpreted.

The Believers follow routines and rituals and are organized around the home, family, social and/or religious institutions. Believers buy American made products, may be conservative democrats, and prefer established brands. Their income, education and means are moderate but sufficient to meet the needs of life.

Believers read Organic Gardening, Weight Watchers, and the National Examiner about 50% more than the norm. Prevention, Readers Digest, Woman's Day and the Ladies Home Journal are read about 30% more than the norm.

*Mind Access Point #69. Appeal to the Believer's specific beliefs by revealing a knowledge and appreciation for their beliefs. Appeal to family, tradition and moral behavior.*

Here are some questions and statements that allow you to open the doors to the Believer's minds.

(Product Sales) "There is nothing more important than supporting our own people and that is why we want you to consider our American made products..."

(In General) "How important are your religious beliefs in deciding whether to....?"

(Real Estate) "How close do you want to be to your church when you decide what home to buy?"

(Financial Products) "Do you want to invest in funds that are primarily invested in socially responsible stocks?"

(In General) "Are values important to you in making decisions about...?"

**Key Points: Remember to appeal to their beliefs, their specific beliefs. Remember that Believers make up the largest buying profile in the USA and Canada.**

**Strivers**, make up about 14% of the population, according to SRI.

Strivers want to, and feel they deserve to, "make it." They want motivation and incentive. The Striver's life often revolves around planting roots and finding security. They are low on the economic totem pole and often have social and psychological difficulties.

Strivers need and appreciate a pat on the back and a great deal of positive feedback.

The Striver will buy something if they think it will help them make more money. Money is a central and revolving theme in the Striver's life. They feel they have been ripped off and have had bad luck in life. Strivers are impulsive and get bored rather easily. Strivers may dress beyond their means. They probably buy more products per person on credit than most other people. They want to have nice things and probably don't think about the long-term consequences of their actions when they plunk down their credit card.

Strivers read Jet, Penthouse and Essence more than

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50% more than the rest of the population. Other magazines that are read by Strivers almost half again as often as the rest of the population: Playboy, Ebony, Mademoiselle, Motor Trend, Rolling Stone, Sporting News, Inside Sports, Muscle and Fitness. Strivers listen to Contemporary Black and Rap about 25% more often than the norm.

Strivers are 31% more likely to buy a lottery ticket than the norm. They are 74% more likely to visit a CircleK Store and 60% more likely than the norm to buy an Instant Developing Camera.

Strivers are very unlikely to work for a political party, contribute to public TV, or be enrolled in Frequent Flyer programs. They are half as likely as the norm to attend adult Ed classes as the norm. They are only 2/3 as likely to buy golf irons, and PC's as the norm.

*Mind Access Point #70. Appeal to the Striver by noting how he has been given a raw deal in life and deserves better. This is an active theme in his life. Appeal to his beaten down ego by giving positive ego strokes.*

Here are some examples of statements and questions that open the mind of the Striver so you can pull their strings.

(In General) "You deserve to have the things that everyone else does don't you?"

(In General) "Up until now, life has truly given you a bad deal. Now you have a chance to take back control..."

(Financial Products) "If you really want to be like (name a wealthy or famous person), do what they did and invest your money now so you have what you deserve when you retire."

(Real Estate) “Is this the kind of home that your friends and family will like?”

**Key Points: The Strivers have little income and low self esteem. They will buy on credit and extended payment plans. Appeal to the fact that life has given them a bad hand of cards and that you are going to do what you can to change that!**

**Makers**, according to SRI, make up about 11% of the population.

Makers work with their hands. They may be construction workers, homebuilders or work in any field where they can use their building skills. They place a high value on being self-sufficient. What they can't afford to buy they make or fix. Their lives are family, work and physical activity. (See the magazines they read below.) Though certainly in the lower half of the income earners, they make the most of what they do have with their handyman like skills.

The Maker tends to be politically conservative, sometimes conservative democrats. They are skeptical of what is new, whether products, services or ideas. They respect the government but take personally government intrusion into their personal lives. They are un-moved by the possessions and appearances of wealth by others.

Makers read *Hunting, Field & Stream*, *Guns and Ammo*, *Outdoor Life*, *Hot Rod*, *Sports Afield*, *Popular Mechanics* more than twice as often as the norm.

*Mind Access Point #71. Appeal to the Maker's skill at working hard and his practical points of view. If your product or service can help him do his work better or allow him time for physical recreation, you have found his Mind Access string.*

Questions and statements that allow you to pull their Mind Access strings more effectively are noted below. Notice the common themes.

(In general) "You want to have this X because it will help you do Y in a more efficient manner."

(In general) "Sensible people with a practical bent appreciate owning X because it is useful...."

(Financial Products) "With your ability to do so many things that others have to buy or pay for in services, the opportunity for you is that you can secure your future by investing in a good mutual fund portfolio..."

(Automobile Sales) "This car is easy to fix and is big enough for your entire family and all of your camping gear."

(Retail Sales) "Sure, you may not have enough for a huge down payment, but you can fix it up, and re-finance at a lower interest rate, later, which will save you money. Even adding a bathroom will up the value of the house to where you will quickly build equity."

**Strugglers**, according to SRI, make up almost 11% of the population.

The Struggler is living in poverty or is surviving on a

very close to poverty level income. He or she probably has a poor education and very few marketable skills. They are most concerned with issues of security and stability. They probably aren't even living paycheck to paycheck. They are likely to be behind on their bills and have difficulty in all related areas of finance.

Strugglers read True Story, Soap Opera Digest, The National Examiner, Star, Jet, and the National Enquirer more than the norm, but not much. Lack of money simply prohibits this category of people from being anyone can sell to other than products that Ed McMahon represents....

**Key Points: The Struggler only needs to buy products that are going to solve short term problems and should not be the focus of marketing and sales campaigns.**

### **The Changing Face of America**

Current research is showing that people born in the 1977-1994 are less rebellious and more likely to be computer literate. This group, which we call "the echo boomers", are ethnically more diverse than the baby boomers. They have a tendency to believe that education is a life long endeavor. They have no problem looking to women as leaders.

The echo boomers are familiar with family break-ups, tragedies of drugs, gun, violence and gangs. For the most part, they really have not rebelled against their parents.

The echo boomers in general are likely to be comfortable with the technology all around them and lead America and the world into the rapid changing technoworld. As your customers change as people and we change as a society, we will need to know more than the two basic components of a buying profile that we examined in this chapter. We will need to learn more about the unconscious basis of personality and how to pull all of the

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right strings all of the time. In this chapter we looked at how a customer's means will affect his buying profile and who he is as a person. Then we looked at how a person's reason for buying whether it be status, principle or activity and experience affected the buying profile. Those are two unconscious filters that everyone has but we rarely think about. They affect whether your customers are buying or not buying every day.

In the next chapter, you will learn about many more of these unconscious filters of our experience called metaprograms. The ability to see a client's metaprograms, the unconscious filters of experience, is almost like being able to read his mind.

*Mind Access Point #319. Once you know a person's metaprograms, you don't need to be able to read a person's mind, because you can easily change it, if you want.*

## **Chapter Seven Taking the Veil Off of The Unconscious Mind**

### ***Understanding Metaprograms: The Software Installed in Your Customer's Mind***

#### **Inside the Mind: How Your Customer Decides What to Buy**

Your customer buys what she wants and not necessarily what she needs. That is a fact. If you sell your product only to your client's apparent needs, then you are losing sales and thousands of dollars per year in income. Your customer buys all products and services based on the result of awareness, desire, opportunity and the final interaction of numerous meta-programs.

*Mind Access Point #489. Persuasive messages that only include what people need are not as likely to be acted upon as those that focus on building wants and moving the person toward those wants.*

Once the person decides they want something they merely need to justify the purchase of the product or service...or idea. How we can help them justify the purchase is where understanding and utilizing their metaprograms comes into play.

## **METAPROGRAMS**

***Meta programs are unconscious filters and directions of experience and behavior.*** (We often alter this definition slightly for the convenience of utilizing similar software like programs that are running in your customer's head but are as yet uncategorized.)

A metaprogram is a personality trait that a person is unaware of in most communications, at the conscious level. Each personality trait is so powerful that if you could alter it even modestly it would change the future of your customer (or even yourself!).

Carl Jung discovered metaprograms in the 20th century and called them temperaments. He believed that people were different from each other in fundamental ways. He used terms like "function types" or "personality types" to describe these differences. While noting the differences Jung also agreed that within each person is the same multitude of instincts that drive them that we all have.

In the 1950's Isabel and Kathryn Myers (daughter and mother) synthesized Jung's typing themes into the famous Myers-Briggs Type Indicator. (Their book, *The Myers-Briggs Type Indicator Manual*, along with Keirse and Bates', *Please Understand Me* are required reading if you are going to be working with customers. The MBTI helps you analyze where your customer fits into each of the temperaments discovered much earlier by Hippocrates, Adickes, Kretshmer, Spranger and Adler.)

It is believed by many that the four metaprograms (or temperaments) measured by the MBTI are inborn, genetic and are only relatively changeable throughout a person's life. There do appear to be some context related differences within some people. (Some people are very extroverted in work and introverted at home for example.)

Here are the four metaprograms that have been utilized in developing the 16-type MBTI, and how to utilize them to pull Mind Access strings. *The key words that pull*

*Mind Access strings for each person's sorting pattern are listed below that trait. These are the words that pull the strings of the people viewing life through each specific program. Utilize these words and the themes behind the words in your sales presentations. Refer to Please Understand Me, by Keirsey and Bates for far greater detail into the four Jungian metaprograms.*

### **World Experience Program**

#### **1.**

#### **Extrovert.....Introvert**

sociable	territorial
breadth	depth
external	internal
interaction	concentration
many relationships	limited relationships

The **extrovert** is a person who is more likely to be outgoing and socially adept. They like to go out to places and mingle. They are focused on what is going on in the outside world.

The **introvert** is more interested with intrapersonal communication. They are interested in what lies within. The introvert is interested in ideas. Introverts tend to be territorial. Notice that the ..... above indicate that these traits or characteristics lie on a continuum and that the continuum can be context dependent. A person who is 51% introverted will act and experience life much differently than a person who is 99% introverted won't they?

About 75% of the English speaking population describe themselves as extroverted.

## **Judgment Program**

### **2. Thinking.....Feeling**

objective	subjective
principles	values
policy	social values
laws	circumstances
criteria	intimacy
firmness	persuasion
justice	humane
categories	harmony
standards	good or bad
critique	appreciate
analysis	sympathy
allocation	devotion

The thinker is someone who analyzes information in the decision making process. The thinker aims toward the objective and "real" result. The feeler is someone who is more inclined to go with his gut level instincts. The feeler is someone who is likely to move toward the subjective result. Both groups seem to have the same emotional intensity but the feelers are more likely to let their emotions "show."

About 60% of men are thinkers and about 60% of women are feelers.

## **Closure Program**

### **3.**

#### **Judgment.....Perceiving**

settled	pending
decided	gather more data
fixed	flexible
plan ahead	adapt as you go
run one's life	let life happen
closure	keep options open
decision-making	"treasure hunting"
planned	open-ended
completed	emergent
decisive	tentative
"wrap it up"	something will turn up

The judger is someone who deals with the outer world in a more black or white fashion. The perceiver sees the outer world and accepts it, more or less, for what it is. When judging begins, perception ends. The two attitudes do not occur simultaneously as in some other metaprograms. A person will perceive discussion or debate until a specific point and then a judgment is made. Similarly, a person will suspend judgment until he has enough perceived information. The distinction in this continuum is what is the person more comfortable with. Do they prefer to come to judgment or do they prefer to consider and perceive. Judgers put order into their lives, perceivers simply live their lives.

The English speaking population seems to be divided into about a 50-50 split as to which tendency each person is likely to fall into.

## **Perception Program**

### **4.**

#### **Intuition.....Sensation**

hunches	perspiration
future	past
speculative	realistic
inspiration	actual
fantasy	down to earth
possible	no-nonsense
fiction	fact
ingenious	practical
imaginative	sensible

How does your customer perceive the world? His life? You? That will depend upon his perception program. This program helps us see that some people are exploring what is possible while others are more interested in what "is." The intuitive person is directed by the unconscious mind to a far greater degree than the person who is a sensor. The sensor is guided by his five senses and his specific and verifiable experiences.

The intuitive person may have difficulty putting their hunches into words but they are just as certain about the veracity of their knowledge as the sensor is.

The sensors tend not to worry about the past or the future. The intuitive may often seem unaware of all that is going on around him. Intuitive people love metaphors and imagery and are excellent prospects when you have a wonderful story to tell.

Approximately 75% of the English speaking population are sensors.

## **The New Metaprograms**

There is a definite quality of overlapping programs within each of us. If you watch the NBC news and flip to the CBS news, some of the stories are the same and some are unique to each channel. Metaprograms are similar to this experience.

In this section, you will learn some of the “new metaprograms” that are critical to pulling Mind Access strings in the sales process. You may feel that there are relationships between two metaprograms and that is a sign that you are becoming consciously aware of the programs that are running your mind, and a good sign of understanding this method of understanding and utilizing personality traits in Mind Access strings.

Metaprograms are among the deepest filters of perception. These internal sorting patterns unconsciously help us decide what we pay attention to. Metaprograms are, generally speaking, “content free but context dependent.” Like a computer software program, the sum of your client’s metaprograms do not actually store information but determine what drives him. His state (of mind) is affected by his metaprograms and they play a significant role in creating his internal representations (his pictures of how he views the world at the conscious and unconscious level).

In order to use a computer program effectively you must understand how use it. In order to communicate with and sell your products and services to your customers in an efficient manner you must understand what metaprograms they use. Because metaprograms are deletion and distortion filters that adjust our generalizations (beliefs), we can predict the states of mind of our customers if we know their metaprograms. If you can predict your client’s internal states, you can easily influence your customer’s decisions and actions.

There are about 50 metaprograms that have been identified as sorting patterns, types, traits and functions for individuals. You will now learn the “new”

metaprograms that most affect the sales process. Remember that all metaprograms exist on a continuum and are not either/or representations of personality! As previously noted some people are *very* extroverted and other people may be just a little extroverted. The behavioral distinctions between someone who is extroverted and someone who is *very* extroverted can be described as analogical to a good conversationalist compared to someone who never stops talking to listen.

We have already discussed the four core metaprograms that Jung, Myers, Briggs, Keirse, and Bates have so brilliantly educated us about. The first of the new metaprograms we want to examine is that of the pain /pleasure sorting pattern. This metaprogram is probably the most important metaprogram in making or losing sales.

### **Pleasure/Pain Program**

#### **A. Experience**

#### **Pleasure.....Avoid Pain**

bright future	sick of the way things are
feel great	stop getting hurt
move toward	away from
make new friends	stop being lonely
obtain	get rid of

*Decades of scientific research clearly show that people are more motivated by pain than by pleasure.*

What this means is that you not only will paint a picture of a vivid wonderful future for your customer but you must also find their current wounds (pain) and heal them. In fact, this one Mind Access Point drives over a hundred other Mind Access Points the foundational string is that people will do almost anything to avoid significant pain.

*Mind Access Point #539. People are motivated to move toward pleasure and away from pain. Of the two drivers, most people are programmed to move away from pain more than moving toward pleasure.*

When your customer was a child he was regularly threatened with pain (a spanking, a slap in the face, loss of privileges) when he behaved in a bad way. This developed very thick and powerful Mind Access Points, which many other Mind Access strings are attached to. A smaller number of your customer's parents regularly motivated them as children by offering rewards for good behavior. Most parents use threats of punishment in order to gain compliance. Your customer continues to want to do anything he can to avoid pain. If that means complying with you, that is what he will do.

The Amway Corporation has built one of the largest privately held corporations in the world by pulling the Mind Access Points of those with an entrepreneurial spirit and focusing on the pleasure end of the pain/pleasure metaprogram. They help their distributors build dreams and create vivid and lush futures. They move their distributors toward pleasure, as a rule of thumb.

In contrast, hundreds of the world's largest corporations have built their fortunes by pulling the Mind Access Points of the populace on the pain side of the pain/pleasure metaprogram. History and scientific research has shown that people are very averse to pain. As mentioned above, most people will do far more to avoid pain than experience pleasure. The experience of pain is the driving force of billions of dollars in the advertising industry.

How many of these slogans and commercial themes sound familiar to you?

"Aren't you hungry for Burger King, now?"

"Do you suffer from headache pain?"

"Do you feel achy?"  
"Can't sleep at night?"

When you are talking with your client, your job, in part, is to show how your product or service will create great pleasure if they buy from you and also act as a way to avoid pain. If they fail to hire you, you show them how their wound will grow and create pain for them in the future. If they hire you, you will help them heal their wound.

Anthony Robbins, the world's most powerful motivational speaker, got to that apex by being able to clearly create vivid pictures of what would happen to people if they didn't allow him to help them. You can utilize the power of the pain/pleasure metaprogram just like Robbins has done.

If you have elicited your client's metaprograms then you can focus on the context specific information you have elicited instead of relying on the general rules we have discussed here. In marketing we must rely on the norms. In the direct sales situation we have a marked advantage of knowing exactly what motivates each specific client.

One effective language pattern that helps the client experience the pain of not working with you, is for you to say a variation of the wound opening, "If you don't act on this now, then won't things simply get worse?"

The more the customer fears and moves away from pain, the more likely she is to act now. It is our job to paint a picture of the consequences of failing to hire you. Experiencing pain must be more than an idea, it must be real to the customer.

If we fail to sell our customer the services that they need, then they still associate too much pain to change and you have not done your job. No amount of "closing techniques" will get a person to change their point of view or buy a product if they are still unconvinced. You must help the person see the obvious and clear benefits, emotional and logical to accepting your products and services.

Your job is often to paint the status quo as miserable.

Most people have a fear of change. It is pre-programmed within them. Therefore, when painting the status quo, it must hurt to experience it. You must bring out the pain of not changing and make it vivid. Someone who associates no drawbacks or very little pain in the status quo will not accept your proposal. They will say, "no."

*Mind Access Point #329. The more someone moves away from pain and experiences fear, the more likely they are to act on a decision, now.*

The Amway Corporation has utilized a wonderful tool for helping potential distributors feel the pain of failing to become Amway entrepreneurs. For just a moment, remember when you were first presented with the opportunity to become involved as a distributor. One of the dark pictures the speaker painted for your future was this: If you don't become a distributor, how else are you going to become, financially independent? Do you really want to work at that the same job and forever? Are you really going to be happy with \$35,000 per year, every year for the rest of your life?

Does Amway or *any company or salesperson*, have a right to pull at these Mind Access strings? You bet they do, because they are making the world go around. Multilevel marketing may or may not be an outstanding entrepreneurial opportunity for any individual, but just for a moment, realize how Amway has become so vast: *Amway utilizes the pain/pleasure metaprogram better than any private organization in the world.*

**This Exercise Is Worth \$100,000, Do It Now.**

Use the space below to write down 20 painful futures that your customers could experience if they don't own your product or use your service. Then write down 20 bright futures that your customers will experience if they do use your product or service. The next time you meet with a client you will have a vast array of futures to offer your customer. It is the quality of the images that you help your customer see that will make you thousands of dollars per year in additional sales.

## **Cost/Convenience Program**

### **B. Cost..... Convenience**

At some point in the sales interview, you will need to determine whether your client is more concerned and with speed and convenience or cost.

Many people will take a quick trip to the local convenience store to pick up a few items even though they cost far more than the grocery store charges, for the simple reason that the convenience store is right on the corner and it only takes a minute to get there. It is convenient. The convenience of the store's proximity is considered by most to be more important than the increased cost of the goods at the store.

If you are selling financial products then you'll need to find out whether your client really has the time to closely follow the daily stock reports and make day-to-day decisions about his investments. Would he be happier if you took care of this for him? Is it worth the small cost involved for you to handle his finances in exchange for the incredible burden it lightens within him?

If you sell real estate, does your buyer really want to commute an extra 30 minutes per day to save ten thousand dollars on the price of a house? You need to find out whether the person is more motivated by cost or convenience before the buying process begins.

## **Relationship Program**

### **C.**

<b>Match...Match/Mismatch...Mismatch/Match...Polarity</b>		
same as	same except	completely different
in common	more	totally changed
like before	progress	one of a kind

Take three coins and place them on the table in front of you. Describe the relationship between those three coins.

If you said that the three coins are *all money* or that they are *all coins* or that they are *all heads* off or *all* made of metal, then you are what is known as "a matcher."

If you said that they are all somehow similar but there are also differences in some way, then you would be typed as "a matcher with a mismatch."

If you said something to the effect of "they're all different but they do have this in common," then you are a "mis-matcher with a match."

If you found that all three coins were *distinctly different from each other with nothing in common* then you are what is known as a "polarity responder."

In the real world, you may or may not be able to utilize such a tool. In your sales interview, if you needed to instantly know your clients relationship program, you would ask, "What is the relationship between your job (or something similar) this year and last year?"

## **Convincer Program**

### **D.**

#### **Internal.....External**

I think

She thinks

I feel

They tell me

My instincts tell me

Research shows

How does your customer know if he should buy your products or services? You can ask him how he was convinced the last time he *successfully* made a major purchase like yours. You don't want to know how he was convinced of making a big mistake, you want to know how he was convinced of making a good decision.

"Are you glad you bought your current home?"

"Sure it's been great."

"What convinced you to buy this home?"

Your client will now tell you a story. That story will largely revolve around people and data helping him make his decision or around his gut level intuition, his feelings. Once you know whether your client is convinced of good decisions by either Internal or External sources of information, you can then pace and match that source of information.

"I just had a feeling that it was the right place."

"I want you to tell me if you get that feeling again when we look at the next home we are going to visit."

or

"It matched all of the criteria we set up. It had three bedrooms upstairs, an office and a swimming pool."

"You mentioned that you are now looking for a larger home earlier with a fireplace and the same nice qualities of your current home. When we come across your next home, let me know right away."

**Convincer-# of Times Program**

**E. Assumed.....Once.....Many times.....Regularly.....Always**

Some customers won't buy from you the first time you propose something to them. Some people will need to look at your program numerous times before they decide to buy. This being the case, we can elicit their metaprogram for how many times it takes them to see something of quality before they actually purchase it.

"I'm curious, the last time you bought your life insurance, how many times did your agent have to come and show you the benefits of insurance before you actually said, OK?"

"We talked about it after the first time he came out, then he called back and we told him to stop back out the next week. He did and we signed up then."

"Gotcha, so you and Mrs. Johnson appreciate someone who gives you the night to make sure you are doing what is in your best interest then have me come back out tomorrow, is that right?"

or

"...well frankly we had a pretty hard time deciding whether or not to buy insurance from our guy or not. It was such a great expenditure. I think he was out here three or four times..."

"Makes sense to me. I can easily see how difficult it is to make important decisions carefully. What I'd like to do is leave you with several print outs (proposals), you look them over and I'll stop back tomorrow. Then if you feel you still want to move carefully, I'll stop back next week. OK?"

## **Picture Size Program**

**F.**

<b>General/Big.....</b>	<b>Specific/Detail</b>
Overall	Exactly
The important thing is	precisely
Generally speaking	to be exact

Have you ever noticed that many customers you have get bored to tears when you start going over the details and nuances of your products and services? These people are what we call "big picture" people. Other people will feel that you are trying to cheat them if you just give them a few broad strokes of information. They want all the details. Anything short of a full disclaimer and a detailed future amortization puts you in their doghouse and they won't buy from you. These people are "detail buyers."

People who are rushed for time generally need you to put your proposal into a four-minute sound byte commercial. If they want more information they will ask for it as you then become a priority in their day. This may or may not mean that you literally talk faster. It does mean that regardless of what you sell, you should be able to discuss your product intelligently for 20 seconds, 20 minutes or two hours. You will meet people who will buy a car in 20 seconds and a house in 20 minutes. You will also meet people who won't buy anything until they have had hours, days, weeks, or months to consider it. Be aware of their Picture Size Program and you will enhance your probability of making the sale.

"When you bought your last car, how long did you actually have to think about it before you told the salesman, yes? Did he give you all the specs on the vehicle or did you just see it and say, 'Hey, that's a nice car, I'll take it.'"

### Possibility/Necessity Program

**G.**

**Possibility.....Necessity**

Opportunity

Must

Chance

If need be

Could happen

only if

Does your client buy your financial products because he *needs* a nest egg at retirement or because it expands the *possibilities* of how he can live his retirement years? The distinction can be very important.

You must propose your products and services through the same filters as your client's metaprograms for instant compliance. If your client invests in mutual funds because it will afford him the *opportunity* to travel abroad and have freedom, then he is a possibility investment buyer. Another salesperson attempting to sell him because he'll need the money to replace social security will fail to make the sale because he has not utilized the filter.

A useful question to find out whether the person tends to be possibility or necessity thinking is, "Why are you in the business you are in?"

Your client either had to get the job they have or start the business they own, or, they saw this job or business and opportunity or possibility for some brighter future. Once you know which end of the spectrum your client is on, you operate through that filter as well. As with all metaprograms, if you pace the client's metaprogram and work within their filters you will gain rapid compliance.

What are the similarities and differences between the Possibility/Necessity metaprogram and the Pleasure/Pain metaprogram? What differences do you notice?

### **Change/Status Quo Program**

#### **H. Change.....Status Quo**

Different	Consistent
Evolve	Stable
Alter	Steady
Switch	Same

Does your client like things to stay the way they are? Does he like to see his business or himself evolve? Grow? Does he like to change? Does he need to keep things status quo?

If you know the buyer's Change/Status Metaprogram you have a grand opportunity to create security in the status quo or excitement in change.

People who like change rarely keep jobs for a long period of time. They tend to get bored easily and they are constantly trying new things. People who like the status quo will tend to stay in the same jobs and do the same things day after day, month after month, year after year.

### **Accept Readily/Skeptical-Closed Program**

#### **I.**

#### **Accepting.....Cautious.....Skeptical.....Closed**

Understand	careful	beware	never
Unconditional	consider	can't	
Always	sometimes	makes no sense	
Friendly	nervous	afraid not	

You will discover that your customers fall on a continuum from open acceptance to critical skepticism of new ideas, products and services. The program has some similarities to that of Change/Status Quo. However, they are not the same. People who are accepting are willing to listen. Those who are closed are usually closed because of some event(s) that have transpired in his life.

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Interestingly, people who are closed to opinions often got that way because they were once vulnerable and got hurt or taken advantage of.

These are the people that put up “No Soliciting” signs. As every salesperson knows, they are among the easiest people to gain compliance with.

## **Chapter Eight Selling Their Genes**

### ***The Psychobiology of Selling***

#### **Easy to Understand Mind Access Points that Tap Your Customers DNA**

#### **The Salesman's Guide to Selling Genes**

There are a few multi-billion dollar corporations that know how to reach the inborn genetic programming within each of us so we will be inclined to purchase their products. You are going to now learn a few of the secrets of these multi-billion dollar international successes.

The world's best advertising is not geared at just our behavior but at something that is next to impossible to change: our DNA. We aren't going to take you through a scientific explanation of how each of these Mind Access Points work. That would take a set of encyclopedias. What you are going to learn is how to apply the research that we have done in the sales situation so that it is easy for you to utilize.

All people need food, clothing and shelter in our society. Those are inborn programs. We must eat to survive. We must have clothing to survive the cold winters. We must have some kind of shelter for inborn needs of security and territorial ownership. Beyond this, there are very few inborn needs, but there are many inborn tendencies that drive human behavior as your customer grows and becomes an adult.

## **Your Appeal Should be to the Many, not Just the One**

Our genes do not simply generate the tendency for us to survive and care for the self, but they virtually command and carry out a powerful compulsion to care for the larger groups that we are part of. In fact, almost all of our genetic make-ups are so designed that we will help the larger groups we are part of survive before they will save themselves.

Have you ever seen a news story where a man raced into a burning building to save a young child? Not only is that an altruistic act, it is part of most people's genetic programming. The compulsion to care for others in our group is very powerful.

Almost all people are pre-programmed to act in the best interests of the following:

- Themselves
- The Family
- The Group
- Society
- God

The big mistake that salespeople make is that they only appeal to the customer's best interest when they should be appealing to the customer's interest in how your product will help his family, his employees, his civic groups and church organization, society as a whole and even God. It was only in 1998 that there was discovered a portion of the brain that is activated when communicating with the divine. This will be discussed in greater detail in other Mind Access books.

There is an old McDonald's commercial that illustrates how to appeal to the greater genetic needs. The theme song, "You deserve a break today, so get up and get away, to McDonalds..." plays in the background. The image is that of a man who has had a long day at work and the theme initially plays to his deserving a break. The genetic motivator however is not self-satisfaction. The

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motivator is when you see Dad and Mom and the kids all driving off to McDonald's together.

*Mind Access #803. What a person may not be able to justify for himself can often be justified if it becomes obvious that it benefits our family, or society, or the group with which we belong.*

**Exercise:** Mind Access Point #803, clearly states that in order to motivate a person you often must widen the context for the emotional reasoning to engage. Describe how you can you do this for your product(s) and/or services?

## **Competition is a Driving Genetic Force of Survival**

The field of evolutionary psychology has taught us that competition between individuals and groups is what naturally selects winners and losers in society.

When you are appealing to your customer to purchase your products and services appeal, subtly, to the fact that owning your products or services will give him an advantage in society, within the group or against his competitors. The make up of the individual is to survive competitively. The world's greatest competitors are those who become the wealthiest individuals. Bill Gates, Ted Turner, Warren Buffet. All of these men are very good people yet brilliant competitors. Bill Gates doesn't seek to own a share of the market with Microsoft, he seeks to dominate the market with Microsoft and does so by providing outstanding products at reasonable prices. Microsoft seeks to dominate with great products and services.

You can do the same by appealing to the competitive nature in your customers. Do so quietly and with careful subtlety. *It is a genetic fact that those who opt out of competition reduce their level of prestige on the societal ladder.*

*Mind Access Point #800. Success, survival and failure in all levels of animal and human society is wrapped up in the ability to compete and dominate.*

**Exercise:** Realizing that competition is one genetic component of what creates success and failure in society, take your time and carefully answer the following three questions.



## **Selling to Groups is Far Easier Than Individuals**

It is a known fact that madness is the exception in individuals, and far more common in groups. Most normal humans would never throw ice balls at un-protected innocent people walking down the street. Watching a football game in season would never convince you of this truth as referees are constantly on the look out for spectators who they know can generate great harm. Fans watching soccer games have been seen on numerous occasions to literally kill people at soccer games because of the intensity generated during the competitiveness of the game.

Every public speaker knows that persuading most of the people in a large group of people is far easier than persuading one individual in a one on one setting. There is an almost evident IQ deficiency in groups. Groupthink takes over and people will follow the vocal proponents of a proposition. Most people are like sheep waiting for the shepherds.

Scientific research clearly shows that the more people are in a group the more likely that the vast majority of the group will comply with whatever the leader is proposing. The fascinating caveat is that there is a very common fear of speaking and presenting before groups. This gives the master salesperson, who is adept in Mind Access, a powerful edge against all others in the selling process.

People act like animals in groups and are easily herded. Even the master of Mind Access cannot expect or even consider having 100% assenting opinions in group settings. In all groups there are individuals who rise above group think. When facing their objections always honor and respect their point of view and continue on with your presentation. The vast majority will always rule and you will nearly always succeed in group selling situations if you follow all the key elements and pull all the right Mind Access strings.

Remember the truism from the 19th century: The larger the lynch mob the more brutal the lynching. Those in an emotional frenzy lose all sense of ethics. Think of

experiences that you have had that make this fact clear to you.

Those in-group settings tend to be led by the unconscious minds of the rest of the group. The average intelligence of the unconscious mind is about that of a six year old. This doesn't mean that there isn't a vast array of information stored in the unconscious mind, indeed there is. It does mean that the unconscious mind is far more reactive and emotional than the analytical conscious mind. The conscious mind rests in group settings, making an easy target for the ethical salesperson or the unethical swindler.

*Mind Access Point #814. It is encoded in people's genetic make up to find safety in groups. Once in a group, the normal person's defenses are dropped as there is a feeling of safety in almost the entire group.*

### **Appealing to the Genetic Quest for Affiliation**

All humans need to feel wanted. Science and medical research clearly reveals that feeling un-wanted stunts all forms of human growth and development. Physical, psychological, and emotional growth all are influenced by a person's perception of feeling wanted. In fact, people who say they don't need to feel wanted are literally lying or psychotic. The need is pre-programmed.

You need to make it clear to your customers that you are interested in them as more than a customer. People can literally sense a true sense of interest and when they do, they are likely to develop the long-term relationships with you that will create win-win selling situations.

One recent medical study concluded that, "a lack of warmth and meaningful relationships" is a significant cause of heart attacks in many people. What does this tell us about needs pre-programmed into our behavior? We are physically influenced by love, compassion and

relationships.

*Mind Access Point #818. It is imperative that your customer perceives you as someone who truly cares about him. He must feel a sense of compassion and interest in him by you before you can predictably make sales at will.*

Dr. Dean Ornish published a wealth of material in 1998 about the fact that closeness can literally heal people and separation from loved ones can kill. Understanding this biological fact helps us influence others in a powerful way, doesn't it?

**Exercise:** Name and explain how numerous products and services are utilizing and/or exploiting this information. (Dating services, 900 lines, Psychic Friends, Chat Rooms, etc. etc.)

### **Is Your Customer Happy in Her Work?**

Did you discover that your client doesn't like her current job? Does she think that her work is important? (This would likely have come up during the values elicitation in the selling process.)

*Mind Access Point #847. If people do not believe their work is important, use this fact as leverage for them to buy your product or service, saving them from physical illness.*

Did you know that if a person doesn't think what they are doing is important, that they are extremely likely to become ill and experience numerous and lengthy illnesses? With the knowledge that this has been pre-programmed into our thinking, this allows the persuader powerful control in any process.

**Exercise:** Explain how you can utilize the fact that perceived importance of a person's work is directly linked to illness as a Mind Access Point.

## **He Seems So Confident**

***There are no self confident and supremely confident people.*** In fact, research shows that although we may feel secure, we do not feel extremely self-confident.

***Exercise:*** How do the world's leading corporate marketers utilize this absolutely critical-to-sales, Mind Access Point? List numerous examples. Include examples of selling cosmetics, clothing, automobiles. Isolate the buttons that they push.

## **Positive Attitude? Here's the Truth for Salespeople**

Projecting a positive attitude is not nearly as helpful to the self when contrasted with the great degree that it encourages others. When your customer sees your positive attitude it gives them optimism and encouragement that you are a good person to be with and buy from. Generating a "positive attitude" is very important to sales success, because it improves the relationship you have with others.

### **Your Customer Likes some People... ...But not as many as You Might Think**

Your customer doesn't like many others in his group. He tolerates them. If your customer is a franchise owner, he probably has a few friends in the same franchise, but not many. Remember this as you are pacing your customer. Just because he owns a McDonald's doesn't mean he likes all the other franchise owners. He probably will be hard pressed to admit this, but just knowing this genetic pre-disposition on your part is enough to save sales for you. Within the group there are various cliques of people. The fact that everyone is in the same high school doesn't mean they will like each other. It means they will all be happy to be rivals against another school but it doesn't in any way imply there will be friendliness within the school.

*Mind Access Point #837. People tend to form cliques within their own larger groups. They tend to like the people in their clique. They are less interested in other people in the larger whole and they are likely to strongly dislike those in competing groups.*

What is even more interesting is how much your

customer doesn't like those outside his group. If you are selling insurance to the First Church of God, you will not build rapport by noting how well the First Church of Christ liked you. In fact, you are likely to lose the sale. They are not in the same group. The more intricately they play a role within their own group, the less likely they are to like or even tolerate those in another competing group.

**Exercise:** For your product or service, specifically list marketing and sales strategies using only the Mind Access Point listed in this section. How would you sell to a political or religious group? How would you sell to an individual with strong group affiliation?

## **How the Enemy Makes A Sale for You**

When it seems that there is no competitive edge to your product or service, you can utilize a genetic predisposition that was alluded to in the Mind Access Point discussed above. You can assist in creating an enemy to bind people together. The Internal Revenue Service is an enemy that has been able to bind the thoughts of the public together. This has been done by our elected officials so we will vote for them. The enemy can be "good" or "evil." Appearances of good and evil are in the eyes of the beholder, of course. McDonald's doesn't like Burger King. Microsoft doesn't like Netscape.

*Mind Access Point #859. Create or identify an enemy that needs to be fought and then define how you, or, your product or service will help in the fight against the common enemy. An enemy can be a person, a group, a nation, or a non-living thing, like drugs, cigarettes, associations, churches, newspapers, etc.*

How do you utilize this principle of genetics in your favor? President Clinton, in the wake of the Paula Jones/Monica Lewinsky hearings was able to take focus off himself by finding a common enemy of almost all Americans, Saddam Hussein. The strategy of "talking war" was brilliant as it bound the nation as it did seven years earlier in the Bush administration. The real threat of biological weapons in the hands of Iraq was enough to take Clinton/Lewinsky off of the front page of the newspaper and put Hussein, UN Inspectors and talk of war on the front pages. This created a new perspective in the public's thinking about the significance of the Jones/Lewinsky scandals.

Creating or identifying a common enemy is an excellent tool for building rapport and increasing compliance. If you can assist your customer to become

frustrated with the status quo, his likely future, the success of his competitors, he is more likely to act in a positive manner on your request for his compliance.

The concept of using anger, disgust, fear, hatred and negative emotions in effective selling and marketing is as old as monetary exchange. For years we have seen commercials about how disgusting roaches are to have in the house. We spend billions on security systems every year in America, but only once the customer has experienced through future pacing or in actual case history of his security being violated. People will purchase products to relieve pain, reduce anxiety, be less depressed...and these products go far beyond medications! Some people buy magazines, books, CD's, computer games, Internet services, cars, houses, groceries, all to reduce negative emotions.

**Exercise:** Discuss numerous examples of how you can utilize this powerful Mind Access Point with your sales campaigning.

## **The Have's and The Have Not's**

"Money doesn't bring you happiness."

"People care too much about money."

"Money isn't important."

"I don't need things."

"I don't like being around all those control freaks."

"All I need to be happy is..."

When you are selling, you pace the client's actions and beliefs, but, also realize that he is only human and therefore programmed like most other humans. Your customer will often state something that he really doesn't believe, because, he wishes that what he was saying was true.

What are the facts about control, having, and happiness? How do these biological truths relate to your selling your products and services?

*Mind Access Point #900. Control: The more you have, the healthier you are. Control is what keeps you focused and aware. People who experience a great deal of control in their lives tend to be healthier. When people feel in control or **they feel your product or service will put them in control** they are likely to buy from you now.*

If your customer is to succeed in life and move up the ladder of success and survival, he needs problems, the ability to solve them and the victories that come from defeating his problems. Control is analogous to personal power. Personal power is the ability to take action and achieve. The ability to meet life's challenges head on and win is not only useful in raising self-esteem and self-efficacy but also the general health of your client!

If your product or service will give your customer more

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control in his life and she realizes it, then she will buy your product. PERIOD. Without control people become hopeless. When people become hopeless you are once again able to help your customer. If your product or service can generate hope, you give new life to your customer...literally. If your customer sincerely believes that your product or service can help him, then you can literally help him change his life.

*Mind Access Point #904. We need a significant amount of control for happiness. If you can paint a clear picture of how you can help the other person regain control in some area of his life or business, he will buy anything from you.*

**Exercise:** Hope and control are necessary to the immune system. Assuming the mind/body "knows" this, explain the utter usefulness of this information to the salesperson, the husband, father, friend...

### **Who Your Customer Wants to Be Like**

In all species, including humankind, the masses are compelled to be like the leader of the group(s). Your appeal to your customer therefore, should in part be one of installing the desire to be like the leaders in his or her field. This could mean being a better parent, a better employee, a better supervisor. Your job is to show how your products and services help your customer be more like the leader(s) of the group(s) he is most intimately linked to. In general, we imitate our leader's behavior. As a sales person, we therefore want to show how using our products will make the customer more like the leaders.

### **A Key Male Mind Access Point**

Men who are rich in testosterone often find themselves in great trouble or achieving great success. Testosterone inspires confidence and aggression. Most entrepreneurial types tend to be high in testosterone and tend to be confident of their ability to achieve in business and life. Knowing this allows you to pull a useful Mind Access Point. Appealing to the core urges of a man in some manner is useful in awakening his confidence and "go for it" attitudes.

*Mind Access Point #830. Help your client re-experience past victories in any aspect of life and you will probably succeed in creating a "testosterone rush." Linking your product to this rush, will enhance the probability of compliance.*

Testosterone is tied to "winning" in men. An excellent manner of instilling a testosterone rush into men is to have them recount a story of a time when they overcame the odds and "won." This normally creates a testosterone surge in men and builds confidence. By successfully linking this internal state to your product or service you almost assure yourself of making a sale.

**Exercise:** Describe at least five methods of subtly linking your products or services to a man's past successes to enhance your probability of making the sale.

## **See You at the Top**

One of our all time favorite self-development books is *See You at the Top* by Zig Ziglar. When Zig wrote this book he had little if any idea that the book would go on to sell 1.5 million copies. Zig could have predicted such an outcome had he known the genetic draw of humans to gravitate toward leaders in a group. Not only do we want to be like the leader in a group, we want to be *liked* by the leader in a group.

The higher up the ladder a person climbs, the more “friends” a person has. Now, it should be noted that these friends may be “fair weather friends,” but clearly those who wish to consider themselves friends of the leaders in groups are far greater than those who dwell near the bottom of the societal ladders.

Therefore you have an opportunity to appeal to an individual’s pre-programmed desire to first be at the top of the ladder and second, to be friends of the person at the top of the (or “a”) ladder.

You may have the opportunity to share with your customer that if he moves up the ladder in his group that his health will improve. Recent research shows that those who are higher up the “ladder” have less hypertension. Health benefits are going to be a good justification for any action in the 21st century and this is one that is truly worth noting when it ties in with your products and services.

*Mind Access Point #833. People want to either be at the top, be seen with the people on top or be given hope that they may be able to make it to the top. Your product or service should somehow be able to help your client up the ladder.*

## **Genuinely “Nice”**

There are a great number of truly nice people in this world. We have all met a true altruist. This person is willing to give you the shirt off his back and he would literally feel blessed to do so. However, you may be surprised to know that gestures of compassion are not always the result of altruism. In fact, such is not the case, in the majority of situations.

Compassionate gestures help us feel superior, often causing people to look down on benefactors. In fact, not only are those who give doing so for a heightened sense of importance, but those on the receiving end rarely gain long term appreciation of those who helped them. Resentment, oddly, is often the result.

The greatest example of this Mind Access Point occurs on a macro level. Over the last several decades America has given or loaned numerous countries billions upon billions of dollars. What is the normal attitude of the countries that have been the beneficiaries of these loans and donations? They hate America passionately.

*Mind Access Point #839. When appropriate you may find it useful to appeal to the feelings of strength a person gets from doing “a good thing” in addition to the feeling of “goodness” a person experiences upon helping others.*

## **The Best of Times...The Worst of Times**

When times are relatively good, on average, we are biologically programmed to venture out and increase risk and adventure in our lives. When times are bad, on average, we are likely to play our cards closer to the vest and be much more conservative.

When participating in the sales process it is very useful to know whether your client is going through good times

or bad. If she is going through good times you can appeal to her desire to experiment, her need to expand her horizons and explore. If she is going through bad times, you need show how your products will allow her to meet her conservative needs.

The emotional appeal of your product is very important in determining whether you will make the sale or not. People will justify their purchase logically, but first need to fit the product into their emotional filters.

*Mind Access Point #854. Appeal to your customer's need to take risks and participate in adventure in good times. When experiencing bad times, appeal to your client's needs of security and safety.*

### **The Enhanced 21st Century Sales Model**

In Chapter Four you learned the basics of the 21st Century Sales Model. As you approach the end of this book, you realize that you have gained a greater understanding of your customer, what he needs to be happy and successful, and how he thinks. This provides you the opportunity to begin to integrate all of the Mind Access Points in this book, into your thinking. You are going to soon find the ability to facilitate change in others' thinking and sell virtually at will. In order to accomplish the ability to sell at will, you must be able to develop strategies for selling in 10 key areas of the selling process.

You must develop specific strategies (patterns of behavior) in order to achieve rapport, develop relationships, pull Mind Access strings, change "no's" into "yes's" and close sales. In the next chapter you will learn the eleven key areas that you will fine-tune in your career in selling.

## **Chapter Nine**

### **Eleven Powerful Sales Building Strategies...**

#### **...for the 21st Century**

These are destined to be the eleven keys to sales success in the twenty first century.

#### **1. Managing Your State of Mind in All Situations**

Your state of mind is one element of the sales process that you have a great deal of control over. Your "state" is generally considered to be made up of three elements, two of which you can control and one of which is difficult to control.

##### *A) Your Internal Representations*

There is no question that the pictures, words and emotions you experience in your mind, are, in large part, under your control. If your internal representations are sabotaging you, then you need to take back control of your mind. You must begin to paint new pictures for yourself. Begin to see your life as more likely to succeed. Begin to see yourself as becoming competent in understanding the behavior, actions, and thinking of other people. Realize that as you become effective in understanding the workings of others you become more in control of yourself.

Your Internal Representations include what you say to yourself when you talk. These representations include the

tone of voice when you talk to yourself. *If you don't like what is going on in your brain change it now.* You can change the tone of your voice when you talk to you from one that implies, "You Dummy" to one that commands, "You ARE going to Make it BIG!"

When you experience pictures that create a sense of hopelessness immediately change the picture to a struggle that ends with your success instead of failure. Taking an active role in your self-management is very important to your success as a highly effective salesperson.

### *B) Physiology*

Managing your mind is inextricably linked to managing your body. If you are finding yourself to be obese, suffering from aches and pains that can be attended to and notice that your day to day posture and "carrying of yourself" is impotent you must take action to change now.

Overweight? Start a weight reduction program immediately. Your body image directly affects your self-esteem and that means it affects your sales. *Become active and get your body image in line so you are proud of the way you like. How you see yourself impacts your perceived attractiveness by others.*

Do you suffer from pains, aches, and other somatics that can be treated or helped with therapy? Do it! Pain and other somatics reduce your effectiveness and drain you of necessary energy that you need to give to your customers.

Is your posture lousy? Start sitting up straight and walking as if someone has a huge hand pushing your buttocks forward. This will improve your posture dramatically. The way you carry yourself will change many "no's" into "yes's" because many people perceive that a hunched over appearance is indicative of low self confidence. When people think you are not confident it drains their confidence in you as a salesperson and reduces your sales volume.

### *C) Genetic Factors Can Be Helped Too!*

If you suffer from depression, anxiety, panic disorder, and other emotional challenges, talk to your medical doctor and find appropriate medications to help yourself. There is no shame in utilizing anti-depressants and anti-anxiety medications to make up for inefficient neuro-biology. It is very difficult to change your "brain chemistry" in a predictable manner with cognitive techniques alone. Take advantage of the laser beam like medications that are available to help you. Consult your physician. There is ALWAYS something you can do.

## **2. Managing Your Customer's State of Mind**

You can begin to manage other people's minds once you have your own state managed. Managing your customer's states is accomplished in the same manner that you manage your states of mind. The only difference is that you must pull your customer's Mind Access strings instead of pulling your own.

### *A. Internal Representations*

If your client needs to experience a brief dose of status quo misery to

help him change to a brighter future, then you are obligated to paint a vivid picture of both what he must move away from and what he must move toward. Make the voices he is going to hear in his mind clear and loud. Help him feel the pain of stasis and the pleasure of change if he can't do it for himself.

### *B. Physiology*

Sometimes it is necessary to get your client to move to create internal change his state of mind. Hand him something. Give him a book and have him turn the pages. Ask your client to participate in some activity with you. DO SOMETHING with your client. You are not obligated to always sit face to face, across the table from each other.

*Mind Access Point #690. If your client is in a "stuck state," the sale is going to be lost if you don't change his state. Sometimes it is appropriate to get up and go or at least move somewhere else. Changing your client's physiology will change his internal state.*

### *C. Appeal to You Client's Genetic Makeup*

You have learned in this book dozens of genetic traits and pre-programmed tendencies. Utilize this information by practicing the strategies necessary to pull the genetic Mind Access strings that you have learned about.

### **3. Gather, Manage and Implement Intelligence**

Eliciting values, beliefs, and feelings, is a method of gathering vital intelligence about your customer. The best salespeople gather intelligence about their customers before they meet, if possible. In this book you have learned about personality and buying types and who buys based upon what metaprograms. That is intelligence. There is more to be learned, however.

If you are selling to corporations, you can uncover everything from corporate earnings to corporate strategy by simply making phone calls to the company and asking

before you go on your visit. Learn what you can about the needs, interests and wants of the company.

Secretaries are a fountain of knowledge. One of my favorite selling strategies is to not try and bypass the secretary but instead, make friends with her.

“Hi Jane, this is Kevin Hogan, the author of Mind Access. Does your boss decide what speakers to bring into your corporation or is that someone else I should talk to?”

“Once I get him on the phone, what does he look for in a good speaker?”

“Does he really go for motivational speakers or those who present more practical applications in sales and marketing?”

“What was your favorite speaker in the last year or two?”

“What was his favorite speaker in the last couple years?”

This gathering of intelligence is powerful. In this example you are speaking with the secretary who is indeed the gatekeeper in the corporate world. Instead of passing by the gatekeeper you have made friends by asking for her opinions and building a sense of respect for her and her knowledge about what her company likes. This is how you want to gather intelligence beyond the more general buying profiles we discussed earlier in the book.

#### **4. Networking Your Way to Sales Success**

Networking only works if you have at least one of three things. You are the best in your business, you have great products and/or you have great services. If you can meet someone’s needs time and again then you can network your way to sales success.

One rule that is constructive to keep in mind is to do something to help someone else’s career every day. If you can help others with their families, businesses, careers,

you will eventually reap the rewards of what you have sown. Networking is more than keeping a fat rolodex. Networking is the ability to recommend someone who can solve someone else's problem. People appreciate you when you help them and have nothing to gain in return.

Assist people every day with random or intentional acts of kindness and you will build a network of friends and people who will help you in your future. It is almost impossible to help people every day and not experience the rewards of networking down the line.

Networking also demands that you have the courage to call the people who can make a difference in your career. Many people will not call on the right person to buy or even for advice simply because they believe the celebrity won't talk to a humble salesperson. This is nonsense. 10-20% of celebrities, CEO's, and even political leaders are attainable. If what you have to offer is useful enough, you can get your minutes with the biggest decision makers.

*Be willing to be bold, and, occasionally embarrassed, in exchange for the benefits of being known by the "right people."*

## **5. Be a Hunter**

The world's greatest salespeople don't simply sit back and wait for business to come to them. The world's greatest become adept at hunting for those who will buy your products and services. Business *is always* good for someone. Business can almost always be good *for you*.

One distinction between those who have great success in sales and those who are work-a-day salespeople is the hunter mentality. The hunter is always looking for people he can help. The hunter is relentless in the pursuit of the right groups and markets for his products and services. The hunter doesn't rely on lead sources from inside the company. The hunter is constantly developing his own contacts.

People who succeed in multi-level marketing are those who see opportunity for almost everyone they meet.

This doesn't mean the hunter is pushy or involves people in a project that won't be in the individual's best interest. It does mean that a hunter will always be aware of people's needs and desires.

The hunter always goes the extra mile. When you go the extra mile you always have more opportunities for success than the average salesperson. Going the extra mile can mean asking for referrals or better, asking who else will definitely benefit from an outstanding product or service. The hunter is always bending over backwards to help others. The hunter is generally thought of as "lucky" because they seem to regularly be meeting opportunity with preparation, one definition of luck.

## **6. Building Credibility with Your Customers**

When communicating with your clients, is it apparent that you have their best interests in mind? If you have any doubt that you are not selling a great product or a great service you must choose a product or service that is great to sell. If you are selling yourself as a consultant, then you must be the best. You must constantly go the extra mile to make yourself part of the top 20%. This is where credibility begins.

An excellent manner of establishing credibility is that of being able to bring out the key drawback of your product or service and make certain that your customer sees that one flaw. Once you have done this you have not only established credibility but you have already dealt with what is normally the only objection to your making the sale, except money issues, which may or may not be easily solved.

Remember the call letters: WII-FM. They stand for "What's in it for me?" If you can put yourself in your customer's shoes and answer that question with a laundry list of benefits, you will begin making more sales, higher volume sales and a higher percentage of sales.

How do you appear less than credible on occasion?

Sometimes we get nervous in the sales process that our product may not be the best for our client and we continue to sell anyway. It is at this point that you must ask your customer, "If this product could only help you to this certain degree at this price, is it something that would be really useful to you?"

If they say "yes," you can allow the pangs of nervousness to leave. If they say "no," then forget making the sale. You could still choose to pull all the right Mind Access strings, walk away with a check, but you will have created a Win-Lose, and that means your career will take a step backward. *Never, ever, enter into any sales transaction where one party loses.*

Creating beliefs (i.e.. levels of certainty) is critical. If you expect to fail you probably will. If you expect to succeed you probably will. What you say to yourself in private is what you become. Begin to see yourself as a provider, a helper, a caretaker, a creator of value. If this isn't possible, you are selling the wrong product.

You will have a difficult time selling a particular make of cars if you don't believe that they are the best cars, for the money in the country. Believe it or move to a different dealership. Refuse to sell what is second best. Never compromise your integrity. People will talk about you and believe in you if you are the best, selling products that have great value. Once you are selling something you believe in, your enthusiasm will be contagious.

Your potential in selling, and that of all of your competitors is correlated to beliefs. These beliefs fall into two distinct categories. First, ethical selling demands that you believe in your idea, product, service, etc. Second, it must be evident that you KNOW that you are creating value by partaking in the sales process. If you feel tainted by selling then consider how your customers will feel if they are buying someone else's products and services. Are your customers going to be buying second best if someone else goes to see them? Don't let it happen.

Being believable is about being congruent. Remember when Kathleen Willey appeared on 60 Minutes in 1998 and clearly but emotionally told of her encounter

with President Clinton at the White House? American believed her because she was congruent. She was perceived as congruent because what she said matched with how she said it. Her verbal communication matched her non-verbal communication. She was, believable.

*Once you reach the point that you are congruent with what you are persuading another to, you will be unstoppable.*

**Exercise:** Name some congruent people? Describe specifically why you believe these people to be congruent.

Name some incongruent people? Describe specifically why you believe this people to be incongruent.

What can you do so you stay in the category of congruent people?

If you are not perceived as congruent and believable you will not make the sale. If you are perceived as believable and you sell excellent products and services, you will be on the road to success in selling. Your enthusiasm about the home you are selling, the stocks you are touting, the automobiles your customers are going to drive away in, is all going to be transferred to your customer like a mind virus. (A meme)

Your level of certainty, combined with pure rapport, and meeting their true wants and needs, allows you to sell at will.

## **7. Develop a Sense of Fascination**

Decide that you will learn everything about your customer that she is willing to comfortably share with you. Develop a sense of fascination about the work and livelihood about others. What is grand about your customer? What is great about their job? What is fascinating about their philosophy of life? Allow yourself to become curious and excited about learning about other people and their interests. Remember that what is

interesting to you is likely to be boring to most other people. What is interesting to your customer, on the other hand, is something he can talk about for hours on end. Your customer's interests become your new areas of fascination and curiosity.

## **8. Change the Buying Frame**

Everyone looks at "things" from their own point of view, from their own perspective. Key number eight, will help you learn how to alter the way someone is looking at something so you can alter how they feel about that self same "thing." Framing is analogous to what light you are going to place a communication in. What may seem to be a disaster for a client, can be re-framed as being an opportunity for change and growth. What may be seen as the end of a long sad marriage could be re-framed into the beginning of a new happy life.

### ***Reframing***

Reframing is taking lemons and then upon further review, you make lemonade out of the lemons you have been given. Reframing allows you to help someone see something they perceive as a problem that really may be an opportunity in disguise. Read the examples below then write out common objections to your products and services and "reframe" them so you never have to think about doing this "on the spot."

Example: If you are working with "big picture people," you will now see the value of framing (creating an areas of focus) "things" in a manner where they are small and barely worth consideration or where they are large and life changing.

"You know John, I realize that \$197 per year for life insurance doesn't seem to be much to think about, but, it really is important that you do this now, because of the

un-predictability of life and death.”

or

“You know John, I realize that \$18 per month can be seen as quite a bit of money, yet, that is why you MUST decide to do this. If anything happens to your wife will have a check for \$100,000 waiting for her to take care of your kids. What greater gift can you give?”

Obviously frames help us see an issue from a different point of view than the one we just saw. Frames are used in Hypnotherapy and NLP to enhance and control the communication process. (Erickson, Rossi, Bandler, Grinder, Robbins, et. al.) Here are a few different kinds of frames and how to utilize them in putting your products and services, and, yourself in the best light possible with your clients.

### ***The “As If” Frame***

Have you ever had a client that said, “I don’t know what will happen if...” It may be that you have heard something like, “I don’t know what my wife would say if I...”

When you face these unknowns the most effective strategy is to utilize the “As If” Frame. You can utilize this them by asking one or more of these three pattern questions.

*If you did this X, what would happen?*

*Imagine that we were successful at X, then what would happen?*

*If you did decide to do “this” (agree to “this”) what was it that would have changed your mind?*

These patterns are so powerful that normally the customer’s objection or worry will be drained right from

his mind as he answers the question.

### ***Preframing***

You will recall that pointing out a minor flaw in your product or company can be a very useful tool in the sales process. It gives you immense credibility. Always, always, handle the problem that is likely to come up, in advance of the problem (objection/perceived, argument, obvious other point of view). Deal with any challenge early in the sales meeting while the significance of any issue will be considered to be very small and seemingly irrelevant.

Persuasion and Influence is in large part an issue of controlling the frame of communication. You must realize that unless a person dismisses you out of hand, that they see something they like about your offer. Therefore control that frame, that focus of attention and key in on this area. Therefore in any disagreement, argument, objection you must change the focus of attention of the other person or people.

Example:

“Mind Access may not be the ideal weekend sales and persuasion course for you. It is possible that you will consider the price tag of \$1,000 too great an investment in return for control of your life and a dramatic near term increase in income. Mind Access is about people who want to be happy, in charge of their lives and their communication. Mind Access is for people who want to be influential because they offer something unique to the world. If this isn't you, then simply don't come.”

### ***Deframing***

Jim Pickens, the author of the most powerful sales book in history, “*Closers*,” calls deframing, the “take away close.” Once you are skilled in Mind Access techniques

you will have the confidence and ability to prudently utilize deframing.

Deframing is a linguistic tool that can only be effectively implemented when you know a person's match/mis-match meta program, or, when you know the person definitely wants your service, product or offer. In a nutshell, you give the customer one opportunity to purchase your product or hire you. If they don't, you make it explicitly clear that you will move on and allow others to take advantage of your services.

This is the basic deframing pattern:

"It makes no difference to me whether you buy this X or not. You have until tomorrow to make a decision and reserve your X or not. If I don't hear from you by noon, I'll know you didn't want it. No pressure. Bye."

## **8. Uncover Conditions to Confirmation**

Even the greatest product in the world may not be able to help a person with a condition. You may be able to sell a \$300,000 home at half price to an owner occupant, which is a bargain anyone is unlikely to ever experience. But if your client doesn't have the money for the down payment and hasn't got the income, resources or ability to sign the loan for other reasons you have a condition and you should never ask a person to enter into an agreement where he will lose. Value is very important but it is not the only element in deciding whether to make a sale or not. If the client cannot do something, don't ask them to. A condition exists in some selling situations and mean a sale won't be made, and when they do exist, you won't let that sale happen. It's a Win-Lose.

If you sense your customer has a condition, simply ask, "Is there something I'm missing, that I should know about that is causing you to wonder about this product?" If they respond with a concern, address their concern and

let them own your product. If they respond with a condition, don't let them buy your product. There will be another day for both of you.

### **9. Develop a Series of Logical Reasons for Buying Your Product After an Emotional Decision to do so has Taken Place**

People will buy your products and services based upon their desires in most cases. You need to develop a step-by-step process that will assist your client to bridge the gap between emotion and logical reasoning to purchase your product. You should have several series of thought processes that you have prepared for your client to consider.

If you are selling a home and your client has the requirements met to buy the home you have a potential sale. If your client falls in love with the home you have an emotional sale. Your job is now to move your client from emotional thought to logical justification for purchasing this home.

How can you go from logical to emotional?

First you can ask if this is a home they would really love to live in. An affirmative response leads you to your next thought, which is, "Are you aware that every dollar you spend on your monthly house payment works for you in one way or another? Either it goes toward the principle which means the *money comes back to you* or you can use the rest of the payment as a tax deduction which means *some of the money comes back to you*. When you pay rent, all of the money goes away from you, down the toilet, flushed into the sanitation system forever. The question is, do you want to own a home or do you want to make someone else wealthy, instead of developing your own wealth, for the rest of your life?"

You move from an emotional response to a logical rationale to an integration of emotions and logic. This is ethical, it is honest and it is in the best interest of your client if no conditions exist.

## **10. Know When to “Close” and When to Leave**

Most salespeople believe that you “close” the sale after the sales presentation is over. That is not correct. You close the sale the moment the customer wants to buy and not a second later. When the customer is ready, you let them agree to buy your product. You have them sign the papers, take ownership and shortly thereafter, you leave. If the customer asks you for a lunch date, that is one thing. If they are busy and have a schedule to keep, make the sale happen and then politely but with efficiency wrap up your business. In many cases, I have made the sale, had the client write a check, put it away in my briefcase and then had lunch with the client. In situations such as this you do not discuss your business, you continue to develop the long-term friendship by focusing on the client and his loves and interests.

In general, when your client is non-verbally or verbally telling you they want to hire you or they want your product, let them buy it now. Then, after you have taken care of business, take care of any post-closing activities and thank your new customer.

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