

**What would your
life be like if you
could persuade
people to do
whatever you
wanted?**

*Persuade your way to
fame and fortune. Use
the Secrets of Top
Sales Pros and CEOs
to covertly get what
you want. If your
livelihood depends
on persuading
others you need
this book.*



The Secrets Of Persuasion

Author: Daniel Olson

Edited by: Dean A. Montalbano

The Secrets Of Persuasion

A NEW WAY To Maximize Your Success

Using Neuro-Acceleration Training, NLP, Hypnosis, Subliminal Persuasion
and High Tech Communication Skills!

Written By
Daniel J. Olson

Edited by
Dean A. Montalbano

Acknowledgement

To my earliest teachers: Richard Bandler, John Grinder, Robert Dilts, Dave Dobson, and of course to my mentor and good friend, Mr. Green.

I would like to thank the many people who have helped in this book. This book was started in 1984 and because of other commitments it never was finished until the year 2000. A million thanks to the editor Dean A. Montalbano. Without him this book would not have been finished.

Also, a big round of applause to the people who are quoted in the book, they were all so very helpful, and of course, all of my clients and students through the last 20 years, who have taught me as much if not more than I taught them.

Warm Regards,

Daniel

The Secrets of Persuasion

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Introduction:

You have picked up this book because you have some interest in sales techniques. You are reading it now, have some importance attached to these ideas, and may be wondering what and how they will benefit you. As you continue to read, learn and enjoy yourself completely, so too will you increase your success and enjoyment of what you do in ways that might even surprise you.

There are many challenges facing the sales person in society today. Customers have increasingly high expectations and desires which talented salespeople **MUST** discover if they wish to in achieve their goal. Hundreds of less effective training courses have been developed over the years which excite, and at times mislead. With the millennium approaching, it is more important than ever to find the real skills which can allow one to move into a new century with greater success and greater ability to meet the expectations of the client.

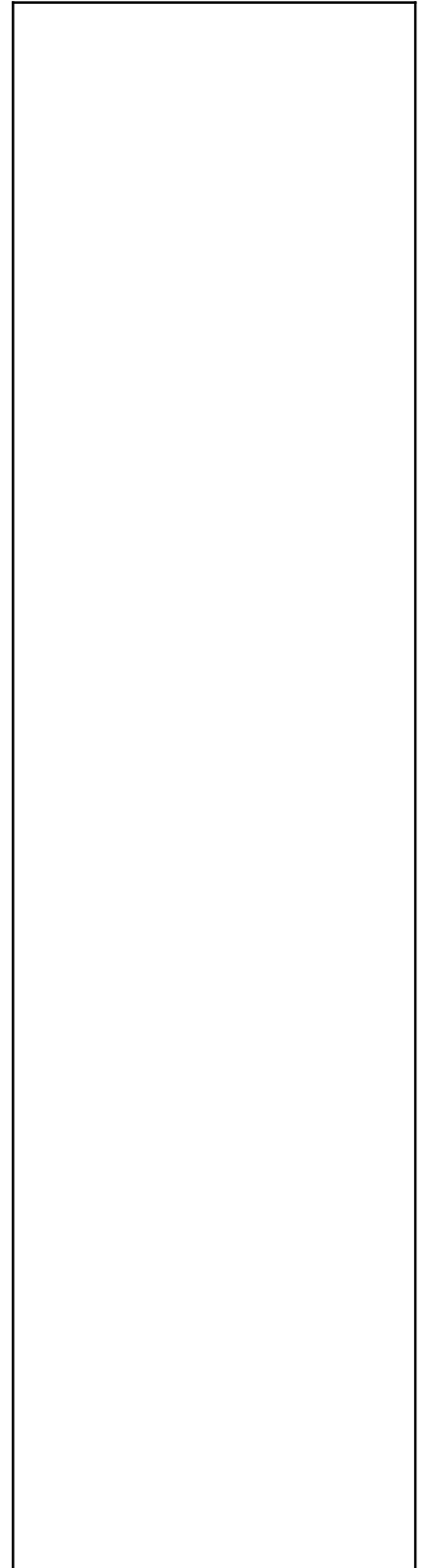
The world is filled with success stories of those who have learned these skills and found ways to put them into use within their own fields. Increased selling and success means being able to really feel good about one's self and one's ability to effectively present a product or service in a way that the customer can discover how beneficial it can be to them. The Successful Money Making Sales Person knows how important all of these skills are to effective communication, rapport building, and money making; they see ways to take all of these tools in hand and use them in a way that sounds right to everyone. You too, **CAN** use the information within this book to break through blockades in your life which have been limiting the success you have envisioned but which has always been just out of

There are many challenges facing the sales person in society today.

BE one of the Success Stories!

your reach.

By the end of this book, when one has accessed all the potentials both inside and out, one can expect to begin seeing dramatic increases in Sales Success and a positive turn in the feelings, attitudes and sense of vision one holds towards the work, the products, the services and the success that one will experience in the new millennium!



CHAPTER ONE

Money Making Sales People Know
These Secrets!
The Secrets of Selling With Hypnosis.

Money Making Sales People Know These Secrets!

The Secrets of Selling With Hypnosis.

On one side of the coin, we have people who specialize in communicating with others, the sales person. For years there have been good sales people and GREAT sales people; often, what set them apart was a very intangible set of skills and abilities that allowed them to somehow "Just Make The Sale" without knowing exactly how they were able to do it. This asset can become a liability, however, when one needs to adapt the skills one already has to fit a new situation or product. If one has no awareness of HOW one is successful, it makes it nearly impossible to duplicate that success in other contexts, or to adapt it to other types of clients.

On the other side of the coin we have people who specialize in communicating with others, the hypnotist. The hypnotist makes a living by getting people to do things they don't wish to do. They persuade them to stop smoking or exercise with success, when for years these people have failed. The difference in these two sides of a similar coin is that the hypnotist spends a great deal of time learning HOW what they do works.

Another skill which hypnotists must have is that of modelling- observing people and what they do in such a way as to be able to duplicate it. By modelling excellence, we too can become excellent at everything that we do. The tools of the hypnotists are: language and understanding of the unconscious. In understanding the HOW behind the Success, people can transelate their skills and talents into other areas and be even more successful.

As a Sales person...
You are a Specialized
Communicator!

Model Your Custom-
ers- and You Too will
BE SUCCESSFULL!!!

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ers - and You Too will
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The unconscious, or subconscious mind is the key driver behind most every decision, behavior and action- including that of making a decision to buy. It is the unconscious mind which blinks our eyes, gives us a "gut feeling" and which protects our interests, at least as it understands them. The unconscious mind is aware on many more subtle levels than the conscious mind, and is handling more information, at this very moment, than the conscious mind could even imagine. By speaking with a client's unconscious mind, can create tremendous gains in the effectiveness of our communication with them. Bottom line- if we talk to the part of them that is in the driver's seat- we make the sale and make the money!

**Neuro-Acceleration Training™, Hypnosis, NLP
and Subliminal Selling-
What They Are And Are Not.**

Hypnosis, simply stated, is a process in which we communicate more directly with the unconscious mind and in which we state things in a way that is clearer than normal. Hypnosis is a tool by which we help guide people toward their desired outcome. Hypnosis can not be used for mind control, and it is very challenging to take someone who is dead against something and use hypnotic skills to guide them toward it. This is an ethical safety valve since if someone simply is NOT going to buy, then they shall not. However, it is a safe presupposition that if they have come to you as a customer, then a part of them wants to make a purchase, and with these skills you can communicate with THAT part. Hypnosis is a form of selective communication in which we speak to those parts of the person which are moving in a positive way and de-sensitize the parts that would sabotage the individuals true desires to purchase.

The unconscious or subconscious mind is the key driver behind most every decision to buy.

**Make Friends with the
Unconscious Mind...
MAKE THE SALE**

NLP, which stands for Neuro Linguistic Programming, is a way of modelling and understanding language. It was developed by two men, John Grinder and Richard Bandler, in the early Seventies. It evolved into a system which affords the professional communicator a greater insight into how we as human beings work, how we perceive our world, how we code experiences and how we motivate ourselves. By using NLP techniques we can communicate more effectively, learn how people make a decision to purchase, and then use their "Purchasing Strategy" as our model for successful selling.

Subliminal Selling is a series of techniques which communicated at levels just below our conscious threshold.

Neuro-Acceleration Trainingm, is a synthesis of Sales hypnosis, NLP and Subliminal Selling, put into a format which creates both internal and external results. Internal is the ability to "walk the talk" and have your body language match your words. This allows the message AND the messenger to be congruent.

The External Results are learning and understanding the language patterns, techniques and words which will help MAKE YOUR SELLING a SUCCESS.

A Part Of Our Lives, Each And Every Day.

Trance is part of our everyday lives, as is language. As you learn the skills within this book in an effective manner, you will become more aware of how they can both help and hurt an effective sales presentation. They are so common and universal that they become a natural doorway through which we can access the unconscious mind for easier communica-

Communicate more effectively, learn how people make a decision to purchase.

Use ALL parts of THEIR MIND to MAKE YOUR SALE

tion. Any time we "zone out" while driving or seem to loose track of time while watching TV we are in a trance state. Trance is a period when our conscious mind is aside, or lost in some task, and the unconscious mind is doing the "driving" so to speak. Other types of trance that occur naturally happen when we are having a WONDERFUL time and time seems to fly by, or when we are so absorbed in a task that we don't notice a stubbed toe or cut ankle until much later.

Time distortion, amnesia, and anesthesia are all examples of what are deemed "Deep trance Phenomena" and yet we have each experienced these things with our eyes wide open- that is because trance is NOT sleep. With a knowledge of these naturally existing trance states, in conjunction with understanding how to access and CREATE trance, we can communicate with our clients in a more effective and much more persuasive way.

Rapport, a sense of whether we are like or unlike someone, is also built on unconscious levels. How many times have we met someone who we just couldn't stand and realize later that it was because they had our wicked step-brother's voice or their perfume reminded us of an ex-lover? These unconscious observations are effective at creating feelings and states that can be powerful allies when used to BUILD rapport and guide a sales pitch to the positive conclusion.

Making What One Says Practically IRRESISTIBLE!

When people like us, they have a greater likelihood of doing what we suggest and believing what we say. Part of how they judge whether they like us or not, whether we have rapport, comes from what we say consciously; but a greater portion of how we are

EVERYONE enters trance EACH AND EVERY DAY. Why not USE that trance to make your sale!

If they LIKE YOU...
they'll BUY from you!

judged comes from unconscious perceptions. With understanding of the unconscious mind, how one can create rapport on other than conscious levels, the Successful Money Making Sales Person can take a customer who seemed to dislike them, and become likened to their best friend; who wouldn't buy from their BEST FRIEND! Hypnotic pacing and rapport building skills are a part of the complex puzzle which can make this possible.

Deep down, we all seek someone who is like us, with whom we can communicate, and feel like we are REALLY making some kind of connection. These are the people we pick to be our very closest friends, why not also make them our clients!

Another technique which will prove valuable is learning to speak the customer's language. We have all had the frustrating experience of talking to a sales person, mechanic or doctor and discovering that although we seem to be using the same language, we just are NOT understanding each other. As you develop your skills with hypnotic language patterns, and improve upon your ability to listen to the customer and use their language, your customers will have a greater sense that you understand them.

As these puzzle pieces slowly come together within one's every day sales techniques, they form a beautiful picture which becomes almost irresistible to the customer. The allurements which can be generated through these techniques takes on a tempting tone that calls to the customer and says "Hey- come buy from this guy! You'll feel good if you do!" Much like reading this book.

Turn any Situation
Around!

MY SALES PERSON
REALLY TALKS MY
LANGUAGE!

Goals.....

In hypnosis, sales, or any type of persuasive communication, it is vital to have a goal, a sense of what you are going after, and more importantly, how you will know when you have it. If we do not have a goal in mind, then we can not know for certain when we have achieved it. As a salesperson, the goal, or "outcome" as it is called in NLP, is to find buyers. One might add that one's goal is "To Sell a Good Product or service to people who want it and who will be pleased with their purchase." The bottom line still remains to sell. If one is selling a lousy product that isn't worth it and scamming the public, there is a certain part of them which no doubt must make it difficult to sleep at night and which will likely drive them to find a better product or service to represent, one which they can feel good about for a change-but that is only a suggestion.

The goal of the customer may be to save money, to be safe, to be happy, to get in and out fast, to enjoy the buying process, to make a WISE decision and to be treated fairly. The goal of the Successful Money Making Sales Person is to discover the goal of the customer and combine that goal with his or her own, so that BOTH goals may be fulfilled. The resulting win/win situation is one in which the Successful Money Making Sales Person gets their sale and the customer gets what they wanted in a way that they can be glad to tell their friends about. They will also tell them all about YOU, the wonderful Money Making Sales Person who showed them the light and helped them grasp the understanding they need about the product to feel they had made a sound purchase. Each time they hear the click of the switch, the ring of the bell, or the slam of the door, they can think to themselves "Wow! I loved that salesperson! When can I buy something from them again."

KNOW YOUR GOAL

Knowing your CUSTOMERS GOAL IS ANOTHER KEY

The goals of this book are to present the principles and techniques of hypnosis and NLP as they apply to the area of sales persuasion in a way that the average salesperson can begin putting them into use slowly and methodically. The text has been written using many hypnotic language patterns and at times may see oddly worded- and this is entirely with intent. While the conscious mind gains much understanding, the unconscious mind will also be learning and recording this information as notes which will be retrieved and used when they are most important, almost automatically. Along the way you will be exposed to various pieces of information meant to inspire, to enlighten and to make you laugh- since if one can't have fun within one's life and one's job, what is the point? You have picked up this book because you have some interest in sales techniques, you are reading it now and have some importance attached to these ideas and may be wondering what and how they will benefit you. As you continue to read, learn and enjoy yourself completely, so too will you increase your success and enjoyment of what you do in ways that might even surprise you.

And so, FORWARD... into a new millennium of SALES SUCCESS!!! NOW!!!

Find your niche and understand what your goals are before making your sale and YOU WILL SUCCEED

Chapter Two

Secret Number One.....
How to Make Them Like You!

Chapter Two
Secret Number One.....
How to Make Them Like You!
Pacing Is Your Key To Reaching Your Goal.

Imagine a time when you bought something and left with a really good feeling about the sales person. You felt like they understood you, like they were honest, and that there was even something about their voice that just seemed comfortable. Was this all just coincidence or was it because the sales person had in their arsenal a set of tools like those you will be gifted within this book? Chances are, the sales person you described was either consciously or unconsciously very good at a hypnotic skill called "Pacing." As the word implies, it involves keeping pace with your clients. What they say, what they believe and what they value. In doing this, the Successful Money Making Sales Person begins to come into alignment with what the goal of the client really is. They come to understand what things the client may expect that are easily provided, as well as what things may be less that workable. Once you and the client are in the same stride, it then becomes easier to LEAD. Leading the client down a new direction is the backbone of Successful Salesmanship- it allows the talented sales person to strengthen the expectations and wants of the client which ARE reasonable, while allowing the less realistic expectations to be directed in a more workable fashion. The process of pacing and leading can lead to a sophisticated technique called "reframing" in which that which HAD been a problem can become a selling point in a matter of moments!

Pacing is more than simply nodding one's head or saying "yes" to everything the client says, and it takes place on MANY levels, both conscious and unconscious. The Successful Money Making Sales

TRUE STORIES

Denise, a successful, self motivated professional woman came to Daniel for instruction in NLP and Self hypnosis after a period of self study in meditation. At that time, she found her concentration lacking and her ability to mediate limited to shorter periods of time than she desired. Self hypnosis allowed her to focus and centered and learn to experience time distortion which allowed her to reach inside and maximize her potential professionally and personally.

"It really helped me to beef up my intuitive system and learn to trust my instincts." Denise said. "I try to practice once a day because it helps me to get tremendous feedback in my own progress and success. It allows me to release stress and Just Be."

In learning about NLP, Denise found tremendous benefit by learning to understand the parts of herself, and how they functioned. By understanding metatypes and learning modeling processes that allowed her to ask the right personal questions, she was able to become a proper salesperson to her unconscious mind and now she proudly says that "I really do have it together!"

"Daniel is a VERY good teacher who takes the time to lead you step by step and is so completely patient. It's almost like he can read your mind and knows when something isn't clear and can help you find the answers."

Person knows this and learns to pace on as many levels as possible to build the rapport which will help break through the barriers that stand in the way of *record braking, money making sales!*

Money Making Sales Pacing Skills

Pacing takes both conscious and unconscious forms. Using both allows for the maximum effectiveness of any sales relationship, and a relationship is precisely what a sales encounter becomes. Each person within a given sales exchange comes to the table with his or her own life experiences and perceptions behind them. By using superior knowledge of human nature, The Successful Money Making Sales Person can discover what the client's reservoir of experience contains, and use those reserves to Increase Success and Increase their income.

Conscious pacing deals with listening to what your client is saying and acknowledging it or repeating it back, in a way that lets the client know that you have heard and understand them. Simply agreeing with everything they say is a weak ploy which will fall flat the instant the client notices that you've become a "Yes-Person." The secret to pacing conscious communication is to listen and restate what the client is looking for. If a client states that they are looking for a new car which is safe, something in red, with power windows for under a thousand dollars; while not necessarily a reasonable expectation, it is none the less what they are looking for. It would NOT be pacing their desires to show them a green sports car. But by reiterating what they are looking for, a clever sales person can demonstrate that they understand them and speak the same language they do. Then the job remains to give it to them, or steer them in another direction- either of these is MUCH easier to accomplish if the customer feels understood. An easy way to pace this customer con-

(continued)

"Daniel is a VERY good teacher who takes the time to lead you step by step and is so completely patient. It's almost like he can read your mind and knows when something isn't clear and can help you find the answers." Those answers are found both consciously and unconsciously!

Conscious Pacing...
But it's ONLY the beginning!

sciously would be to state, "Well, you want a nice, safe, red car for under a thousand dollars." Using questions that clarify their meaning further shows that you are not only listening but CARE about what they say. One could ask, "What are your most important safety features?" or "is there a particular model that you feel is safer than others?" This, too, builds credibility and paces the client's wants on a conscious level.

Unconscious pacing, which is far more powerful, requires noticing things which occur at other than conscious levels. These include breathing rate, type of language used, body posture, motivation and decision styles as well as what their mental and emotional states are. By pacing these things, one can gain rapport with them on an unconscious level... and even though the conscious mind may have brought them in to make a purchase, it's their unconscious mind that will guide them in making a decision to put money in YOUR pocket- Make Friends with the Unconscious mind or starve.

In any sales exchange, there forms a relationship. A relationship requires at least two people, and in most sales there is a third aspect, the product or service being sold. The Wealthy Successful Money Making Sales Person is the one who has learned to partner all of these things with a talent for building rapport and Communicating with Unconscious aspects of the consumer in such a way that the relationship between the client and the product becomes one that they feel they can't live without and it lets the conscious feel good once the afterglow of purchasing has worn off. It's almost a seduction, with the Successful Money Making Sales Person playing Cupid. He brings the client together with their soul mate in purchase form. It's a great position to be in, one that allows the skilled salesperson, with a good product to sell, to feel great about themselves and what they do, as well as Making A Ton of Cash in

Tools that can be used BELOW the level of Conscious Resistance!

Make the relationship work for BOTH of you!

the process.

In sales, the "getting to know you" period is much quicker than in the average seduction situation. The Successful Money Making Sales Person must learn what places within the client to touch and massage in order to get that familiar responses. The Climax of a successful sales encounter is that pleasurable exchange of money. Understanding your client, what they want consciously and unconsciously, their life experiences, their buying style and history are things will make the Moment of sale come and for both to be satisfied. Throughout this text, the reader, who aspires to be a Successful Money Making Sales Person, will learn more and more tools and techniques to stimulate them into maximizing their own potential as a Successful and Seductive Money Making Sales Person. WOW! Let's get started!

Unconscious Pacing- A Secret Weapon!

The unconscious mind can be paced in simple manners including matching or mirroring breathing, posture, speech rate and more. The client may never notice consciously, but the effective sales person will see the difference in their numbers and their wallet! Building rapport through mirroring involves noticing something that the client is doing unconsciously, and doing the same thing. Mirroring breathing, for instance, is a very effective way to build unconscious rapport. Observe your customer's breathing, and match your inhales and exhales to theirs. It's simple, but begins to put you in alignment with them. It makes you more like them in a way that is unconscious and which helps to build rapport.

Posture is another VERY effective thing to mirror by adopting same or similar stances, shoulder or head positioning and movement style. A set of crossed arms, swaying back and forth, using similar gestures,

Seducing a SALE

The Hypnotist achieves success to help a client make changes in their life by working directly with the Unconscious Mind... The Successful Sales Person can do the same!

one observes in a client will unconsciously_ build rapport and allow the Successful Money Making Sales Person to make contact with the person inside. This needs to be subtle, not as if one were making fun of the client, or playing a mime game. Following every action the client does is CERTAIN to be very ineffective.

There are times though, when mirroring is impractical or would prove too obvious to remain unconscious. That is where matching comes into play. Cross Over Matching is even MORE subtle and can be even more covert and effective than mirroring. Matching involves doing something SIMILAR to what the client is doing, but not exactly the same. For instance, one can pace breathing by following their breath with a rhythmic raising and lowering of a hand. If a client paces, a pencil can be used to mirror the movement back and forth. Matching voice tempo and tone is also a very effective way to build that rapport which will make you the money and put food on your table.

Using Their Opinions and Beliefs To Build Credibility.

It's commonly known in the sales business that if you want to make a sale, agree with the customer and what they believe, or lose your shirt! The client's fears, hopes and desires may have no basis in fact, but they are a vital aspect of what will motivate them to give you their hard earned dollar- and isn't that the way it should be? The Successful Money Making Sales Person knows how to agree and understand what the client has to say, and to guide things to the point of sale using those very beliefs.

If the client believes that a certain product is unreliable or undesirable, the best sales people in the world will never sell that product to them

Build Rapport and make them LIKE YOU through subtle Unconscious matching!

Be in harmony with their opinions and beliefs and MAKE YOUR SALE!

UNLESS they can turn those beliefs around and uncover ways around the concerns. The only way to do this is to begin with pacing what the client believes either by agreeing with what they've said, or by using a sincere interest to uncover WHY they feel the way they do. Then use the wisdom gained from the questioning to guide the client in a direction more beneficial to both of you, a sale.

One "belief pacing technique" is to listen intently, often asking questions to clarify what the client means by what they are saying. Using their language and words is a very important part of successful belief pacing. As one become more familiar with what the customer wants and doesn't want, one can then begin feeding that information back to the customer with a series of statements that begins with "So if I understand what you want-" As one generates a "Yes Set" using what the client has already told you, several things happen. The client finds themselves answering "Yes Yes Yes..." and also begins to like you for some reason. You UNDERSTAND them (and when was the last time they had THAT from their family or friends.) and are speaking their language. At the end of a series of confirmation statements, a clever salesperson who wants to be rich will then say, "So what you want need, or should have) is the DELUXE wonder widget. It is all that and more." They'll hand you their wallet and take two!

A Warning- Do It Well or Get Caught!

Often we hear ineffective sales people sounding like parrots, repeating everything the customer says. After about five minutes, even the most brain dead customer is likely to get a little ticked off at this and realize that you're playing a game with them. This warning applies to many of the techniques in this

LISTEN INTENTLY

Learn to understand them... and you may be closer to them than their own family!

book. These Tools are very potent and powerful and will help make you a real Success if you take the time to learn them, put them into action, and use them in the right ways and at the right times. Do them in ways that are too pushy, or obvious, and one will find themselves at the bottom of the rubbish pit with the others who THOUGHT they could sell stuff..... Take the time to practice these skills a few at a time, adding one or two to your repertoire each day, and in a few weeks you'll KNOW you're successful by the fact that the figures in the bank have gone higher than you can count!

The best way to learn how to use these secrets in an effective and money making manner is to select one or two sections of this text at a time, and work with them. As you become proficient in each section and find those areas of unconscious sales persuasion that you excel at naturally, you can begin adding more and more tools to your bag of tricks as you add dollars to your wallet.

Objections CAN Magically Vanish.

When a person comes to a skilled hypnotist to make a change in their life, they are usually incongruent in what they want, and what they are doing; they claim to want to stop smoking, yet they smoke. In sales, this incongruence is a dangerous foe which can destroy an average sales person's hard work and end in a loss of sale. The Successful Money Making Sales Person knows ways to access to unconscious mind and to Change the Objections a client may have, insuring that the sale will close and STAY closed. There are three very powerful techniques for dealing with client objections. Two of them tend toward being VERY simple, while the other will be more appropriate for the Successful Money Making Sales Person.

Learning to do these things WELL!

Wouldn't it be nice if you could take all the objections which your customers bring to you and make them DISAPPEAR? YOU CAN!!!

Objection Buster #1- Object For Them!

A talented sales person knows when the client is acting unsure or leery of making a purchase, even though the client may not voice any objection. An effective sales person must be ready to pace the unspoken objection, and also to provide a solution. A simple way to accomplish this is to object for them, to offer examples of objections that other clients have had, and how they ended up delighted with their purchase. People tend to apply a story or example to themselves; for instance, there was a time when a client of mine was making a purchase, and in a matter of moments had talked himself into buying, even though the sales person had come up with a valid reason why they shouldn't buy. Although the messages he was getting from the outside were that the salesperson didn't know if he could afford or handle the product, inside, he was refuting those claims, and making the sale on the sales person's behalf.

As you read the last lines of that paragraph what happened internally? Many people, when offered such a story about an anonymous person and an unspecified objection will tend to fill in the details themselves, using THEIR view point as the resource for the details. Already, one can begin finding ways to use these secrets in one's own sales work. By using unspecified language, and by speaking in terms of others, the Successful Money Making Sales Person will PACE the client's objections without even having to know what they are! Once paced, once they feel that you understand them, you can lead the client in a new direction, toward the direction of the sale.

Some specific examples of language one might use

Be the FIRST to mention it! It builds rapport and takes the power OUT of any objection.

are : "Now, sometimes there's a concern people have about if this will be right for them, and that's good to have that concern. And as others have looked this over and found ways to make it just right for them, they were delighted."

"I'm sure you've got some questions and concerns now, and maybe are a little confused as the best way to buy today, and so let's solve those now."

In both of these examples one has acknowledged unknown objections- and started leading the client toward a resolution.

Objection Buster #2- Word Play To Wipe The Objection Away.

Words are powerful, and a simple change in tone or syntax can alter the entire meaning, or implied meaning, of any conversation. Tenses are one key to erasing objections and putting them in the past. When a person talks about an objection, it is wise to listen to whether they use a past, present, or future tense as they talk about their objection. Most often, people's objection will be in the present tense, though they may also rely upon past memories, or imagined future to create an objection in their mind. As we change the tenses they use to communicate, we change their perception of the objection.

Present Tense: If a person speaks of a concern strictly in the present tense, one of the most powerful phrases you can use is "Aside from that." It does two things; #1- It sets the objection aside, out of the immediate field of concern and #2- It causes the client to disassociate from the objection. Anytime we refer to "THAT" problem, we place it, symbolically somewhere other than here and now. In essence, we distort the internal mental coding of the thought so

It's not just HOW you say it..... It's WHAT you SAY!

Your customers will Love you for it.... and BUY!

that it goes from being This problem, here and now, to That problem over there and then. So, when a client shares an objection to a product or service, a Successful Money Making Sales Person will pace that objection, to make certain the client knows that they are understood, and then, with a wave of the hand, can make it vanish by saying "Aside from that, though- this is the product you are looking for and so, what else needs to be here now so that you will feel better about *that thing which you were worried about.*" In that sentence we see in bold print, language used which places the SOLUTION in the present tense, and in Italics references to the problem in the past. On an unconscious level, any answer from the client binds them to syntax of the sentence and starts them on the road to putting their objection in the past THEMSELVES.

Past Tense: Objections based upon the past are often best handled by over emphasizing how serious they were. Go along with their beliefs that what had happened in the past might happen again this time, but focus on how awful that was to have happened to them THEN..... To make this more effective, look off to the client's left (See Future Chapters for more about WHY) as you really exaggerate how TERRIBLE *That* must *HAVE BEEN* before preparing to lead. When the time comes to lead the client AWAY from that objection, turn your body to the other direction, stand straighter and taller and talk in strong present and future language about how WONDERFUL and DIFFERENT it WILL BE this time. I.e. "..... And so (Shifting posture and direction of gaze) we both want this time to be different than the way THAT had been... And when you're three months down the road from now, and look back to today- you'll be able to feel so great about this purchase that you can forget all about what had happened in the past and instead enjoy the future. Wow... that sounds Great!!!" Doesn't it!!!

By Rearranging perception of the past, present or future.... objections which MIGHT HAVE prevented a sale can become powerful ammunition to blast those objections into oblivion!

What HAD BEEN your biggest problem in selling?

Future tense: This can be trickier to handle, but the best way to do so is to get them to focus more on wise decisions from their past. Try to find out if they have made successful purchases in the past and then pull those feelings from the past into the future by again, changing the tenses you use when you speak about what had happened. You put their feelings from the past, which were good, and move them into the future to take the objection and erase it before it ever happens!! This is also a wonderful favor to do for someone. Most people who object based on the future, are really making up a world of worries and troubles for themselves. By installing some good memories into their future, we let them have a less stressful life, and they can enjoy anticipation rather than dreading regret! So, You get Rich, and They get Happy... a Win Win situation!

Objection Buster # 3- Pushing The Right Buttons.

Everyone has triggers- "buttons" which, when pushed, will get specific and immediate results. They come in many forms, from buzz words, to phrases or tonalities used by parents. An ex-lover's cologne can be a POWERFUL trigger which takes one back to past feelings and situations surrounding that person, good or bad. These buttons are what we call "Anchors."

Anchoring will be discussed in later chapters in more detail, but essentially an anchor is a signal of some sort which causes a person to go through some kind of internal experience. When a stage hypnotist tells a person that when they hear a bell ring they will bark like a dog- the bell ringing is the anchor. Anchors can be established in various ways, both direct and indirect. Since direct anchoring requires consent, we will be more concerned with indirect anchors here. One excellent ways to use indirect anchors is to anchor any and all good buying experiences a client may have, as well as any things you KNOW they like

The Futre CAN BE the key!

Know their Hooks- and you can reel them in!

about the product or service. To do this, simply use some gesture EVERY TIME they speak of something positive with regards to a sale or buying. On an unconscious level, they will go through a learning process of connecting all those memories, feelings and words to that gesture, and that gesture then becomes and anchor to recreate all of those experience and feelings... It is also a SECRET WEAPON!!!

If a major objection comes up, a Successful Money Making Sales Person will pace the objection, and anchor it with some OTHER gesture. Once the techniques above have been used, it is time to take out this little secret weapon and fire it off... All one has to do is mention "finding a Solution" and then fire off the POSITIVE ANCHOR. A slight moment later, fire off the negative anchor. In NLP terms, this is called an Anchor Collapse and it takes the objection, which is only single objection, and throws it into a teeming pit of metaphoric lions. The lions are all those GOOD purchasing memories and feelings which then, in effect, becomes a TEAM of sales people on YOUR SIDE helping to convince the client their that piddly objection certainly doesn't mean much. \$old!

Pacing The Future... Leading To A SALE!

As we have seen, pacing can be done even if we don't know what we are pacing, as in the case of objections. We can also seem to read minds and predict the future by pacing the future before it happens. This process can effectively lead to a sale, and also prevent returns later on by pacing and now, and leading to a solution before it ever happens. Future pacing deals with talking about and revivacating what it WILL be like in the future, when the sale has been made. We don't talk in terms of Might's and If s, but rather Wills and Whens. "Think of what it Will be like When you are driving down the

A simple gesture can become a POWERFUL SECRET PARTNER in your selling system!

road, feeling SAFE for yourself and your children in this new car." This would be an example especially for someone who has stressed safety as being important, but NOT so effective with someone who wants glamour and prestige; for them a different approach such as "And when your out in this car and everyone's head is turning, WOW- that will be a rush. Wish I was buying it, like you are."

Future pacing is also a good way to insure that problems don't come back to haunt you. A Successful Money Making Sales Person can pace possible thought of returns. "And who knows, you might change your mind.... and then if you don't want to feel safe any more just come back and we'll talk." Here, through language, you've attached a suggestion that they Might decide they don't want the car- but that to do so they must also decide they don't want to be safe- and that then they will come talk to you. If it comes to that point, a few more paces and Objection Busters, and they'll be driving down the road happy again, and praising your name!

It is a good idea to begin future pacing a sale right away. Simply assume that they WILL buy- maybe today, maybe in a week. It is important to not stress too strongly that they will buy THEN AND THERE until greater rapport has been built and they have said they are ready to buy. If the customer has it set in their head that they just came to look that day, it will take some more rapport building and unconscious persuasion before they will accept a future pace regarding an immediate sale. Even when a customer says they are "Just shopping and not ready to buy," one can future pace by saying things like "What can I tell you about so that when you're ready to buy you'll know you've made the right choice to buy f from me?" These are similar to a hypnotic technique called "Presupposition" which will also be talked about more later.

And while we're at it... Why not make sure that objections that they think of AFTER the sale can also simply VANISH and be forgotten?

They WILL buy if you BELIEVE!!!

YES- Sets.... Out In The Open, And Hidden Away.

Every sales person of worth knows about the power of "Yes Sets." The idea behind a Yes Set is that we, as human beings, have a sort of in built inertia and will continue doing whatever we are doing once we've gotten momentum. In other words, if we are arguing, we will continue to do so, even if valid points are brought up, until such time as our momentum is broken or redirecting. Likewise, if a client is saying "yes yes yes...." in answer to your questions or in response to your statements, then they are likely to say "yes" to the sale. Yes sets can be out in the open, or can take place on unconscious levels- and some of this we have already explored through pacing. In essence, anything which the client silently says "Yes" to internally, becomes a series of a Yes-set, and can lead to the Sale. Even statements can be turned into Yes-set questions, and deal with negations at the same time!

Obvious Yes-sets deal with simply asking the client questions... " So, your name is Bob? And you drove that dodge here today for information on a trade-in? And you're looking to see what you can buy new? And we'll see what we can find and you'll be ready to drive off the lot in your new car today? " Yes Yes Yes YES!!!! The thing about these types of Yes-sets is that any idiot can use them, and often they do, and attach things which don't makes any sense to the end of the Yes Set and expect people to blindly agree. Some do, but most will NOT!

Covert Yes-sets employ using pacing, which we've already discussed. By making statements indirectly, or which pace POWERFUL beliefs or ideals of the client, one can also get them to agree to move in

The MAGIC WORD

A secret which the
BEST sales people
have known about for
YEARS I

other directions mentally. "So, you may have some worries about the financial aspects of things, or other concerns which haven't been addressed YET, and you are interested but not fully convinced, yet. So if we take a few moments to address those things that had been there, you can be ready to buy now, that makes sense, does it not?" Why Yes!! " In addition to making a statement into a question, it mentions the negation of the statement, thus pacing any objection before it was there. Even the client who wants to be disagreeable will find themselves having to reply, externally or internally, with a "Yes."

By using phrases such as "Can you not? Aren't you? Isn't it?" one takes something which was a statement such as "it is bad to lose money because of outdated technology," and turn it into a question which in effect binds them into a "yes" response. "It is bad to lose money because of outdated technology, isn't it?" The Successful Money Making Sales Person can add power and effectiveness to the communication by linking it with another similar statement... "It is bad to lose money because of outdated technology, isn't it? <Yes> And it's sometimes tough to stay up to date enough to make money without spending a fortune, don't you think? <Yes> So, you are always in need of reasonable and affordable ways to be on top and make money, are you not? <Yes> Well, let's see how the purchase of this product will make this happen for you, so that won't be a problem any longer, shall we? <YES>" In the foregoing exchange, several other things were done such as future pacing the sale, presupposing a purchase, taking the past losses of money and putting them into the present tense.

Trance-lations.... Let Their Language Become Yours!

Don't JUST use the SIMPLE techniques! ANYONE can do that

Be Creative and Covert and make the Yes-Set more effective!

That Makes sense... Does it Not?

Here's an exercise.... before you read this chapter, read the side bar which outlines an interaction with a customer who makes a statement regarding their needs. Then, read the rest of this section, and when you get to the end, try the "TEST" and see how you do. Do the test just prior to the "Test Results" section.

Language can be really useless when it comes to communicating any understanding of meaning. We may believe that it is effective, but that is a myth none the less. The reason for this is simple, we each interpret language and experience internally and in a way that is uniquely our own. Any word is only a code, it is an anchor which we have agreed upon in our language system to use to represent an idea, image or archetype, but only the letters of that word remain identical for each of us; inside everyone is different.

For a moment, explore what you think of with regards to the real meaning of words such as Love, Hate, Success, Failure, Disaster. Imagine each one in your mind and how it is defined- remembering that you can't use the word itself to define it. Now, think about how others you know define those same words. Success for some is money, for others happiness, for others winning.... The word is the same, but the meaning is totally subjective, and totally different.

The challenge of trying to be a successful business person, effective persuasioneer, and all around lovable kind of person to give money too, is that what one says and what another hears are totally different in nature. It would almost seem to make effective communication impossible. One secret to SEEMING to speak the client's same language and really understanding them (even though internally you

AN EXERCISE

A customer comes to you, and tells you that they wish to get information about Wonder Widgets. You ask them what they value in a widget, attempting to get information which you can later pace. Now, remember this part.... they reply that it is important to them for reasons of safety consciousness. They want something economical. They need their widget to be user appropriate. Remember that, and as you read this section, imagine what your sales pitch might be.

probably have NO CLUE) is to use their language. By this we mean, use the words and terms that they use, use the TYPE of language they use, and talk in the syntax that they use, VERBATIM! Do not translate, nor try to interpret, what they are saying. Not until it's time to begin leading, can you alter their words into your own and expect to walk away richer and happier in the process. It is important not to become a parrot and repeat each sentence or word they say, or your skills will betray themselves and become obvious and laughable, but when pacing a belief or want, be sure to use the language the THEY use.

Real sales mega-giants know this to be true, and have learned how to really HEAR and mirror back what the client is thinking and seem to READ THEIR MIND. If asked later, their clients will describe how the Successful Money Making Sales Person knew exactly what was on their mind, what they were thinking about, and what they wanted; they felt understood and trusting toward the Successful Money Making Sales Person. *ChaChing- Cash registers ringing!* If the customer and salesperson were to be interrogated, it is likely that one would discover that neither had a clue what the other really meant or was thinking inside. The techniques WORK so that everyone obtains their desired goal. I'm happy, YOU ARE HAPPY, every one is happy.

Time For THE TEST:

DO NOT LOOK BACK AT THE EXERCISE PASSAGE: In the exercise, the customer said that three things were important to them about Widgets..... Write them down in a complete sentence, as you might repeat them back in your sales pitch. For Instance, So, you can see how THIS widget is

Effective communication often SEEMS impossible- Unless you know the secrets

How often do you think you've really UNDERSTOOD what your clients wanted? Now you can!

ChaChing- Cash registers ringing'.

Test Results: Now, you may have written down a number of things in response to the test, one possible set of replies MIGHT have been: "So you can see how this widget is Easy to use, comes at a CHEAP PRICE and is User friendly," or some such thing. However, if you now go back and re-read the text you will discover that the words used with regards to what THE CUSTOMER valued in the widget were:

safety consciousness.

economical.

user appropriate.

The sad truth is that even the world's best sales person can only APPEAR to read minds. Although you might THINK you know what the client means by the word "Economical." Only THEY know what they really mean. In your mind, compare the terms, "Economical, Cheap, Reliable, Will Appreciate in Value, Long Lasting and Reasonably priced." Do it now, one at a time. Some may have been very similar and others may have been very different in meaning and in internal experience. If "Economical" = "cheap" to you, but "Economical" = "Long Lasting" to them, using the word "Cheap" will NOT please them, and will NOT be useful in creating a Yes Set. Remember to use the client's terms EXACTLY.

Another thing to examine in the original passage is the use of words like 'want, need and should.' Each of these denotes a different level of importance within the client's mind. "Wants" MAY be optional and "Shoulds" may also be similar, but "Needs" have to be carefully addressed and attended to both consciously or unconsciously for effective money making sales to take place. When repeating them

This test can show many things. How we often make the mistake of translating what we THINK the client is saying into our own language. Anytime we translate ANYTHING, whether it is from German to Chinese, or from My language to yours, a certain amount of deeper meaning gets lost in the translation.

While using the same language as our clients may not guarantee that we UNDERSTAND what they mean by their language it DOES give the client a sense that we do. This sense of being understood helps to build rapport, match their experience and mirror their internal ways of thinking- and helps to MAKE THE SALE!

back to pace and create a Yes-set, be sure to state the Needs as Needs, the Wants as Wants and the Shoulds as Shoulds, or once again the timid and ineffective sales person can watch their figures dwindle down and diminish due to ineffective pacing, leading and Yes Set building.

Enough Of This Kid Stuff..... Onto The REAL Secrets!

Pacing helps to build rapport, and rapport is the secret to all successful communication and all Successful Money Making Sales People know how important rapport is. Rapport is more than people liking you, it is generally a state which exists between two people when they sense that they not only like each other but ARE like each other. Each of the secrets already discussed are effective ways to help build and increase rapport, and get the client going in the same direction as you. However, there are secrets used by the great hypnotists of the world to create and hold powerful rapport on unconscious levels which the client is unaware of. These unconscious methods of pacing include matching breathing rate, matching and mirroring posture, as well as duplicating voice pitch, tone and tempo.

Breathing is one of those things which everyone tends to do with some degree of regularity, if they are up and about trying to buy things that is. It is a constant, something which, if you were to mention it or utilize it, would become a 100% guaranteed pace-something which you simply can't be wrong about-that they ARE breathing. Of course, making a pacing statement like "you are breathing" would be rather odd and you would probably lose whatever rapport you already had simply because the customer would think you were a bit crazy. On a conscious level, it is something that is fairly useless to pace. On an Unconscious level however, breathing is a very strong rapport builder. A clever sales person, want-

Learn to hear what the customer would LIKE to have as opposed to what they absolutely MUST have.... It will make the difference between sales and poverty.

A Magical Bond between people....

ing to make a fortune, learns to watch their customer's breathing and to breath with them. While it will, or SHOULD, go unnoticed consciously, it won't take long for the customer to have some sense of familiarity and comfort with the sales person who paces breath- and they simply won't know why. The skeptics can prove it to themselves by pacing someone's breathing for 10 - 15 minutes and then drastically altering or holding their breath for a moment- watch what happens to the person you were pacing. The reaction can be VERY subtle, but often is bold and drastic enough to make a very strong point on the effectiveness of pacing the breath.

Pacing the breath almost magically creates a sense of being in sync with each other and also can help the sales person start to think like and understand the client even better. It is possible to "cross match" if trying to pace several people at once - using a sway of a foot or head tilt to correspond to the inhale and exhale of the client. This substitute is also very useful when trying to pace someone who is asthmatic or who breaths in a way that is radically different than your own. Breathing can also give clues as to what type of person the client is with regards to representations systems which will be discussed in more detail later.

Body posture can also be mirrored or matched to help create rapport, but do be careful. There is nothing MORE obvious than the sales person who mirrors every movement, twist, or ear scratch- after a few minutes it becomes a bad mime skit. Matching over all body posture can be a VERY powerful rapport builder, however, and helps add to that sense that "We are like each other."

Other unconscious pacing that works VERY well is vocal tone and tempo. By matching the general pitch, speed and tone of speech, we again create a

Everyone's got to breathe..... so why not use that to SELL!

Be In Synch with your clients... You'll understand them better as well.

In.... Out..... AHHHHH

state of being like the person with whom we are communicating. Naturally effective sales people do this all the time- now you can too. Cadence and speed are also important factors and an excellent way to practice matching cadence, speed, pitch and tone is to hum television dialog. Watch the news, or a sit-com; after any character speaks a line try to repeat it with a similar tone, pitch, speed and inflection pattern by humming it. It will end up sounding almost like an old "Peanuts" cartoon, with no real words being spoken, but instead tones, and sounds. Later, practice using the words as well.

It is important here as well, that you don't try to IMITATE their voice. You should still be using your own voice, but with a tone, inflection and speech pattern which closely matches their own. This, too, becomes a secret selling tool which causes them to "just sort of like" you!

Who would you rather buy from? someone who looked and acted in a way that was comfortable to you, or a person who seemed odd, out of place and totally OUT of synch with who you are and what you think?

CHAPTER THREE

Gardening Success Through Hypnotic Selling

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Hypnotic selling is powerful and simple once you have learned to combine these techniques. It can also be very respectful of people's desires, since it is impossible to utilize these techniques without first building rapport with the client. With hypnotic selling we plant a seed from the moment we meet the client; a seed which grows toward a successful close and good feelings on both ends, not to mention money in your pocket and food on your table. Like any garden however, it will take time to do it properly. One must assemble the proper seeds, learn how and when to plant them, and till the soil to make it rich and sustainable. Then with the right water, sunlight, and some good luck, we can watch out plants grow. What we put into the ground will determine whether our tomatoes are large that year or simply adequate.... and do you want small tomatoes?

See It, Hear It, Feel It, or LOSE THE SALE!

People tend to operate in a preferred "modality." They tend to favor one of their senses when making decisions, talking about things, or perceiving their world. A clever communicator learns to discover what modality is favored by a person, and then use it to communicate with them. In doing so, the customer will really get a sense that the sales person not only understands them, but really "communicates in their language." One might suspect that people would guard such valuable and intimate information in a very secretive manner, but a perceptive person can

With hypnotic selling we are planting a seed.

You can talk DIRECTLY to a customer's mind!

discover this secret in a multitude of ways. In Hypnosis, we are aware of three major classifications of perception: People tend to be what we call Visual, Auditory, or Kinesthetic. A fourth category, Olfactory, is much less common. Let us examine what the modalities are, and then how we can detect them through what people say and how they say it.

Visual people are those who favor what they see. Appearances will mean a lot to them and tend to catch their eye. They tend to look intently at every detail of a situation, and can get an idea of the big picture. Things will have to look just right to a Visual person if they are going to buy from you, and you will have to look deep into your own bag of tricks to help show them what they need to see in order for things to make clear sense and for them to see a way to make a purchase. Visual people will be fairly easy to recognize if you listen to what they say and how they talk.

SOME TELL TALE SIGNS OF A VISUAL PERSON: They tend to talk fast. Their internal experience, what goes on within their mind, is similar to how they perceive the world, and it's very easy to make a picture in one's mind very quickly. They will also tend to breathe fairly shallowly and high in the chest, perhaps because they are always speaking so fast. It would be wise to step up your tempo when you talk to a visual person lest you lose them by talking too slow.

Language is another way to discern a visual person as they will tend to use visual language. If you read the first paragraph about visual people you will see an example of this. They speak of what LOOKS right. Having to SEE clearly. How something seems COLORFUL. They will mention that they have "Their EYE on" a particular car or product. They will be the folks who ask to SEE their choices. A clever sales person will use lots of visual language and help the

Do you see it....
Do you feel it....
Can you HEAR the
cash register ringing!

An observant Sales
person can easily
learn how their cus-
tomers think!

visual person understand more clearly exactly the picture you are trying to paint. NOT speaking in their language is a certain way to loose the sale and see yourself on the unemployment line.

Auditory people tend to favor what they hear. They speak a bit slower than the average Visual person and breathe a bit lower and slower in the chest. Auditory people tend to cock their head to one side when listening to you or trying to hear what you have to say, almost as if they are talking on the phone. Auditory people often sound wonderful, have clear voices and pride themselves upon the clarity of their speech. To an auditory person things must SOUND just right and RING true. You'll know you're in tune with an Auditory person when you've STRUCK A CHORD with them and they know that you really are HEARING them. Auditory people will be impressed with sound related features of a product, from how solid the door sounds when it shuts, to the safety they can feel whenever they hear the lock click shut. They will notice the powerful sound of the new vacuum they are buying, but beware of loud noise, auditory people are often very sensitive to sound quality and volume.

Music in the background can either help or hurt a sale with an auditory person, depending upon whether or not they LIKE the music. Your own voice tone and tempo will prove to be even more important with an auditory person than the other. Hear what they have to say, and make the tone and tempo of your own voice close to theirs, if you wish to become aware of the ring of the cash register, the crisp sound of money sliding into your hand and making it's way into your pocket.

Kinesthetics are those who are very IN TOUCH with their feelings. A product has to FEEL just right before they will GRASP hold of the idea that they want to OWN this thing. They will tend to touch everything

The words, the tone and the tempo all reveal something about the way a person thinks INSIDE.

With the Auditory Customer, YOUR VOICE will be MOST important

to get a feel of what it's like to use a product before they own it. If something is uncomfortable to them they will not be likely to purchase it. These are the folks who rub cars, feel shoes and fondle garments before trying them on to. Kinesthetics tend to talk slower and deeper than any of the others, and they breath slow, and deep in their belly. A kinesthetic person will not appreciate if a sales person talks too fast, or if they start to FEEL PRESSURED to buy, as they need to take some time to get a feeling as to whether or not they want to buy what you have to sell.

Olfactory/ Gustatory people are few and far between. These are the people who favor what they smell or taste. These are among the most primitive of our senses and though they are powerful in leading a person from one state to the other, they tend to be less than common as a lead modality. People may talk of something SMELLING fishy about a deal, or wanting a TASTE of what it's like to use a new product, but that may be more of an indication of where they are at that given moment.

Be aware that preferred representational systems can change. A person may get excited by what they see, the color, size or look of a product, but they may purchase based upon how the FEEL about the product, for instance. If you are trying to use the language they presented to you at the start of the deal, but things simply aren't going right, ask them what it would take to convince them, and listen for a switch of modalities in their response. If they do switch modalities, then try leading them to that modality. In other words, if they came to you talking about how the new car engine sounds, but they tell you it just doesn't LOOK right, lead them from auditory language and features into VISUAL ones. Aside from things moving along at a better rate and more likely leading to a sale, you will probably notice a shift in their posture and tone which accompanies

Preferred representational systems can change with time and situations.

It's all about understanding what's going on INSIDE.

their internal change in perception.

When in doubt, USE THEM ALL. If you're not sure what modality the customer is, then use all the senses. Talk about how it will look, sound and feel to own the new Widget. The two thirds that don't apply will be sorted out, and they will latch onto the modality which they do favor and you'll have what you want anyway. Of course you'll talk three times as much for one third the communication, but at least you'll get through to them! Whether this sounds like something you can clearly understand, or not, try to get in touch with using the modalities each day for just a bit, and notice how as you shift your tone to match how others see the world you are better able to come in contact with these people and how they communicate.

How Hypnotic Language Makes For Trust.

If you ask most customers why they buy from someone, they will say "TRUST." They feel that a given sales person will not lie to them nor cheat them and they just feel like they are understood. Pacing and Leading, along with use of lead modalities in language, helps to make the client feel, both consciously and UNCONSCIOUSLY, that you are like them and really understand them. Often they're not even sure why, they just feel right at home with that sales person who is more like them and they will be more likely to buy from them.

When using hypnotic language, we are making contact with a person's INTERNAL state and internal experience which is something that most people probably never do. One of the secrets of successful hypnotists is that they learn how to give the impression of knowing exactly what a client's internal experience is at a given moment and build upon that. More often than not there is NO WAY to really know

A MAGICAL SECRET-
If you aren't sure- just
try all of them.

People will BUY from
those they trust

what the internal experience is like. We can only notice the external changes, breathing rate, skin color, posture, twitches or things like lip or pore size. In NOTICING those changes: and commenting on them in a non-specific or vague way, we SEEM to know exactly what is going on within the client, thus building rapport, strengthening the trance state, and being able to lead them into change direction.

As a sales person, it is vital to be open to small cues that the client may give non-verbally, unconsciously, and pace those cues, or ASK what they mean. Slowly, one can grow to understand the cues for each individual, and as rapport is built, and trust grows, the sale becomes easier and easier. If you're selling toasters, where the average sale takes 10 minutes, you have a lot less time to do that than in a home presentation- but let's consider that a clever hypnotists sometimes has 30- 40 minutes in which to make someone stop smoking after 30 years of having that behavior. Use the techniques well, and build that trust which will get the results you seek!

Your Client Can FORGET All This And More.

Amnesia is one of those deep trance phenomena which tends to help the whole hypnotic process along. Often after a trance session, clients report they have no memory of a session, and so their conscious mind can not interfere with what it can not remember. It is like a story of a man who wandered through the forest, lost and scared, he was surrounded all around by tall trees, and dark unfamiliar spaces. His clothes became torn on thorny bushes and there were times he had to fight to hold back the tears as he wondered if he'd ever see his loved ones again. When he finally reached a clearing which lead to the back of a familiar house, he was so overjoyed that the entire experience of the forest ordeal was diminished or erased from his memory. By replacing, or disassociating our clients from an objection or

Even when you aren't sure what's going on inside.... you can FAKE it.

Little things mean a lot!

It can be handy to forget this.... or not!

thought, we can, in essence, create a type of amnesia which helps make a sale.

One of the handiest techniques to have is the ability to forget; we do it all the time. We forget our keys, we forget about the process of going to the bathroom each morning, but rather just do it and go about our day. Do you remember which sock you put on first this morning? Do you remember what the title of this book is? Maybe, maybe not, but one way to lead people to amnesia, is to remind them, as we just did, of other times in their past when they've forgotten something, and then quickly attach whatever you WANT them to forget to it.

Another technique is disassociation. By getting the client to defocus on something, and refocus on something else, we can, in effect, create an amnesic response. For the client who had a bad experience with their last car dealer, and is now blaming that on you, one can try saying something like, "That sounds just AWFUL, and so, now aside from that, and as we leave that in the past and move toward what you want, Now.... What kind of Widget are you buying today?" It sounds almost too simple, but in that moment, one can get the client out of the past and in to the present. The key to this simple technique is to really PACE them first. Really understand and empathize with whatever it is they are holding on to, and then, with the magic words, "Aside from that" with a swipe of the hand, the memory can almost magically slide away.

Using amnesia sparingly is a wise choice since one tends to start affecting amnesia on one's self as well in the process, and it sure would be lousy to forget to get paid, would it not? Amnesia can serve a wonderful purpose to allow the client to release old fears, worries and bad purchasing experiences, and instead, have a positive experience this time around. It can also help them forget about the critical mother

An ability to forget can be a talent your clients ALREADY have.

Changing the subject, Changing the focus, Changes the direction of ANY Sale.

or friends, the financial advisor who may chastise them for spending their money rather than giving it to them to "invest," rather than investing in their own enjoyment and lifestyle.

Another method of inducing amnesia is what is called looping. This technique can be handy in several sales situations. With the client who had a bad experience with sales but who now can't seem to let go, ask them to go back to BEFORE that experience and ask them what they expected..... this will do two things: One, it will get them to the point BEFORE the incident happened and get them to loop back. It may create a partial or total amnesic response to the later unpleasant experience. It also gives you a GREAT insight into what they were looking for in that last experience but which obviously didn't happen.

Another way to use the looping technique is to occasionally break up your sales pitch in sections which have certain jokes, tag phrases or "Break States" built in. A "Break State" is a comment or action which has NOTHING to do with what you were talking about, and which causes the client to break their current state or line of thought, and focus on that for a moment. It could be a joke, an unrelated question (Like: "Do you pay tolls to get here?") or comment on the weather. Suppose then, things are going VERY well, you reach one of those break states and go into the next section of your pitch, and the sale starts to fall apart, what do you do? You could back peddle and try to re-work the pitch, OR you could just make them FORGET that part of the pitch and start from scratch. If you return to the break state, the point BEFORE things fell apart, and start from there; It will, in effect, be almost like the portion of the pitch from there on had never happened. This is a POWERFUL SECRET- and should not be used too often, though it can be a sale saver. It is like a story of a man who wandered

A loop can become endless... almost impossible to tell where it began and where it ended and where it began again.

through the forest, lost and scared, he was surrounded all around by tall trees, and dark unfamiliar spaces. His clothes became torn on thorny bushes and there were times he had to fight to hold back the tears as he wondered if he'd ever see his loved ones again. When he finally reached a clearing which lead to the back of a familiar house, he was so overjoyed that the entire experience of the forest ordeal was diminished or erased from his memory. By replacing, or disassociating out clients from an objection or thought, we can in essence create a type of amnesia which helps make a sale.

And yes, you did read that same paragraph at the start of this section.... What ELSE did you read? It is possible now that you have become somewhat amnesic for other parts of this chapter, depending upon how deeply you were drawn into the story both times, because we have taken you back to a time BEFORE you read it. The information is in there, unconsciously, but the conscious mind gets looped back, hiding the experience away. A little demonstration of looping and how strong amnesia can be.

How To Make Sure They REALLY Remember.....

On the other side of the memory coin, we have Hyper-mnesia or super strong memory. What situations might it be valuable for the client to remember? Your name? How much they enjoyed the purchase? All the money they saved? The product Features? How much they LOVED the salesperson? SURE!!!! All that and MORE! Hyper-mnesia is really handy and very easy to create. It's a matter of guiding their attention; for instance, as you read this paragraph, you may have been aware of only this text, this book, being fairly absorbed in your environment, your eyes are scanning the page, and you are breathing in and out. You may be aware of a sensation of the temperature of your left cheek, or it may be the right, or perhaps another part may be where the aware-

**A SUPER SALE
SAVER.**

**HYPERMNESIA....
Remember it and re-
member it ALL!**

ness moves to. With that awareness you might try now to remember a time. A happy time from childhood. A time you might not have thought of in a LONG time. A time playing with water. A pool. A hose. A water balloon. Something you may not have thought of for a long time. And the weather then. And the way your voice sounded as a child, and your favorite toys, and maybe a good feeling that went along with it, and later, each time you begin a new chapter in this book, that memory may return to you to help you demonstrate hyper-mnesia if you need to. If you understand and have it you don't have to experience that memory but your unconscious mind knows whether that would be valuable or not.

Your experience just now may have been very intense, or not there at all, depending upon how well you are affected by the written word. The process of hyper-mnesia is similar. You guide the client through the features and enjoyments of your product. You use their preferred modalities, and look for some indication that they are "There." Then, future pace that experience, talking of a time in the future when THEY will be using the product, and then remind them of how GREAT it will feel. For Instance: "And you might be able to imagine laying on this mattress after a long hard work day and noticing how easily the tension just melts out of your body and you are able to relax over a short time, and at that moment you can just remember today and my name and that you want to send your friends here to purchase one of these too. Imagine if everyone at work were on one of these beds, they'd all be more relaxed all day long!" You create a feeling or state, then take them into the future and tell them that whenever they use the product they will remember that feeling or state.

Hypermnesia can also be good to deal with the competition. If a client comes in mad at another competitor for their treatment, and ready to do business with you instead, I'd be inclined to empa-

Future pace when THEY will be using the product, and then remind them of how GREAT it will feel.

thize, build rapport and then mention how "Gosh, every time you think about XYZ company, you'll probably think of that horrible experience with THEM! That's bad Business!" and then perhaps steer them in another direction..."So, before all of that happened, what were you looking for? What are your desires and wants in a product?" Tossing in a bit of Amnesia for good measure so you can start off fresh.

It also wouldn't hurt to use hyper-mnesia upon yourself. If you make a mistake or do something you want to correct, you can remind yourself to remember it in **DETAIL** when you sit down to review the day. Likewise it would also be a great idea to really clearly remember everything you did **RIGHT** and successfully as you started using these techniques and are on your way to making a fortune!

Make Your Client Happy- Make The Sale!

Let's face it, the sad truth is that there are a lot of unhappy people out there. They are unhappy about their jobs, their habits, their marriages, their money situation. Often the last thing they need is to be unhappy about buying your product. Often an incompetent sales person will unsell a customer by repeating the phrases or tactics used with them in the past for a sale of an item which they either didn't like or proved to be a rip-off. Emotions are **POWERFUL** motivational states. Ask yourself, are you more likely to buy something and tell all your friends about it if you are **REALLY HAPPY** about it, or if you hated the entire experience and came away depressed? So, by generating states in our clients, we can not only make a sale, but ensure happiness afterward, and also decrease returns.

States can be created, and lead to, by carefully telling a story, having the client imagine what it will

Make certain they remember it if the competition made them mad!

Rememebr YOUR mistakes and YOUR talents.

Creating a positive state is an extra gift for you and your Customer.

be like to own your product or by having them remember past happy times. Once a state is created, it can be "Anchored" and either re-created when needed, or connected to the purchased product. An "Anchor" is a signal which becomes linked or paired to a particular state or feeling. An anchor can be a touch, a tone of voice, a word, or a posture adopted by the sales person.

To use an anchor, simply create a state or emotion within the client by leading them or reminding them of a time when they had that emotion or state. This can be done in conversation, through questions, or even by talking about similar times in your own life. When they are there, anchor it by a tilt of the head, or a pat on the shoulder. Later on, when talking about the product or owning it, if you again activate the anchor by touching them again, or tilting the head just so, you recreate those happy feelings and, in effect, attach them to whatever you are talking about at that time. Anchors can also be built upon by going to more than one time of the same emotion or state and activating the same anchor over and over so it becomes stronger and stronger, like adding more power to a battery. When it is later activated or used at some point in the sale, the anchor is then even MORE powerful. Powerful states of happiness are ALWAYS handy to create in business.

Anchors can also be used in other ways. One can use a swipe of the hand when giving an amnesic suggestion, for instance, and later the simple swipe of the hand may be enough to create that amnesia again. Be aware too, that if things are going the wrong way in a given deal, that your posture and whole self are anchors for that experience. If you intend to try steering things in another direction, it will be in your best interest to change your physical location, posture and tone just a bit if you wish to totally brake that state and move in another direction.

Be able to re-create
ANY state INSTANTLY!

Wipe away objections
with a swipe of the
hand!

And so, the next time you're looking at a chapter heading, or playing with water, you too can, remember completely, how easy and effective states and anchors can be.

BUY NOW You've Noticed That The Future Can Be A Key.

You may have noticed, or you may notice later when you have put these techniques into use and are making millions, that there is a lot of "Future Pacing" in this book. Even the last sentence was an example of future pacing. Future Pacing is when we take the client into the future, to a time in which we have presupposed a certain outcome or state, and pace what it will be like. We have paced your future success with these techniques over and over in an effort to get your unconscious mind moving in that direction as well as your conscious mind. So, too, can this be a powerful tool in sales.

With future pacing, you speak of going into the future and imagine what it will be like to be, feel, own or have a certain thing. In doing this you have already pre-supposed that they will buy, create or find that thing, and you set their unconscious mind into a process of trying to help make that happen. The hypnotist presupposes that a trance will take place for the moment a new client enters the office. The successful, money making sales person presupposes that a sale will take place the moment they meet a client, and they then get the client to presuppose that they will ENJOY the purchase. But future pacing can also be used as a way to ensure certain things happen after the sale.

Hyper-mnesia is combined with future pacing when we remind the client of how easily they will remember a relaxed state when they are laying on

Make sure their future is as perfect as their present!

Remember to PRE-SUPPOSE THE SALE.

the mattress in the future. Likewise, when we reminded the client how infuriated they would be at the XYZ company when they thought of them later, we were future pacing. Future pacing can help deal with returns, by taking the client to a point where it might happen, and then dealing with it in advance. For example; "Sometimes people get a week or month down the road and regret a purchase for a moment for one reason or another, but then if you remember completely how satisfied you feel now, you'll be able to put those regrets behind you and really feel GREAT about it." Or another example: "So, if you find a problem later on, give me a call and we'll make it perfect!" This not only future paces them calling you if they have a problem, but presupposes that it will be made right!

Be judicious with how far into the future you pace however. Best to pace only indefinite time periods which have to do with specific times or things happening, such as laying on the bed, turning the key and such. If you take some people out too far into the future, you may also encounter their own future paces with regards to kids college tuition, pension checks or the like. If you do that, your future pace may run into their own already set future paces, and may work against you. As you practice the process of future pacing, and get better and better at it, you can begin to notice how easy it becomes. As the money and sales increase, and your satisfaction increases, you can recommend this book to other people. At times when you might not be as effective as you like, you can review and practice these techniques more and more and so getting better with them can increase your sales. MONEY!

Resistance Can Be A Thing Of The Past.

With these techniques in place, resistance can be a thing of the past. In the olden days of hypnosis, if a client didn't go into trance or get results, they were

Combine techniques for a sales pitch they won't soon forget to remember.

Future pace CIRCUMSTANCES to be a SUCCESS.

labeled "Resistant" and the blame was put on the client. The modern day hypnotist sees it as a challenge to try another approach with that client. The successful sales person also sees it as their challenge if a client comes in and seems to be resistant. It is simply a matter of dealing with that resistance using all the tricks and techniques already learned, and those yet to come, allowing that resistance to slide away and become a thing of the past. There are no resistant clients, only those with whom we have not yet found the right way to communicate.

By using amnesia, hyper-mnesia, anchors and more, the clients who come in with the guard in place and their walls up can be easily won over, and then guided to a purchase with which they will be happy. One of the secrets is to stop resisting their resistance and go with it. Take on their fears and concerns FOR THEM. If they seem nervous about affording the product, then take that on. "Now I'm a little nervous about how you'll be able to afford this product- how can we make that more comfortable?" If they are not sure they want to buy today; "I'm not so sure I should sell you this wombat Today, what would make that better?" Rather than a tug of war, the selling then becomes an environment where you are both working in the same direction. Once the supposed resistance has been dealt with, and you are both moving in the same direction, down the same path with the wind at your backs, then you can turn down the road of buying and have what you both want.

How You Feel About Your Product....

Let's face it, how you feel about your product or service has to affect your ability to sell it. Each day when you leave the shop and close a sale, the client should feel good, satisfied, happy and ready to adopt you as their child, and YOU TOO should be able to

Resistance is simply two people who are being who or what they are. When we learn to flow with others, the resistance goes away, and the flow becomes a powerful partner in the sale.

Tear down their walls!

look yourself in the mirror and say "Yeah- I did good Today." If you are selling a piece of garbage that doesn't work and is ripping people off, you have every right to feel down, feel lousy and feel motivated to get a another job selling something worthwhile. One can be effective at ripping people or, Or you can be wealthy, happy, healthy feeling great and hearing music and little cartoon birds floating around with glee each time you see something that you KNOW is great and feel GREAT about selling.

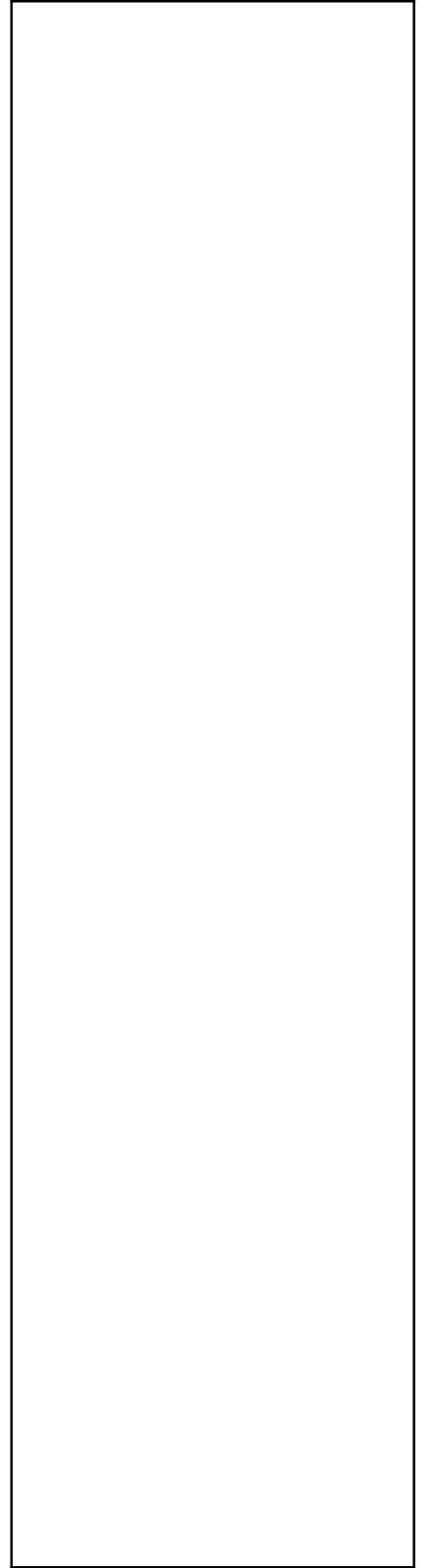
The tools within this training course are just that, tools, and like electricity can be used to help or to harm. Funny thing is though, that if we affect other's lives and realities in negative or unhealthy ways, we tend to take on their problems and woes ourselves as those we work with and help are each metaphoric extensions of ourselves and our own lives- so rip off only if you wish to be ripped off and manipulate only if you wish to be manipulated and disliked.

Weaving a quality product which you can really believe in, with effective hypnotic sales tools, can help your client overcome their own internal nay-sayer that tries to make them unhappy with any decision. One can become a tool to allow them greater freedom in their life to buy, make decisions and be happier with those both when they deal with you and in other areas of their life. You can rest comfortably and well each night knowing that what you sell and HOW you sell it is benefiting your clients in ways they may never consciously be aware of, but which will ensure their well being, your well being, and more money in your future from them, their families and friends... Deep Breath. AHHHHHH! Doesn't that feel good?

You Decide.

Examine your OWN beliefs about your product.

Use your tools WELL.



Chapter Four

Profit From The Sale Of The Art
Hypnotic Techniques Of
Conversational Hypnosis

Chapter Four
Profit From The Sate Of The Art Hypnotic
Techniques

Conversational Hypnosis

Years ago, when folks thought of a hypnotist, they thought of some mysterious guy in a cape with a swinging watch who commanded your eyes to get heavy and close. It was out of that school of thought that people developed the idea that only a certain percentage of the people will enter a trance when you point at them and command them to "SLEEP." That percentage is about the same as the percentage of people who will hand you their wallets when you point at them and command them to "BUY NOW!" Hypnosis went along relatively unchanged until a man named Milton H. Erickson came onto the scene. An astounding therapist and incredibly talented hypnotist, people practically dropped into trance when Dr. Erickson entered the room. Milton pioneered the idea that everyone could be hypnotized, if the right approach was used. He also pioneered something called "Conversational Hypnosis," a process of using regular conversation to guide people into hypnotic trance states. Conversational hypnosis is powerful precisely because the trance tends to be lost in the conversation. As a sales person, most of what you do is, or will be conversational hypnosis, since the chances of clients being very responsive to the idea of sitting in a chair while you wave a watch at them and tell them to buy your product are rather slim.

The techniques of conversational hypnosis involve things such as embedding commands or questions

Everyone hypnotizes everyone else EVERY day.... as they speak.

Many things can be hidden within what you say on the surface.

into a regular conversation so that they are perceived on an unconscious level, but on a conscious level they will tend to go relatively un-noticed. It is important when using any, and all, of these techniques to keep what you say conversational and anywhere from friendly to business-like, depending upon the client. It is also important that you have a clear sense of what outcome you are going for throughout the sales process. One of the ways people mess up hypnotic selling techniques is to use them "ok" when they use them, and to use them even better when they're NOT using them. That is to say that when they are thinking about it, they use them in a fairly effective way, build rapport get things moving. Then, when they start to see results, they let their guards down, and forget about the hypnotic selling techniques they have learned. They begin to tell stories or have conversation which does NOT move toward a sale, and may even lead the client toward some other type of trance state which is NOT conducive to buying. So, remember your outcome, and go for the close!

Reframing- Then And Now- Turn A Loss Into A Gain!

Reframing is one of the most commonly used techniques in selling. The process of reframing deals with taking a liability and making it into an asset, and going for congruency. Years ago, a soap company discovered that because of a "Flaw" in their manufacturing process, their soap had bubbles in it and would float. Well, it took an advertising genius to "reframe" that into a soap that was "So Pure That it Floats!" In therapeutic settings, we often reframe peoples obsessions into a WONDERFUL ability to concentrate, and then we get them concentrating on other things. We reframe phobias into desires for protection, and lead people to protecting themselves from unnecessary fear and so on. Often, a client may perceive a problem or concern with a given product

By embedding mesmeric language within our sales pitch, we are able to say THREE times as much, OR MORE in half the time.

PURE GENIUS....

or feature, and it is up to the sales person to reframe that so the client can not only make the purchase, but feel good about what had concerned them. The directness, or indirectness of this, will depend largely on how big or serious an objection with which you are dealing is.

in sales persuasion, a talented sales person re-frames all the time. It is simple another form of pacing and leading, in which you acknowledge what a client might see as a problem or concern, and you guide them toward another view of the same situation. The hardness of a couch can become durability and toughness of the fabric. Difficulty in closing a car door may attest to the strength and tightness of the door seals, and so on. There are other types of reframes however, the type that take place inside the customer. Therapeutically, these internal reframes take place all the time. A client comes in hating the fact that they smoke, and wanting to quit. Obviously, part of them has a good reason for smoking, or they would have stopped a long long time ago. The internal reframe process helps them to find that reason on an unconscious level, and then get the moving in the same mental direction.

In therapy, the reframe works something like this: a client arrives and says they want to stop some habit, but can't. We acknowledge that the unconscious mind is trying to do something positive for them through this habit, such as relaxation, or protection. Next, we identify that there is another part of them that doesn't want them to have this habit any more and it has a good reason too- like health or aesthetics. We then guide the client to see that obviously there might be a way for both parts of them to have their desire in a different way. In other words, they may be able to find a way to relax, without the habit. Next, we do some mental magic to get the parts working together and finding a

A TRUE STORY

"Tina," a busy business owner who specializes in temporary placement of software professionals to large corporation, has worked with Daneil for many things. Through hypnosis, Tina was able to make NUMEROUS internal attitude shifts which allowed her to increase income. Prior to training with Daniel and using these techniques there were many business disappointments and blockades due to past experiences. On a level of self work, she was able to find an inner peace and joy so that negatives didn't effect her postive motivated state. As she put it "it allows me to sail through life with the wind in my sales."

First she was able to create a sense of inner competence which she then was able to allow to manifest on the outside as well. Creating a state of excellence for selling and success..... Cont.

solution- Poof, they are ready to stop smoking.

As a sales person, you can already imagine many ways this might be useful. For Instance, the client who sees the company they are buying from as an enemy only interested in taking their money. The client who wants to buy a new car but isn't sure if they can afford it, or even the client who is arguing internally between a cheaper and more expensive version of the product. In each of these cases, an internal reframe may be a very useful thing to have happen. Internal reframes, unlike other reframes, don't really go to consciously change outlooks or attitudes toward something, rather they work on an unconscious level to get the unconscious mind, the one in the driver's seat, to work toward a desired selling outcome. In a therapeutic setting, reframes are done very blatantly. In selling, they tend to be more effectively if done conversationally, but can only be done AFTER rapport has been built. Here's an example of how a reframe might happen conversationally for each of the above examples:

Money Making Sales Person: "So, you have some thoughts about us as being a big company and only out for the buck. I can understand that. (Pace) and you have a part of yourself that really wants to protect yourself and avoid being ripped off, just like I do when I go to buy produce.. Have you bought produce lately? Wow, it's nuts, but the grocery stores kind of have you, don't they? (Pace, and rapport building- also Trance inducing regression.) Then there's another part of you that wants you to have this car and be happy with it, happy and safe like you were in the past when you had newer cars. (Regression, revivacating happy thoughts and safe thoughts.) This company wants to do right by you and stay around for a long time so that we can KEEP selling you cars- and so we need to make a profit- but we also need to make customers happy or they won't come back and we won't get any more

All that she knew in ways that she could then put in to use. Further more she was able to make internal shifts so each time she could do it better and better...

Using techniques of NLP, Tina was able to manifest her brand new car.

Creating a compelling image of that car, she placed it on her NLP time line and this, with other techniques, accelerated her goal setting and a series of job placements which lead to her success, AND her new car.

Using Sales Persuasion she learned how to ask the right questions, to create solutions to ANY problem, and how to sell herself and her business in more and more effective ways.

It worked for her because now "Tina" is one of THE most successful in her area!

business. (Beginning to reframe) So, there must be a way for us to work together and satisfy you that things are safe and fair, as we make this sale. (Starts Reframe, assuming the client nods or agrees internally.) Now.

A good way to go from there is to ask **HOW** that might be accomplished, and hear what the client offers as feedback.

Another example, of the client who is trying to decide between the cheap or expensive version of the same product:

Money Making Sales Person: "So part of you wants to buy the cheaper Widget for economical reasons, even though it might not be exactly what you need. And there's a part of you that wants to buy the one with better features (Price not mentioned) that is made to last longer and be a sounder investment and not need to be repurchased as soon. (Future pace to a breaking point. Pacing Financial concerns.) If you put those motivations together, you can find a way to please both sides.

This simple two sentence reframe helps steer the client toward the more expensive product because it will last longer and in a sense BE more economical.

Because reframing is a generative tool, meaning it doesn't go for a specific outcome but seeks to generate more options for behavior, it should be used: early on in a negotiation, to make the client more receptive to a purchase; or once the sale has essentially been made and the client is simply trying to decide between one product or the other, or to decide weather they will be able to afford one financing option or another. You may also need to change the topic for a few minutes to give them time

Asking the right questions will begin to build yes-sets AND sales!

Once it's done- It still keeps going

to percolate on the new way of thinking about things. The MORE reframing they are being asked to do inside, the longer it can take. If it's a matter of trying to decide between a couple different products because of price, that may happen relatively quickly. If it's a matter of trying to buy a multi-thousand dollar item, they may even need an evening to reframe it and generate the options or viewpoint needed to allow them to make the purchase. If a client decides to "Go home and sleep on it," it is ALWAYS wise to repeat or use the reframe technique, and then anchor some good feelings toward yourself and the company before they leave. Future pace they're drive home or sleep that night.

And so, as you think back to how excited you might have been when you got into sales, and all the money it is possible to make, you might also have a side that is nervous about trying to use these techniques in the most effective and powerful way that you already have come to understand that they can work. And, you want to make more money and be more effective at selling on many levels so that you can continue to grow and develop these and other aspects of your life. You are reading this book to gain certain knowledge and figure out how to use it properly, although you may also be afraid of using them incorrectly and want to insure that you look good and make sales. So, as you continue reading, and all these motivations combine to allow you to have all of these outcomes together, one can, really feel good and even be amused at how powerful these techniques, especially reframing, can be. Can they not?

The Voice Can Be A Hidden Weapon!

Hollywood is full of people with powerful and interesting voices. James Earl Jones, is one of the most powerful and entrancing speakers. People like Jeromy Irons, Kathleen Turner, Walter Cronkite, and

Use these techniques with yourself as well.. it will catapult you to your OWN success.

Train your voice to fill your bank account.

Judy Garland, are, and were, great because of their talents and because of their captivating and distinct voices. They are people we can enjoy listening to, and who have powerful command of their voice and how it can be used, like the pied piper's flute, to charm and lead us most anywhere. Then there some gravel voiced commedians - all very effective at making us laugh, but whose voices and tone grates upon us and would tend to distract or dissuade us in a buying situation.

We've already talked a little bit about how your voice can be used to help build rapport through matching a client's tone and tempo of speech. There are other very effective techniques with which one can learn to effectively use one's voice to be hypnotic, commanding, trustworthy and friendly, all at the same time. While formal voice coaching is NEVER a bad idea, it is entirely beyond the scope and subject matter of this book. There are, however, some basic vocal tips that can be offered. One of the first things to be aware of is regional accents. If one has an extremely strong regional accent, but one has left that region, it might be wise to tone the accent down, or try to soften it in order to help build rapport with the locals. Likewise, if one comes from a soft spoken family, it might be necessary to pump up the volume a bit when talking with the general public.

The voice can also be used in very intentional and effective ways to give a communication a specific slant. Simply changing the pitch of the voice, or the emphasis within a given sentence, can change a statement into a question, or alter the entire meaning of a given communication. Consider the word "yes." If you raise the pitch of your voice as you say it, it in effect becomes a question... "Yes?" which while being an agreeable word, seems to express doubt and may also begin to instill some doubt within your clients. This one simple word, uttered like a question, can be all it takes sometimes to shatter a statement

Building rapport through this most important of tools.

How to carry on two conversations at once.

like "I absolutely don't want a blue widget!" "Yes?" Combine it with a look as if you are waiting for a reply to yield a "Well, at least I'd rather have a green one... but light blue might work." It really can be THAT easy.

Using a questioning pitch can also help when you are trying to pace, but aren't sure you've got in exactly... "So, you are looking for a safe car that costs this much?" If you are right, the client will still perceive you as having paced their beliefs- If not, they will hear it as a question, and correct you. Again, a hopeful, expectant look will help enforce this as a question. A change of pitch can also alter the meaning of the sentence entirely. Imagine the same sentence said at a tone which remained exactly the same as it was spoken. "So, you are looking for a safe car that costs this much," then becomes a statement of fact. If the pitch lowers as the sentence is spoken, it becomes a command. "You are looking for a safe car that costs this much!" Experiment with the tone and pitch of your voice a bit each day, and notice how the meanings behind the communication changes. Listen for the client who enters and says "I'm, ready to buy a car?" in an almost mousy, questioning voice, pitch rising at the end. Notice how this shakes the strength of the communication and changes it to one filled with doubt.

Now ask yourself if you or a co-worker have ever said to a client "Oh, you'll love this?" What kind of doubts do you suppose were installed? By making an effort to consciously use your voice in intentional, and more direct and effective ways, you make your speech all the more powerful and persuasive. There are other vocal aspects that one can profit from as well, such as tempo and the hypnotic voice.

The hypnotic voice tends to be one which pulls us in. It will be a voice similar in many ways to our own and

Statements become questions with a tiny change....

The wrong inflection can kill a sale.

to our own comfortable speech patterns. For those of us who are kinesthetic, it will tend to be slower and deeper; faster and higher for the visual people. It will also tend to match their own speech in volume and speed, and once they are following you, simply altering your pitch and tempo will throw them into a light trance state in which you can communicate more directly with their unconscious mind in whatever respectful and effective ways might be appropriate.

Hypnotists often carry on conversations within conversations by using several tones of voice within their speech. By saying certain words in a similar pitch, and other parts of their sentences in another "voice" which is subtly different than the first, they in essence "mark Out" a separate set of words, instructions and suggestions to the unconscious mind. Doing this in a subtle way keeps it below conscious awareness, and allows one to communicate more directly with the unconscious mind. This is a technique sometimes used in print ads *buy* burying a command to purchase within a large paragraph. The More copy text there is in an ad, the easier it can be to embed such things. An entire *book*, like this one could have literally hundreds of embedded commands in it, in print. Often simple capitalizing certain words becomes a way to embed a message to the reader's unconscious mind. By using the voice effectively, one can in essence, capitalize ones' spoken words so they stand out unconsciously and this can become a clever tool for *hypnotic* selling.

Once Upon A Time.... SUCCESS!

For centuries, parents have been telling stories to children to teach them lessons and get them to be wary of the dangers of the real world. To insure the message will be heard, understood, and used, the clever adult, often being so clever even THEY don't know what they are doing, cloaks the real world in

Embedded commands can also be used in print. It's almost like being there to talk right to your customer.

Your parents did it.... why shouldn't you begin to succeed with it.

metaphors of wicked witches, dark forests and fairy spells. Fairy tales historically have been used as metaphors for life- and indeed, all stories will tend to be or become metaphors for the person hearing them. When we shutter at a graphic description of a brutal case of abuse, it is because we have put ourselves INTO the story somehow, and empathized with the protagonist. The only way for us to make sense out of something we are hearing about is either to associate with it and put ourselves in the shoes of the characters therein, or to liken it to something within our personal history- sort of making a metaphor out of a metaphor. The delightful thing about using metaphors and stories as a way to communicate with people both consciously as well as unconsciously, is that people often don't realize that what they are hearing is about them on some level- often until it's too late. How many times has a person been half way through a new interesting project or garden, sowing and planting new seeds of understanding which they would reap great harvest from later, and take a break from their work to muse upon similar times in their own life. They might remember a time when they watched a baby learning to walk, and all the complex details of muscle movement that baby had to master. First, the difficult task of getting up on all fours, then from there trying to stand up straight on two. They concentrate on the positioning of the feet, but haven't learned yet the need to hold the knees stiff, and they fall. They then get up and the knees lock, but when they begin to focus on the muscles in their hips, they forget about their knees again, and fall. What an incredible task it may seem like to learn to walk- but after time, with persistence, the baby does master the complicated task. Compared to learning to walk, mastering the material in this book should tend to be easy as the mind uses that early experience.... but then we are talking about metaphors, and story telling in selling too, are we not?

Metaphors can take many forms, from fairy tales, to a story about your own life, to relating a story, real or

Often times, people will find that simply by reading something like a book, or magazine, they begin to go inside and process the ideas or concepts that they are reading in valuable ways.

Sometimes, only a moment later, and sometimes a day later, they have a flash of AHA- that's how this can work for me.

fictional, from the newspaper. This technique is called Quotes in NLP or 3rd person stories in selling. Because metaphors are a dual form of communication which takes place at other than conscious levels, it can also be a very powerful and persuasive form of communication in selling. Stories can be helpful when our clients are not seeing some of the possibilities in our product, or when they are stuck and worrying about whether or not to make a purchase. Metaphors can be especially useful with those who are on conscious guard, and are trying to avoid being persuaded at all costs. There are some additional techniques which can be combined with metaphors to help make them even more effective. Selling stories need not be LONG ones to be effective, often they can be a simple sentence. Some examples:

I've had customers who had that worry before, and all it took was setting them aside for a few moments, before they came up with a solution, and they are delighted.

OR

It's kind of like when you're fishing and can't decide what type of line to use, because you can't know exactly what kind of fish are in that area... so, you use the most versatile fishing line you can find to be safe.

OR

Yeah - I can see how you might want to lease rather than buy, but then it's kind of like Cinderella, ya have to get home before midnight, or the whole thing turns to a mess.

Bigger isn't ALWAYS better.

One sales person we know used such long metaphors, he lost his sales.

Another woman we know was always finding hidden meaning in even short sentences like this one.

In each of those, very little was said directly, but there was meaning beneath what was said, and the listener adds to that a deeper meaning of their own. Looking at each of those examples in more detail: "I've had customers who had that worry before, and all it took was them setting aside for a few moments, before they came up with a solution, and they were delighted." This type of thing is handy to have tucked in one's selling arsenal. It speaks of other customers, which the listener has to think of as being themselves to make sense out of. It paces their worries, and therefore helps to keep rapport. It embeds a suggestion as to how to deal with the worry, by setting it aside and allowing THEM to come up with a solution. It then future paces them coming up with a solution- and being delighted. It does all of that in one sentence, efficiently and easily. When communicating with a disagreeable client, I've found it effective to add: "Now I don't know if that would work for YOU or not, but only you would know," which might work for you in sales or not, but you might not want to try it right away and risk being too effective. Its effect is to take on the clients negotiations BEFORE they happen, and so, their only way to negate what was said turns into a double negative and heads them toward the intended direction, and that's so easy to see, is it not?

In the next example: "It's kind of like when you're fishing and can't decide what type of line to use, because you can't know exactly what kind of fish are in that area... so, you use the most versatile fishing line you can find to be safe." Here is an example of making a metaphor fit to the individual. It would be SAFEST to try this type of metaphor with someone who you at least knew liked or could tolerate fishing. Also, the final phrase assumes that "being Safe" was a value of the person hearing the metaphor. When generating a metaphor that is from a specific life experience, like fishing, you must be fairly sure that the person you are dealing with has that type of experience in their memory banks either personally,

There are metaphors all around you!

Use safe metaphors with those you don't know well. Allow yourself to be protected even then!

or from observation. A related metaphor could be..: " A Chef planning dinner for some unknown, but important, guests won't get too risky or experimental since he doesn't yet know the tastes of the diners. He chooses the things which will be acceptable to the majority of the people under most circumstances, to be safe and secure that his choices will work for everyone." Even if one doesn't cook, one might be able to see the meaning in this metaphor, that of choosing that which is most versatile for maximum safety and usability. Another type of metaphor which focuses upon personal experience is called the "Early Learning Set" which was demonstrated a few paragraphs back when talking about how a baby learns to walk. This is a universal experience which everyone has, and which by its very nature is both regressive, and trance inducing to hear about.

Finally: "Yeah- I can see how you might want to lease rather than buy, but then it's kind of like Cinderella, ya have to get home before midnight, or the whole thing turns to a mess." Here, we are trying to persuade a client not to lease, due to the restrictions. This brief metaphor also taps into childhood memories of the Cinderella story and what happened when her time ran out. It capitalize on a LONG story which the client already knows, and unconsciously makes them go inside to unfold the rest of the information.

Not everyone responds to metaphors as metaphors, and when a clever sales person notices blank stares in response to the first few attempts at using metaphors, they often find it wise to change gears and focus their sights on trying another approach. People often get locked into the idea of driving to work by one route, but when they vary their paths, they are able to cope with a larger variety of traffic situations. Even if you LOVE apples, an entire diet of apples won't help you live effectively or healthily. In other words, if you notice that metaphors aren't

Child-like metaphors tap into the child within and get him or her to play along.

Remember to change what you feed to your customer or they may become sick of the same old thing.

working, just say what you have to say in a different, more direct way, unless you don't want to make money.

Presuppositions That Can Make YOU A Winner!

When you have completed this chapter, you will find a number of valuable communication tools in your sales bag of tricks which as you use them will help future pace your clients into a sale. You might find it useful to use these techniques one at a time, or all at once, but only you can decide which will allow you to be the MOST successful. As you become more interested in the power of presupposition, don't begin to use them too fast, take your time and enjoy them.

Presuppositions can be used to future pace, and incorporate what we call a double bind, which is, in essence, a way of trapping someone into agreement with certain end point imagery. The word "presupposition" implies that something is being pre-supposed to be true. In sales, there are many things which can be helpful in the final sale if the client and sales person both pre-suppose, or believe them to be true. These things might include things like: A sale will be made, The price will be fair, or The client will take the service contract. Presuppositions are everywhere in our communication. Look at the first paragraph of this section.... it is written entirely in presuppositions.

When you have completed this chapter. This presupposes that you are reading this chapter, and will complete it. You will find a number of valuable communication tools in your sales bag of tricks which when you use them . Presuppose that you will use them. You might find it useful to use these techniques one at a time, or all at once, but only you

When you use these successfully, you might notice how presuppositions are happening all around you.

can **decide which will allow you to be the MOST successful** . It is a double bind which both supposes that you **WILL** use them, but allows you an illusion of choice. The choice given is **HOW** you will use them, but it presupposes that you **WILL** use them. As you become more interested in the power of presupposition, don't begin to use them too fast, take your time and enjoy them. Both assume that you will use them, and that you will be **INTERESTED**.

One of the most powerful forms of presupposition is the "double bind" a choice which is no choice. "Do you want to buy the car in under and hour, or take the entire day?" presupposes that the sale **WILL** happen, the client is simply given the choice of how long it will take. **Whichever the client chooses, they are unconsciously already agreeing with the presupposition that the sale will be made.** An effective, soon to be wealthy, sales person will then find out what other criteria must be filled to make the sale, otherwise the unconscious mind will simply reject the sale at the end of the allotted time period. However, the double bind presupposition gets agreement right from the start, it is then just a matter of discovering and fulfilling, *or reframing* the details.

"Would you prefer service contract option A, or B, in order to protect your investment," presupposes and double binds that the client wants a service contract **AND** that they want to protect their investment. though not every form of presupposition takes that of the double bind. "*How can I help you buy a car today?*" presupposes that the client will buy a car, and do it today, and that the speaker can help. Add what you've already learned about the voice, and put a downward tone on the words `Buy a car" and you have an embedded command as well. "*How can I help you? Buy A Car Today!*"

How else can you use presuppositions in your sales strategies?

Some clients have built in filters which look for presuppositions and try to filter them out and protect them from being manipulated- so if you notice that resistance try another technique.

What are five things which, if your client believes them to be true, will help the sale? Things like: I am going to buy today, I want to send referrals to this sales person, I need a BLUE one.

Write out a presupposition which assumes that they already THINK that way. Such as, What would you like to buy today? When you send me referrals, have them mention your name... I take care of my friends. Fortunately, we have a lot of Blue ones... What shade of blue do you need? The last example, by the way, is weak, unless you have already done a lot of pacing and leading to get them interested in a blue one, or they already arrived wanting one.

The more you think about presuppositions, the more you will find ways to use them within your selling practice and begin to increase your sales. As your sales increase, and you enjoy the money, you might want to thank your author by sending orders for more copies of the book, or simply by sending a small postcard or testimonial which they can use for future promotion. Presuppositions are literally everywhere, and as you look for them, and begin noticing them even more, you will be able to use the even more effectively- even in other areas of your life.

One of the most powerful forms of presupposition is the "double bind" a choice which is no choice.

Chapter Five

Spiels That Mesmorize Your Customers!

Chapter Five Spiels That Hypnotize Your Customers!

Although it is important to be adaptable, and change your standard spiel to fit the customer you are dealing with, one can write generic spiels that can be used, almost like hypnotic mantras, to set the stage for a successful sale, and adapt them over the course of the deal with a given individual. Doing this can also help you to gain confidence at not having to make up what you want to say on the spot. Various aspects that make this effective include; being abstract in what you say, gathering and gaining attention, knowing how to give commands, using their language, asking questions that aren't questions, and using surprise or confusion to create an instant trance.

The Words Are The Key.

If one is going to write a pre-scripted spiel, the words one uses need to have various qualities which make them more effective. Whenever we hear a phrase that lacks certain types of details we go through a process by which we utilize our mind and intuition to fill in those details. By using language which is non-specific, and which in essence says NOTHING, we cause the client to go inside and assign meaning to the communication. Most politicians do this all the time. "The time has come for those who want success to put that which has been an appalling situation of the type we all hate being put in behind us and prepare for a better future. As we begin

Your Spiels can become VERY compelling when you use hypnotic language and techniques.

How to let THEM fill in the details.

toward our goals and dreams for a better tomorrow, one can set aside the anger toward those who had created the situation around us and then be successful with our future horizon." HUH???

NLP Secrets Of How To Say Whatever THEY Need To Hear.

In Hypnosis and NLP, people have often made note of certain processes that others go through in order to have understanding about what a communication offers. The more people utilize abstractions, or what are known as nominalizations, the less specific the communication will really tend to be and, unless the people receiving the information are educated listeners, the more specific their perception of the information will be as they put it into their own understanding or framework of reference. In essence, people will have to travel inside in order to have understanding of communications and attach their own values and experiences to that communication to make sense out of it. The listeners then credit the communicator with having a greater understanding of what the internal experiences of the listeners really is.

That paragraph was both an explanation and example of exactly the type of abstract or non-specific language that is being talked about. What People? What processes? What understanding? What Communication? Abstractions of What? What is being Nominalized? What information? What type of Perception? What type of Understanding? What Communications? The more abstract the language the more one can APPEAR to pace a clients internal experience or belief without really have a clue what they are thinking. The client then fills in the gap and on an unconscious level assumes, or presupposes that the successful sales person knows what they,

When certain information is missing, we tend to create, imagine or provide it ourselves.

the client, are thinking and wanting. Rapport is created.

"So you have come here for a number of reasons and want to see how features you desire are here that you can use and want a greater understanding of how the features you want are to be discovered in these products?" YES.... | see a `Yes Set' developing here! Another trick used in the wording here is the use of ACTIVE words like desire, use, understanding, to be discovered- These all tend to both future pace and create a sense of activity in which the client is DOING something. The features are the ones you "desire" (Present active tense) verses "desired" Past tense.) When a Successful Sales Person gets any type of affirmative response to this type of fairly content specific statement, they are on their way to building the powerful rapport they need, and eventually reaching a real understanding of the client and what they really are looking for.

Abstract language, nominalizations, and active wording CAN be very misleading, since the client essentially changes the relatively content free communication into whatever they really want to hear. They nod in agreement and begin entering a trance state where they can fantasize all sorts of things as the Talented Sales Person guides them to the sale. It is VITAL, if you want to be successful, create good feelings and make money, that you do NOT use these types of communications all the time. They are best for initial meetings, particularly when you know nothing about the clients real wants and/or they are trying to not tell you much or answer questions. If you base your entire sales technique upon non-information specific language the result will be that the clients will hallucinate whatever they want in your product or service UNTIL they get it home.... and then they will NOT be happy. This is where returns comes in to play and unless you want to watch your commissions fly away in returns and unhappy

Use ACTIVE words to make the customer THINK.

Be sure not to mislead.

Know when to use these techniques.

customers, use these techniques only to gain rapport and get them communicating about their specific wants, needs, and values.

There is another focus: "wants" and "needs." Listen carefully to what people say they want, they need, and would like, as each wording denotes a different level of necessity. Be cautious about imposing your OWN values in ranking which is more important. Some people are very hedonistic, and their WANTS will often over ride their NEEDS when it comes to purchases. If someone says "I need something practical, that will get me to work, and I want a blue car and it'd be nice if it had power door locks." It is easy to assume that practicality is their most important criteria, and on one level it probably is, but if they are 'want motivated' they will PURCHASE based upon whether the car is blue or not. An easy way to discover that, is to ask if they "....want to make a purchase today, or if they NEED to make a purchase today?" and listen to their response. It should give the effective and Successful Sales Person a good sense of whether they are "need" or "want" motivated to purchase, and then which of those criteria will finally motivate the purchase. Note, too, that the WANTS may be what makes them decide to buy, but the NEED will still have to be met. The "Like Too" aspect will probably be more optional, and if it's something that can't be provided, the Effective Sales Person will try to disassociate that feature, or reframe it into something less than desirable.

Words can be powerful tools for communication and allow one to access the types of states that will bring about the creation of effective sales strategies and allow one to have those outcomes which are most desirable. As one goes inside and allows these learnings to be useful in more and more areas of those areas which require it.

How to read their mind and know if their purchase is a "want" or a "need" and weather or not that matters.

Words will CREATE and ACCESS states from within.... Including the buying state.

Chapter 6

Subliminal Advertising....
It's Not About Popcorn Anymore!

Chapter 6
Subliminal Advertising....
It's Not About Popcorn Anymore!

What They Are, How They Work...

The term "Subliminal," basically means "Beyond conscious perception," and so on that level, most of the forms of communication within this book are somewhat subliminal. When The Successful Money Making Sales Person speaks of subliminals, they are referring to utilizing visual or auditory information, which is being communicated and perceived below the threshold of conscious awareness. In traditional forms of subliminal advertising, a piece of information be it motivational or otherwise, is communicated in a way that escapes conscious detection. These can be either audio signals, phrases such as "Be more confident," or visual signals, images which are hidden or which are somehow so subtle they can not be picked up consciously.

Subliminals have been written about extensively in other books, and while it is not the purpose of this book to repeat all the information which has gone before it, we do wish to share some basic principles of subliminal selling and how the technology can be used.

Why All The Controversy.

Quite frankly, subliminals WORK and they can be

Almost magical advertising that one never even knows one has seen.

Controversial, because THEY WORK!

very effective ways to encourage someone to do something they might not otherwise do. Because of this, the Successful Money Making Sales Person knows that one can only use these tools in responsible ways to help themselves be more motivated, and to help their clients look for all the options they want, and be happier after the sale. In years gone by, subliminals have received press which ranged from people wanting to make them illegal, to those who claimed they simply didn't work. In the early days of subliminals, much controversy was raised when a movie theatre owner used images flashed on the screen to encourage concession stand sales. His income skyrocketed!

In the audio form of subliminals, a set of simply worded audio instructions is played at a volume BARELY AUDIBLE. The volume of the subliminal track must allow it to be heard, but at such a low level, that the conscious mind ignores or doesn't perceive it. This is facilitated by special electronic devices which mix the spoken audio with a track of white noise or some other "Carrier Signal", keeping one just below the other at all times. Experiments with running portions of the subliminal track backward further helped to increase the effectiveness of this tool. Often, the entire subliminal track and carrier are then recorded under music- a tool which has been used in many stores to curb theft with tremendous success.

Visual subliminals can be suggestive images hidden within magazine or television ads, pictures flashed on the screen at rapid rates too quick to consciously perceive. With low wattage projections, an image, say with the phrase "Thou Shalt Not Steal" is projected onto a movie screen or wall with a low wattage projector. When the room lights are off, it is easily visible. When the room or another spot light is turned on however, the projected admonition is no longer visible on a conscious level. It remains quite

Income can SKY-ROCKET simply by communicating with the unconscious mind directly.

Subliminals can be used in VARIOUS forms.

perceivable to the unconscious. A phrase such as "Purchase a book" projected on the wall would tend to encourage the customers of the Successful Money Making Sales Person to stick out an entire sales pitch.

Subliminals In Advertising.

In advertising, the most common form of subliminal communication is on a level of social taboos. Mixing images of a sexual or taboo nature into a common ad for cigarettes or rum has long been a technique to somehow make a product seem more alluring. Even in a sales pitch one can use subtle verbal suggestions or innuendos well chosen and carefully spoken to create a certain state in a clients unconscious mind making one's product seem even more attractive than it already is.

Of course, the Successful Money Making Sales Person knows that these techniques are only as good as the product or service being sold and that the sales person who manipulates someone into buying that which they don't want, can't use or is not what it appears to be, will end up poor and with ill public image. The clever and Successful Money Making Sales Person will, of course, use these tools in the most effective ways to sell their products in the most effective ways, realizing that creating states of allurements is the backbone of all successful and Money Making sales.

Subliminal Can Help YOU Increase Your Confidence and Success Rate.

The Successful Money Making Sales Person also works with themselves, of course. Subliminal tapes and even projected affirmations can be created or

Making something Taboo can make it MORE ALLURING.

Subliminals used on YOURSELF.

purchased ready made which can help improve ones' confidence, make cold calling more appealing and help one to unconsciously take in the information and techniques within this book. Throughout the text that there are subliminal suggestions and embedded commands which were designed to help one Be More Successful and Feel Good about their sales and selling. Simply by reading this book, the Successful Money Making Sales Person has already started the process of connecting with their own uncosncious mind to Succeed and Make More Money.

The author can offer a variety of subliminal services in the form of ready made and custom tapes, and he can be reached at the address to the right.

www.danielolson.com

Chapter Seven

Mesmeric Questions That Say So Much
More!

Chapter Seven

Mesmeric Questions That Say So Much More!

Wouldn't you like to be totally successful and make millions? How would you wish it to be easy? Do you think reading this book alone, or reading this book and trying these things out will be more effective for you? As we have explored throughout this book, questions can be powerful trance inducers, and can be very useful for uncovering information we need to know in order to communicate effectively and help lead the customer toward the sale that they want. This section will go into greater detail about what, when, and how questions can be used. Questions can become commands. They can break negotiations and allow you to take control of a situation. These things together can give you even greater selling power.

When Is A Question, Really A Command?

Questions which aren't questions have been around for centuries. "Would you rather clean your room or get a spanking?" This isn't really a question per se—it's a command to clean your room, or get a spanking. The funny thing is, the spanking would most likely be followed by the command to "Clean Your Room." which makes it even more evident that the question really wasn't one to begin with. Often times, through using inflections and tone changes, we can embed a command within a question and

Isn't the Magic of Questions FASCINATING?

Don't you think it makes sense to use questions and be successful?

send a useful message to the unconscious mind. All questions induce a light trance state because they require that the client enter inside, and make sense out of what was said. If the question is oddly stated, vague, or carries embedded commands within it, that heightens the trance inducing ability of the words. All questions also carry with them the embedded command that they are to be answered, and so they tend to put people on the spot, force them to be more attentive to what is being said, and to take the information in. Simply asking a question of a client who is drifting off will command them to pay more attention and process what you are saying. Remember when the teacher would call on you because you hadn't been paying attention? Weren't you generally more focused after that?

Double binds and presuppositions can also take the form of questions, and they do then, become commands. "Would you rather buy the green one or the red?" is a question which presupposes the purchase, and with a change of tone "Would you rather Buy the green one, or the red???" can become a command to buy the green one.

Be alert, too, that when your clients ask YOU lots of questions they are placing you in a type of trance state as well. Be on guard of those who enter asking a million questions. Be sure to take control of the situation, learning as much as you can about WHY they asked the questions they asked. Are they revealing something about their motivation, values, representational systems or other information which you can use to make the sale? How will you use that information wisely.

Be Negative Before They Are, And WIN THE SALE.

Another useful way to use questions can deal with

Even your teachers knew about this stuff, Didn't they?

Would you rather be successful with these techniques, or by having to work a LOT harder?

negations, and tie up any loose ends before a sale is over. Tagging the phrase, "Is it not?" with a questioning tone, onto the end of nearly any declaration will cause the average individual to agree. This works especially well with people who are "Polarity Responders" who always disagree with everything said, or who have a constant guard up to prevent being lied to. In essence, they have to agree with what you have stated, in order to disagree with what you asked. Expressing doubts as to whether someone can afford a product, really needs it, is sure they want all that power, or has had time to shop around can build rapport, if used carefully, and can also point out that you have some doubts about selling to them. If these doubts are posed as questions, "Are you sure you're ready to buy something this advanced?" they are FORCED to respond, and usually will insist that they are. If they DON'T insist that they are, then you need to go back, build rapport more and find out what would MAKE them sure, and lead them to that state.

"I'm not sure if I can sell this to you, do you think it's something that's important for you? Why is that?" These types of reverse questions make the client become the sales person. They first have to sell YOU on why you should sell to them, and in the process they tell you everything you need to say in order to convince them to buy. It sounds ridiculous to some people, and I don't know whether or not you'll be able to practice this and use it effectively or not, but can you think of any places within your current business that this might be useful and work really well? As you do, you may wish to write them down and develop some sample questions to help with the process.

Through A Question YOU Can Take Control!

Sometimes it is valuable to take control of a conversation and send it down another path as

Have you considered weather or not you really want to be bothered making this kind of high volume sales?

Would you like to be able to TAKE CONTROL?

quickly as possible. Our clients have a way of going off on tangents that have little or nothing to do with the topic at hand. They go off and talk about their kids, the neighborhood they live in, and while valuable on some levels, this information can get us way side tracked from the business at hand. There was a time when a client came in for hypnosis for smoking, and after 30 minutes we had discussed a number of things. It seems that her mother had always had an interest in hypnosis for an injury that had happened when she was a young child. It involved a small chip she received in the bone of her hip which had caused her considerable pain. However, there comes a time when you have to ask...."How can this information help me with selling?"

Yes, a simple question can grab hold of a run-away conversation and snap it back on track. It can be a direct question which challenges how the current topic of conversation has anything to do with widgets, but to be even more effective and to avoid losing rapport, it should be a question which guides the client back to the topic at hand. Sometimes, a non-sequitur question can throw the client into a light trance state which can be VERY conducive to unconscious communication. An example might go something like this: "Now there are lots of reasons why it's important to have a pest control contract which, what was your last name again? (reply) which Obviously you're sure of... And so I don't have to sell you on why it's important, just schedule a time." Tossing the question about the last name was totally out of context, but the comment which followed the answer could apply to both what was said BEFORE the question was asked, and to the reply about the name. This example came from real life, and was quite trance inducing at the time. It also served to snap the author back to focus on the conversation, which he was starting to ignore.

When to ask yourself questions!

It's nice to recover a run away conversation, isn't it?

Why not use questions to build rapport?

Questions are useful in building rapport through what is often called a "Close." Similar to the close of a sale, a "Close Question" happens any time one is trying to illustrate that they understand what another is saying, and then gain a commitment from them. Earlier we spoke about matching clients words and values to build rapport, the Close Question does this, and verifies that you really ARE on the same wavelength. "So, you want a house that is safe, has three bedroom, fully furnished and under 5 years old, is that right? And if we found that, that would be the house you'd like to buy?" Here we directly mirror back what the client have said, and then we future pace or weakly presuppose a purchase if we find the house that meets to criteria. Either they will reply YES to both questions, or perhaps a weak "Yes" to the first, and an even weaker "Yes" to the second. In the former case, it means they agree, and you have rapport and can move onto the next step in your sales technique. In the case of the latter, it means either you misunderstood one of the criteria, or they haven't shared all of them... In which case, the successful sales person will then ask more questions to find out what else they'd need to decide to purchase.

There is an even more powerful way to use questions.....The indirect or embedded, QUESTION....

Being Indirect Can Give You The Power To Sell.

Some people take offense, or go on the defensive, when they are asked a lot of questions over and over. If a question is part of a close, or rapport building statement, a direct question CAN risk damaging rapport. After all, if I ask you, "So you want a blue house, Right?" but you said you wanted a black one, chances are our rapport level will go down somewhat. There is a way to ask a question WITHOUT asking a question however, and it is

Being indirect can give even MORE power to sell. If that is a priority for you.

referred to as an "Embedded Question." I'm wondering if you already have any idea how that might work. That was an example of an embedded question.

Embedded questions are questions cloaked as statements. IF I say, "I was wondering if you could tell me what you want from that widget," most people will TAKE it as a question and will answer it. However, it was a statement, NOT a question, and so is less direct and less confrontational. Another way to phrase an embedded question is to say "I was just curious about...." "I was just curious as to if I found you a safe, blue, three bedroom house, if you would be ready to buy it." Embedded questions take the heat off a close by making it as a statement, not a question. If you are accurate in your matching of their values, they will agree and nod, and perceive it as a statement. If you are less than accurate in what you say, they will perceive it as a question, and correct you, making it easier to keep rapport.

Just as with metaphors and stories, not everyone will grasp embedded questions. If you use an "I was just wondering..." approach, and get no response, you may have to ask the question again in a more direct fashion.

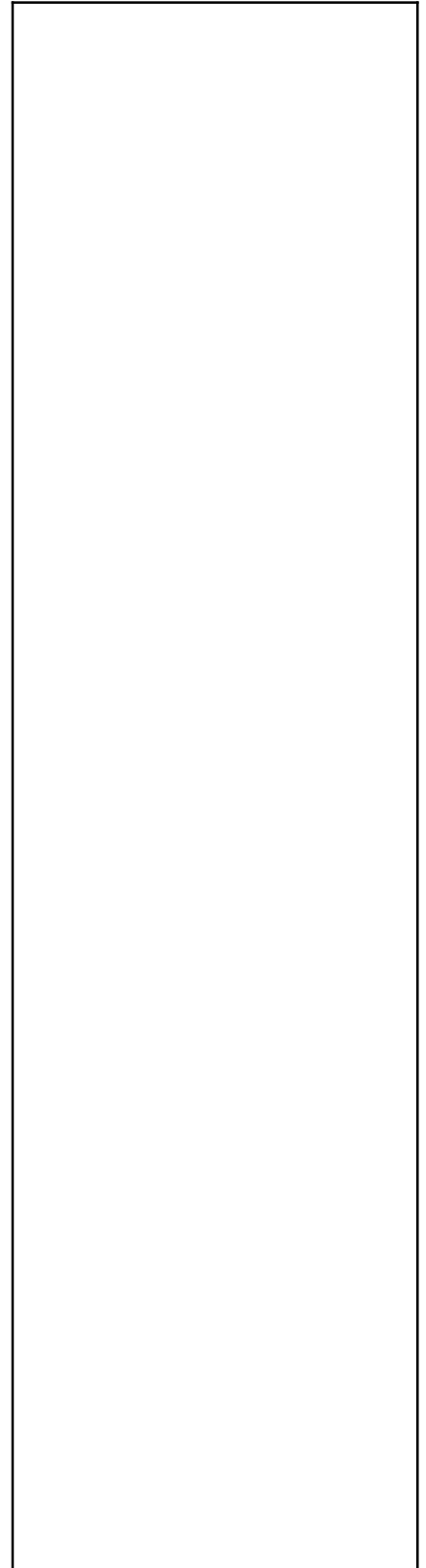
There is another aspect to all question asking, and that is to have some idea what form the answer should take. Most people do NOT answer the question they are asked, and interestingly enough, the people who asked the questions often act as if they did. If you ask someone WHY they hurt themselves, often they will reply with "I tripped and hit my head," which has nothing to do with WHY, but rather How! Ask someone HOW they decided to buy their last car, and they may start with "Because..." which doesn't tell you HOW they did it, but rather WHY they did it. The successful sale person notices when their questions aren't being answered verbally, and tries to use other methods of perception to get

You might be curious as to how you will best learn to use these questioning techniques.

Have you come up with some ideas as to how to use these techniques yet?

the real answer, or else they ask the question again in a better way.

There are many reasons why you might need to use hypnotic questions in a selling arena, are there not? The more you practice using them, I wonder how many more places you will find to use them in selling and in the real world. I tend too, to wonder how many times you'll go back and re-read this book before you allow yourself to believe that you know the material unconsciously. It's not clear yet, whether or not you've started seeing just how valuable questions can be in making money- but as your wallet fills, I wonder what you'll be saying to yourself then.



Chapter 8

Let's Take A Break-
How Self Hypnosis Can help YOU im-
prove.

Chapter 8
Let's Take A Break-
How Self Hypnosis Can help YOU improve.

Hypnosis is a powerful tool for self - growth and self-development which can help you tap into your untapped potentials and improve yourself in many areas of your life. All hypnosis, even that done in conjunction with a trained hypnotist is, in essence, self hypnosis. It is the client who sets the pace and chooses to follow the lead of the hypnotists, who simply acts as a VERY well trained coach. Because there are many good books out there about self hypnosis, we will not be going into any great detail about the process here, but rather giving an overview of how to relax and examine how your current trance effects your success.

Trance is a natural state that occurs every day, when daydreaming, watching TV, or staring at the numbers on an elevator. In hypnosis, we create a trance, and then do something with it to focus our minds upon some outcome or desire. Trance is increased by emotion, how strongly one believes what one is suggesting, and the energy put in toward thinking about the goal. A basic relaxation trance is SIMPLE to achieve. As you master that, and move on to other texts to learn more about self hypnosis and achieve deeper and different types of trance state, one can get even more focused on various goals, directions and changes in one's life. It may be very helpful to learn self hypnosis from a qualified

Tap your own lost or hidden potentials to be a success.

We already know its a natural state, why not USE it to SUCCEED!

hypnotist as well, for maximum benefits.

The Basics

To begin a simple relaxation state, you will Whisper the word RELAX to yourself, in a special way. Sit in a comfortable chair, in an environment where you can be undisturbed, and begin by taking in a DEEP breath, slowly, as deeply as you can take it. As you inhale, say the "RE" part of relax....so the breath becomes "RRREEEEeeeeeeee" and then hold it for a moment, before exhaling as you whisper with `Lax" part of the word Relax. "LLLLaaaaahhhhhhhhx-sssss" Each time you repeat this, three times in all, notice how the tension in the body is released a little more each time.

Then, Close your eyes, and begin with a simple color progression relaxation... IF you do not visualize well, then either pretend, or just THINK of something that is the color, there is no need to actually visualize the colors if that had been difficult for you in the past, and if you suddenly notice seeing images in the future, enjoy the satisfaction and surprise of it, but for now you can just think about the colors if need be.

With the eyes closed, breathing normally, picture the color RED... perhaps a red fire truck appears that then gets closer until only the color remains. Notice how you feel right this instant, and focus upon that red color for a few moments..... When the time is right.

Allow the thoughts of Red to become thoughts of Orange. With each color, the mind will begin to shift

Self Hypnosis Audio tapes are also available from the author and can easily guide you into a good self-hypnotic Trance.

focus as the body relaxes.... After a few breaths, and at the right time.....

The color to think of is Yellow, like a fresh lemon or butter cup.... Half way there, and notice a dramatic relaxation shift as you change to the color....

Green, a cool green like freshly sprouted leaves.....

Blue, a pale sky blue.... With clouds drifting bye...

Purple....Think about floating in a purple cloud....

At this point your body will be approaching what is known as "Alpha" a simple relaxation, and the very lightest of all trance states. This is a nice place to come to whenever you need to relax for a few moments or when you want to affirm something in your life or give yourself suggestions for increased financial success.

How Using Self Hypnosis Can Make You MORE MONEY.

Let's suppose for a moment that we created our own world from start to finish and that the rules we set into motion were those by which we, and the world around us, would operate. If we, somewhere, decided that it was impossible to achieve a certain goal, and then forgot, or set aside that decision, we might keep struggling to achieve that goal for our whole life, not realizing that our own set of "Rules" was preventing us from achieving it. This might happen more indirectly if we were to decide that we held some value or belief, which indirectly might be violated by some goal we now have. Again, we would sabotage ourselves and stand in our own way. This is a close analogy to how our mind works. We

A Word About "Depth"

Many people mistakenly believe that with TRANCE it is all about how "Deep" the trance is.

There are certain brain-wave states that are typically associated with various trance "depths" but these are relatively meaningless in terms of results. Although it can be a good experience and a good metaphor to enter a "deeper" trance, one can also discover that most any thin one can do in a supposed Deep Trance can also easily be done in a light trance.

Take your time learning to enter trance and enjoy the experience as well as the results!

are beings who go through HUGE amounts of learning at a very young age, when we are extremely impressionable and essentially walking around in trance our entire lives. As children, we may have been told, after getting too close to the road, that "That's dangerous- dangerous things might hurt you and you'll never see mommy or daddy again." This learning, which hasn't been given any real context (notice the abstract language) may then become contextualized to other areas of life which might be deemed or seen as dangerous. On an EXTREME side, the child may grow up with a phobia of roads and driving, somewhere in the back of their mind thinking that if they drive they might kill their parents. The mind could also take another tract, and lump all "Dangerous" situations together. Later in life, the words Dangerous, Risky or uncertain may somehow all become synonymous to that now-adult. If a business venture is said to be "Risky," that may then fire all sorts of anchors and programming from childhood about that "Risk=Danger" and old fears of losing one's parents may come up and to protect ones self. The unconscious mind will begin to create blockades, fears or other things that prevent one from going after, or being successful, in that risk. These one time learnings can then stand in our way, although they served a purpose at the time we learned them, they can, left unchanged, stand in our way as we get older.

Suppose in the past a person learned or was told that "Money is evil. Sales people never made any real money, or that sales people were dishonest." Somewhere in life they find themselves in the job of selling- but somehow never seem to be able to really Be Successful With Sales. It is likely, that their old values may be standing in their way and preventing them from having the success they really can have. You might argue that they may also lack training and talent, but until they do away with the old values or beliefs, they will never ALLOW themselves to find the training or develop the talent and put it to use.

Our parents- the greatest hypnotists of our lives.

Look for that hidden programming.

Hypnosis will allow one to go inside and alter some of those old decisions, or go back in time to before they were created and take some time to decode them in a more useful way. A way that allows them to keep the intention of the original learning or belief, but combine it with the new desires and values of today. This can equal more success, greater happiness and satisfaction in all areas of life.

The Basics Of Hypnotic Communication- Conscious And Unconscious.

The mind consists of the conscious and unconscious portions. The conscious is the logical, rational part with which one exercises one's conscious will. This is the waking part that focuses upon specific tasks, and from which "logical" linear thought arises. The unconscious mind is the part that controls the bodily functions, the creative side and the part that handles all the learning and processing. It is the part of your mind which has a duty and a right to protect you as it has since birth, and, as such, is always working for some positive intent. Even when we seem to be doing something destructive, like smoking, it is for some positive intent such as relaxation. Often, unless we make an effort to go inside and communicate with the unconscious mind, we may not be aware of that positive intent, nor may the unconscious be aware that the intent is being accomplished in a way that we might not like.

The conscious is like a jockey, and the unconscious is like a horse. The conscious can tell the unconscious where it wants to go, but unless the Horse agrees with the Jockey, they aren't going there. Likewise, once the horse understands and agrees, it would be FOOLISH for the Jockey to try and tell the horse how to pick up its feet and put them down again. Once you get agreement from the unconscious as to what direction to travel in, it is foolish to try and tell it the exact steps to use in going about it.

Talking to your UN-
CONSCIOUS mind in
the language it under-
stands.

The unconscious is in
the driver's seat.

Your Unconscious Mind WANTS You To Be RICH!

By entering a light trance state, one has a greater access to the resources of the unconscious. It is then a matter of being ready to communicate with it. Obviously, if you are reading this book, a part of you is interested in being more successful with sales and that includes not only having happy satisfied customers, but a certain financial goal for yourself as well. If you have been less than successful, there may be certain OTHER values or decisions which your unconscious mind holds which may stand in your way. By using self-hypnosis, as learned here, from other books, or through the use of tapes, one can get all parts of one's self on the same track. To be sure, your unconscious mind wants what is best and in your best interest, and part of that can include the financial security and stability you consciously desire. It is simply a matter of focusing upon that intent in the proper way.

Inducing Yourself To Be A Success

The first step to using self hypnosis for motivation is to have a sense of what your outcome is. The outcome must be phrased in a way that is what hypnotists call 'Well Formed.' It must meet certain criteria and be in a certain format for your unconscious mind to understand and focus upon it and be able to use it. Let's begin the way most people begin... with the problem. What is it that you want to change? Do you lack motivation for cold calls? Do you get nervous with people face to face? Do you have a hard time asking for the sale? Do you feel

Your values are a key.

Making sure your outcome is **WELL FORMED.**

like you aren't educated enough? Do your customers not have the money to buy? Do the secretaries ruin the sales for you? Take some time to write five or six things that you need to change in order to be better and more effective at sales.

The next step is to figure out what you want **INSTEAD** of the problem. The unconscious mind doesn't understand or think in negations. If one says "I don't want to smoke," the only way to make sense out of that statement internally, is to think of smoking first, and then not-smoking. The result is focusing more on the problem than the solution. Try **NOT** to think of a pink elephant.... what did you think of? In order for the unconscious mind to be effective at achieving the goal, it must be stated in a positive way. Rather than saying I hate making cold calls.... or I don't want to hate making cold calls, the goal would become "I want to Enjoy making cold Calls." If the problem is that you feel the secretaries are ruining your sales, your goal might be to have the secretaries help you with your goal... this brings us to the next step of making your outcome well formed.

In order for an outcome to be well formed, it must be something **YOU** have control over or can effect **YOURSELF** without outsiders. To have the secretaries help you with your goal would **NOT** be well-formed. It is necessary to examine what you can do within yourself, that this might be achieved. You could work toward more effective understanding with your secretaries Perhaps you can find ways to train your secretaries using some of the techniques within this book. Let's use the example of cold calling....You decide that would want to enjoy making cold calls, and make 10 per day.

Next, ask yourself **HOW** you would know when you achieved this goal. Many people set very abstract goals, but have no idea how they would know when they had achieved them, they never seem to

So, what do you want instead?

Using your own internal resources to take control of your own life.

accomplish anything. By stating how you would know when you had the desired outcome, you give yourself a specific way of testing if you are moving in the right direction, if you have achieved the goal, or need to change it a bit. The criteria should be a specific, sensory based thing, such as "I will know I have achieved my goal when I am making 10 cold calls each day and enjoying the process."

Next, ask you what is stopping you from achieving this thing right now? Really think about it and examine it! This leads to the next step.....

The next step is to see if there is anything you need in order for that to happen. The needs could be things like needing a better phone, speed dialer, or private office, but they could also be internal states, things like more confidence, enjoyment, or stopping the negative self talk that tries to tell you it can't be done. If they are external things, you need to make some plans to have these things, or the rest of the process won't work. One can be motivated to work-out and lose weight, but if one of the resources one needs is a place to work out, and one doesn't arrange for THAT resource, then the motivation won't help.

The internal resources, such as confidence or Positive self-talk, are easier to come by since they are generated inside. Allow the unconscious mind to find them in other contexts in your life, or if need be, to find them in examples around you in other people and generate them within you.

Next, play an "imagination game," and step into that. Imagine you HAVE that goal, as stated, and step into it. Notice how it will feel, look, sound and taste. Ask yourself, is this acceptable? Is it Ok to have this new behavior or attitude? What will be my cost if I have this? Is that cost acceptable? If it conflicts with past

Know how you'll know when you've got it!

Find the resources that you need.

decisions or values, allow your mind to drift to before that was created, and re-think it. If there is something wrong with it, back up a few steps to see what else might be needed to make it perfect or almost perfect....Only when you are satisfied should you proceed.

Once the outcome is well-formed, it is simply a matter of entering a light relaxed trance state and asking your unconscious mind to make it so. Imagine yourself in the future having this new goal achieved for one month, two or more. Also, imagine a time or two where you relapsed into your old ways, and imagine how you got back on track with them. If past decisions are part of the issue, imagine yourself traveling back in time to BEFORE that decision was made, and allow your unconscious mind to re-decide things. Repeating this process a number of times over a one week period will begin to get the unconscious mind moving in the new direction, then it's a generative process toward your own personal success.

Again, there are entire books dedicated to self hypnosis, and there is no need to repeat all their work here. It is strongly recommended that you seek out one of those texts or the author's audio tapes for learning self-hypnosis. Now- Back to Sales Persuasion For the Money Making!

Play pretend and BE A WINNER.

Let the trance fix the goal in one's mind.

Chapter Nine

The Eyes Have it!
Read Their Mind!

Chapter Nine
The Eyes Have it!
Read Their Mind!

Wouldn't it be nice to be able to read your client's mind and be able to tell exactly what they were thinking? There are times when it seems like certain people do just that. Often these are the most **SUCCESSFUL SALESPEOPLE** in a given system, they include our mother, teachers, close friends, and of course the **Successful Money Making Sales Person**. The founders of NLP were famous for being able to know what was going on in someone's mind, and to comment on that. This did two things. #1- it made them seem almost magical, able to look inside a person easily and without words being spoken, they knew what people's internal experiences were. #2- It created a powerful pace which then allowed for equally powerful leads. One might suspect that they were simply talented psychics, but the **Successful Money Making Sales Person** knows that they were simply **GOOD OBSERVERS**.

Eyes Betray The Brain!

One of the most valuable powerful presuppositions in NLP is that people reflect on the **OUTSIDE**, what they are doing inside. They give body language signals which tell the keen observer what is going on inside and which can be used as a powerful tool of influence in our sales situation. This insures that the **Successful Money Making Sales Person** knows and understands what the client wants and is able to give them that in a way that both profit. The trouble with

People reflect on the outside what they are doing on the inside.

these minor cues is they are unique to an individual, and therefore hard to use without time to observe and calibrate. One of the most precious things NLP has given us is a system to consistently recognize at least ONE of these signals which does tend to be universal. That powerful weapon of sales is called "Eye Accessing."

Long ago, NLPers started observing that when people think, they tend to move their eyes around. They look up, down, left and right, particularly when asked questions which are obscure. As their internal thought process is ongoing, their eyes, which are a direct external extension of the brain, move around as people access information needed in order to answer the question. Watch how the people around you move their eyes when talking on the phone, listening to others in a live conversation, or even reading the newspaper.

Those movements are a POWERFUL tool to be used by the Successful Money Making Sales Person.

What the early NLPers discovered and what every Successful Money Making Sales Person knows, is that the eye movements will tell us, without the client having to utter a word, whether they are making pictures in their mind, hearing sounds, talking to themselves or getting in touch with their feelings. This can offer us valuable information as to what type of language to use, and possibly what direction to lead the sale. The information that follows is accurate for about 90% of the population, the other 10% will be reversed, but there are ways to easily calibrate to each individual one is dealing with and remain on top of the sales process.

When people are making pictures in their mind, when they are thinking visually, they look up to the left or right. If asked to remember something from a



**Watch the eyes to
KNOW how they are
thinking.**

long time ago, like the color of the cabinets in their first kitchen, they will immediately look up and to THEIR left, as they access that visual piece of information. In 90% of the population, up and to the left will be where they look when they remember something of a visual nature. Asked to IMAGINE something visual, people will usually look up and to THEIR right. Up and to the right is where people access Visually Constructed information, or imagined information. Ask someone to imagine what a cross between a Cow and a Chicken might look like, with Purple Feathers, and their eyes will go up and to their right in 90% of the cases....the other 10% will be reversed.

When people look from side to side (Looking at their ears), they are thinking auditorially. They are thinking in sounds. To the Left side are remembered sounds, like the sound of their grandfather's voice. To the right are constructed sounds, like imagining what a yodeler might sound like trying to yodel a rap song. When people are looking from side to side, they are remembering or constructing sounds.

When people look down and to THEIR LEFT, they are accessing Kinesthetics, feelings. These aren't feelings like "happy" or "sad," but ACTUAL feelings of touch or smell. It doesn't matter if it is remembered or constructed, they will look Down and to their left, and often this is the same even when the Visual and Auditory eye patterns are reversed.

When people look down and to their RIGHT, they are engaged in "Auditory Digital," or "Self Talk." They are often having some form of internal dialog.

Knowing these things tells us a LOT about what is going on inside someone's mind, and often makes us consciously aware of information which the client is NOT. This information can prove useful in various

The internal state will be revealed to the keen observer.

ways.

The NLP Lie Detector!

Wouldn't it be nice if everyone were totally honest? Wouldn't it be wonderful if there were some lamp that would light up on their forehead and alert the world if what they were saying wasn't true, insuring honest communication? **THERE IS!** One **TREMENDOUSLY** valuable thing about the eye accessing patterns, and which can prove useful to any Successful Money Making Sales Person, is that they can be used as a lie detector.

Step One to using the Eye Accessing Lie Detector is to calibrate, that is to see if they are normally sorted, or reversed. An easy way is to ask them a question which requires them to remember visual information, and see where their eyes go. The information you ask for should be obscure, something they were not **JUST** thinking of, that they **HAVE** to go inside and access a memory. Asking something like, how many doors there are in their house, or whether their front door opens to the left or to the right, will force them to access a memory. Then, when their eyes move, watch and see if they go to their left.... if so, they are normally if not, they are probably reversed.

Once you've taken a few minutes to build rapport and calibrate their eye accessing patterns, you now have a powerful way to tell if someone is lying simply by watching their eyes. If you ask someone, for instance, what their wife looks like, and they look up and to their right, it means they are **CONSTRUCTING** and image of what their wife looks like, ie. they are **IMAGINING** it or **MAKING IT UP**.

They can **NOT** lie to you with this technique.

Calibration- how to know if you're seeing the right thing.

Likewise, if you ask someone what another sales person said, and they look to their right, chances are they are fabricating the conversation. Of course, these things are not fool proof, but they do give the Successful Money Making Sales Person a powerful upper hand with those who might have otherwise tried to deceive them.

Read Minds And Build Rapport.

We have already mentioned just how important rapport is. With the knowledge of eye accessing patterns at our disposal, we have a very powerful rapport building tool. By watching the persons eyes, you KNOW whether they are thinking in words, pictures or feelings, and can use the language (ie. visual, Auditory or Kinesthetic) which will best pace their internal experience. As we already know, this is POWERFUL rapport building and allows you to be closer to being like, and being liked by, the customer. The customer is thinking of buying that new car, and they look up and to their right, imagining what they will look like driving their new car. The Successful Money Making Sales Person can begin talking about that image, making it stronger and more vivid. The client is drawn in to these wonderful scenes, and the feelings that go along with it. Their eyes shoot down for a moment, and then back up, they look to the right, and begin discussing the purchase in their mind- the Clever Successful Money Making Sales Person says "What you're saying to yourself right now can help you find a way to REALLY be comfortable with this car." WOW - this guy REALLY knows what I'm thinking! SOLD!

Yet another tool to build rapport.

You CAN read their minds.

Chapter Ten

Sell More When You Know How They
Think!

The Value of NLP Metaprograms

Chapter Ten
Sell More When You Know How They Think!
The Value of NLP Metaprograms

The word Metaprogram, means the program outside a given behavior or attitude. In NLP, we spend a tremendous amount of time focusing upon people's metaprograms, what beliefs, or CORE processes they are using in order to make decisions, keep or create a problem, or commit to something. By understanding how people function, by what process the individual is able to do, think, or be what they are, we can communicate with them more effectively and certainly be more persuasive. People give many clues as to what their metaprograms are, and the Successful Money Making Sales Person can, through keen observation and careful questioning, discover what a person's Metaprograms are and how to use them.

NLPers KNOW

NLPer's know that we each perceive the world slightly differently, using our own internal representations and programs to make sense of, and understand, what is happening to us. Often, when we are emersed within a given situation, we can not objectively observe our own behaviors and understand what programs we might be running. This is the reason some people are given to panic attacks; when they begin the emotional spiral leading to the final negative outcome, they are too CLOSE to the process to be able to observe, understand and

change it.

The "meta" in Metaprogram means- outside of. It means stepping outside of a given situation or "process" so that one can understand exactly what that process is. A Successful Money Making Sales Person will take some time to practice looking at any sales dealing from the view of an outsider to evaluate the metaprograms of the client, as well as the Sales person's Own programs to see how they might operate most effectively TOGETHER and result in a sale.

There are over 50 metaprograms out there, so these are ONLY the beginning...Look for my upcoming book...Meta-selling Through MetaPrograms.

Sorting Means Success

The first metaprogram we will learn about is sorting, how we sift information and make decisions or judge what is important or not. Generally, all metaprograms are thought of as being binary, either one way or another, but it should be pointed out that metaprograms can be context dependant. In other words, you can use ONE metaprogram in one type of situation, and an altogether DIFFERENT one in other contexts. If switching contexts with the same individual, it is always wise to try and verify if their metaprograms are the same. In sorting, we are trying to discover if the person we are dealing is "Internal" or "External."

Those who are internal in nature will make decisions based upon what they personally think is important. They provide their own motivation and make their own decisions. They will generally not be as receptive to feedback from others and will not take kindly to information being thrust upon them. They may collect information from outside sources, but they will make the final decision based upon

By understanding how people function, we can communicate with them more effectively and certainly be more persuasive.

When we are too close to the process... we can not observe it properly.

what THEY feel is right. This author has found certain enjoyment at working with those who sort by self.

Those who sort externally, are those who value what others have to say. They will look to, and need, other people for guidance, motivation and direction. They will have a harder time deciding things for themselves without some kind of outside verification that they are making the right choice. Many people find these types of folks easier to sell to. They will also look to books, magazines and other forms of social proff that they are making the right decision.

The Successful Money Making Sales Person can see that trying to persuade an Internal Sorter to purchased based upon what other people have to say will be useless. If asked "how will you know that you've been successful finding what you want?" they will reply, "I'll know, I'll feel it, it will just be the right thing to do." Things which reference them as the center of the decision. It is important to stress to these people that YOU can't sell them, that only they can decide for themselves what's right for them. They don't care who else has bought, or uses, your product, and they need to have a sense of choice or being in control of the buying process. They will tend to have come to "Buy" a car, rather than to have you "Sell Them" a car.

The external folks, will be best influenced by talking about other peoples attitudes and ideas toward a product or service. They will need to hear about other people who are SIMILAR TO THEM who have bought and are pleased with the same thing they are considering buying. The Successful Money Making Sales Person will show these folks figures, statistics

How will they sort YOUR product or service from the ones they already have?

and examples to verify that your product is THE product for them. When asked how they know they've succeeded, they will tend to reply that "They can see it, their boss tells them, everyone pats me on the back and says `good job'."

Motivate a SALE

Motivation is another important metaprogram which we have already touched on elsewhere in this book. Motivation strategies fall into two basic categories of "Toward" and "Away From." Ask a person what they are looking for, or what features they want in a widget; Toward people will tell you what they want, Away From people will tell you what they DON'T want.

Toward people are always moving toward some outcome. They are looking for features, good price, or other things toward which they will move and eventually purchase. A Successful Money Making Sales Person will stress features and benefits with these people and talk about all the wonderful things they will have when they have made their purchase. These folks don't care that much about what to look out for in products- they're more interested in hearing why they SHOULD go with your product. Always think of being positive with these folks.

Away From people are always trying to avoid something. They are moving away from something they DON'T like. With these people, it is important to stress how your product or service will help them prevent, avoid or fix the problems they are moving away from. If they felt hassled at their last bank, the Successful Money Making Sales Person will tell them about how there will be NO HASSLES here at

But the people who sort internally CAN be persuaded.

If they sort Externally... You've got to show proof!

XYZ bank, and no long lines either! Also, be prepared to answer LOTS of questions about what can go wrong with your product. Talking about the legitimate problems with competitors will also be VERY effective at closing a sale with these types of people. Don't try to be too visionary with Away From People.

The Successful Money Making Sales Person will also remember that people are seldom one or the other exclusively, and often use a combination of Toward and Away From strategies, as with all metaprograms.

Using Sameness Or Difference To MAKE The Difference!

This is one of the few metaprograms which has four categories. It deals with relationships, not interpersonal but rather relationships between the way things are and the way they "should be."

People who prefer SAMENESS are those who want things to stay as they are. They will notice similarities and how a given situation or product is the same as what they want. They will be slow to make changes in what they do have and the Successful Money Making Sales Person will need to stress areas of agreement and similarity, particularly between what they have now and what they are moving toward. If asked what the relationship is between what they wanted from their last car, and what they want from their New car" the Sameness person will talk about all the things which are to be the same. Don't expect too much willingness to change from these folks. "Your Product is JUST like ours."

Next is Sameness With Exception, these are the

One may need to be motivated TOWARD a sale, or AWAY from something else.....

What goals are you moving toward in your own sale?

What are you trying to avoid?

people who will notice and talk about sameness, and then note a difference between what they have, and what they want. Changes should be SLOW for these people, and should be framed as evolutions. If a feature or product has changed, the Successful Money Making Sales Person will discuss how it has evolved from the old to the new, and is very much the same great product, and has become even better. "This product is just like ours, except it's red."

People who prefer things to be DIFFERENT WITH EXCEPTION will always want to know FIRST about how things will be different or better, and then will want some kind of stable references to the past, and to things being familiar.

Lastly, we have those who prefer DIFFERENCE and change. They are looking for something that is totally different, and a big change from what they already have. Difference people are definitely in the minority, and when dealing with them, one wants to show as many contrasts between what they had and what they will have with your product. It may also be a good idea to mention how different the sales person is from all the other sales people they've dealt with. At least that's true of Successful Money Making Sales Person. They like the word "NEW!"

Options and Procedures

People tend to sort their world into one of two polarities when it comes to how they like to proceed in any given situation, they either prefer to have options, or they prefer to follow a procedure. As with all of NLP, the key to ascertain which style a person uses is to ask well place questions. Ask, "Why did you choose X?"

Learn their relationship filters!

Does your customer need consistency or CHANGE!

Options people will offer reasons why they made a given choice, and they may talk of the variability of their choice. They will not want to follow a fixed procedure, but rather want to make up their own mind, and have lots of choices of how to proceed. They make decisions in their life based upon what will expand their experience, rather than restrict it. The Successful Money Making Sales Person will explain how their product or service will give the client more freedom, more choices and further ways to behave. They will want to develop and think of their own possibilities. You may be able to think of many ways to use this pattern. Options people like to bend the rules!

Procedure people want to follow a given procedure. They will tell you steps involved in making a choice, or will explain process rather than reasons for making a decision. With these folks, Successful Money Making Sales Person will lay out the steps involved in making the sale, and will be very structured in their presentation. These are people who don't like too many options, so expecting them to make a choice can be kind of futile. It is wise with these folks to focus on what step in the procedure you are in, and what still has to happen. It is also wise to have steps in the process AFTER the signing of the contract, such as suggesting that "After you've driven it a week or two, the final step is to give me a call and let me know how much you're enjoying the car." Offer a procedure to be used, and FOLLOW IT to succeed with these folks.

Don't Speak TOO BIG, Or TOO SMALL

In NLP, we often speak of "Chunk Size." A "Chunk" is a conceptual piece of information. It is a bite, or section of information, and it is generally believed that the human mind can process ABOUT 7 chunks of information at any one time, (Plus or Minus 2) and any more than that it tends to become overloaded.

Knowing your customer's preference for a set of steps or lots of choices may make or break your pocket book.

Following the procedures from this book will give you all the options you need to proceed!

There is no rule, however, for how BIG a "Chunk" is, and hearing lies the next pattern of Chunk Size. People tend to be either "Specific" or "Global."

Specific People are those who want minute detail. If asked what they want, they will go into very small very specific details about what they are looking for and will often "Chunk Down" to greater and greater detail on a given feature. They want to hear details, and can be very suspicious of people who speak in broad generalities. It is important to describe things in details and be VERY specific when speaking with a Specific person and Successful Money Making Sales Person also knows better than to interrupt the specific person mid process, or they will go back to the beginning. It is also important to list things sequentially as in "Step #1 is... Step #2 is..." If you interrupt them in one of their own sequences they will likely have to start all over again.

Global people tend to look at the big picture, try to get an overall feel for things and hear everything there is to say, They will tend to speak in sweeping generalities. They will talk about things in a kind of random order. Global folks want an overview of the product or service, and may then kick into detail mode after they have gotten an overall general view of what they are looking at. It is also wise not to use too many modifiers when talking about things. Don't get into too many levels of detail, lest you lose their interest. There are many reasons to deal with these folks and enjoy it.

Adapt And Perceive

When people interact within their environment, they do it in one of two ways, they either JUDGE it, or they PERCEIVE it.

The next step is MAKING MONEY!

Give your pitch to them in bites they can digest.

Judgers are those who categorize things, and adapt situations to fit themselves. They live their life according to their plan and like things to be rather orderly. Asked if they change their mind often, they will respond with a resounding "No," as once they make a decision, they stick with it and don't alter their plan unless some new information makes them reconsider what they've decided upon. The Successful Money Making Sales Person understands that these people want to control their world. They like to have a plan and dislike it when others are late. It is wise for the Sales Person to appear to have and follow a plan, to be organized and systematic, and ask for decisions from them. The Successful Money Making Sales Person will also be sure to be very decisive with Judgers.

Perceivers adapt to their world. They can be very spontaneous, and even impulsive in the way they buy. They often try to avoid closure, including closure of a sale. They do not care for schedules, appointments, nor to be very tied down and often don't keep commitments. Decisions may come hard because they do not want to limit their options or make a finalized commitment. They can sound very similar to options people. The Successful Money Making Sales Person will act in a way that is spontaneous, option oriented and assume that these clients will be late. It is reasonable to expect some recision with Perceivers, so lots of future pacing is a wise thing with these folks. A decision will probably HAVE to be forced, for instance, with a sudden deadline or another client.

Sensors And Intuitors.

There are two ways of gathering information from any situation in life, including a sales dealing, and the last two metaprograms we will deal with are the "Sensors" and "Intuitors."

Some people like the biggest chunk they can get... Know your customer and KNOW YOURSELF so you can translate all that into your ULTIMATE success

These folks will want alot of control in the deal. Mak them feel like THEY are in charge, and they will give you their money.

Sensors rely upon their physical senses to tell them about the world. What they can touch, smell, see and hear will bear more weight than what they intuit. They prefer things which are concrete and practical, and see everything in terms of real, practical, immediate facts which have bearing on, and effect, the real world. The Successful Money Making Sales Person will offer concrete tangible examples and proof to these clients and focus on the here and now. It is important not to speculate on anything with these people, and ask them for the same type of concrete answers that they will expect from you. Avoid being abstract in your communication, and focus upon immediate benefits of your product or service.

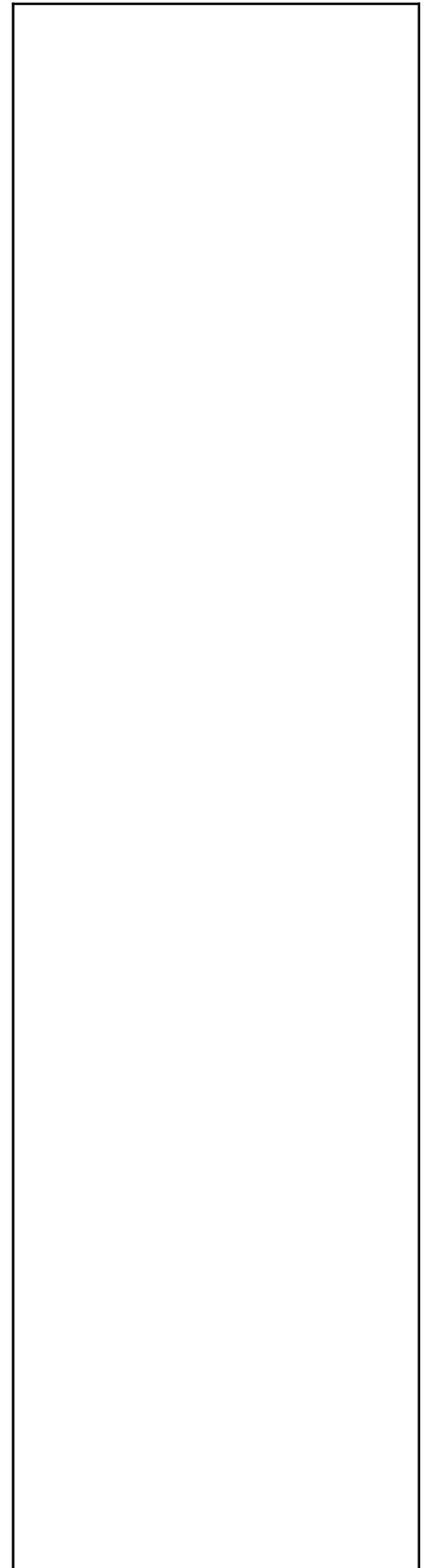
Intuitors rely upon "Gut feelings" and instincts. They base decision and gather information based upon some kind of sixth sense and are very intuitive in their life. They seek out relationships, meaning, and possibilities in any situation and will be rather abstract and holistic. They rationalize, and are visionaries. They find things to be "Obvious" and don't need proof, nor do they care for details. The Successful Money Making Sales Person will focus upon the future, and offer the big picture and an overview of their product or service. Give them a sense of how the product will fit in their overall life framework, and the Dollars will be IN THE BANK!

Each of these "TYPES" of people are useful myths. Not everyone will be one or the other of these all the time, and often people will follow different metaprograms in different circumstances. This is why we want to try to find out what programs they follow in a BUYING situation and ask lots of questions that reference past buying situations as well as why they are looking at a given product now. The Successful Money Making Sales Person will remember that people change styles from time to time, and that NLP is founded upon the idea of learning to listen,

There are ways to persuade those who like to avoid the close!

Your clients can decide to pay you based on what they observe Or based upon their psychic sixth sense.

observe, and understand EXACTLY what is being communicated in any given situation. The only failure, is a failure to use all the feedback one is being offered.



Chapter Eleven

Programs of Universal Proportions

Chapter Eleven Programs of Universal ProportionsI

In addition to metaprograms which individuals run, there are some basic meta-principles, also called "Social Rules", which are somewhat universal in our culture, and which apply to most anyone in a buying situation. They have to do with how one is, and can be, influenced to buy or to make any decision, and can be POWERFUL money making tools for the Successful Money Making Sales Person. Learning and understanding these principles will not only give one an edge in selling, but an understanding of how to GET WHAT YOU WANT in almost any situation. The principles deal with how people make decisions, and what influences them in these decisions.

Liking

The Successful Money Making Sales Person has already learned much about the importance of rapport, and "Liking" is essentially Rapport. It is a basic principle of influence which states that people will trust, and buy from someone who they like, and who they perceive to BE LIKE THEM. It is important not to simply fake this, or to pretend to like what the client likes. That is the surest way to botch up any rapport you have created. Instead look for genuine similarities and beliefs which can be built upon, and

Not all internal programs are individual.. Some become universal principles which we can use to succeed.

How to be LIKE your customers.

accented, to help create a common bond. This bond can become a connection which forces the customer to say "Hey, this person is like me- and I trust them!"

The skills of rapport, pacing, leading, matching, and mirroring, already learned in this text, are things which will help create that sense of liking. Liking puts us at ease, it makes us certain that the person we are buying from understands us, knows who we are, and is there to help us be successful in our purchase. Only in this way can one be a Successful Money Making Sales Person.

AUTHORITY And SOCIAL PROOF

The Successful Money Making Sales Person also knows that people will make a decision to buy- to turn over their hard earned cash- if they feel there is some basis for trust in the actions of others. Depending upon the individuals values, they will put tremendous stock in the actions of an authority, and/ or in the actions of people just like them. Those who sort externally will be particularly aware of what has been said and done by those who they like or respect.

Authority is a principle which says that people will follow the advice or actions of someone they see as being an expert or an authority in their field. A Doctor for example. It is this principle that causes people to buy the toothpaste brand that "9 out of 10" dentists give their own families. People are happy and pleased to know that someone ELSE who is knowledgeable in a given field has taken the time to do the work for them and research and understand what product is best. This credibility helps verify for the client that they are making a decision based upon information which is superior. That may or may not be TRUE, but it is a powerful psychological principle which the Successful Money Making Sales

PROVE it to them...
and win the sale!

Make sure your au-
thorities are KNOWN
an reliable.

Person can use to help send home the message in any sales pitch.

It would be sales suicide to make up authority figures to recommend one's product however, so the next best thing is Social Proof.

Social Proof builds upon the principle of liking in that if someone I LIKE has done something, I will be more likely to purchase that same product or service myself. This uses the decision making process of someone I like and trust in place of my own thought and research process. It will be useless to try and use this principle unless one has verified a sense of rapport or similarity between a pair of individuals or group. If an ineffective sales person is trying to sell widgets to a mom and pop store, he will talk about the multi-million dollar companies which have purchased his widgets in the past. The average mom and pop operation will look at that and think that this fancy talker is doing business WAY TOO BIG for them. The Successful Money Making Sales Person, on the other hand, will talk about the independent store owner's they've sold to in the past and about their success in their small town vending these new super widgets.

RECIPROCITY

Reciprocity is the next universal principle of influence. People feel obligated to pay back someone who has done something for them. The Successful Money Making Sales Person has been using this tool for years, offering free gifts, coffee or bonuses to people. Charity fund raisers have benefited by this technique of selling or giving away a small inexpensive flower or pin, when we take something from someone, we feel a certain obligation to pay them back in some way.

Use people's desire to be consistent with what others have done, to succeed in YOUR selling and succeed in your life as millions have done before you.

Since we have been so kind at sharing all of these secrets in one place.....Won't you support us by buying more copies for your friends?

A clever sales person will use this in small token gifts, and even by building in a sense of obligation within their sales pitch. "I'll save your time and I'll try to make you comfortable, because I KNOW that you'll give me the opportunity to answer all your questions before you decide to buy." Some of the most successful sales people of the past, have used this technique with great success simply by sending an occasional holiday or greeting card to customers. In doing this, there is a sense of obligation to keep doing business with the sales person who has gone to the trouble of keeping in touch and sending us a nice personal greeting. Even information can be a gift, sharing with your customer a piece of "Inside" information can be a favor or a gift which helps them make a wise decision, and for which they will feel an obligation to pay you back. This particular information is a bonus, by the way, something that your author doesn't usually teach.

Consistency

People want to be consistent. They want to look like they are committed and will stand behind what they say and do. This is why car dealers are famous for asking "If I can do this... will you buy the car today?" because most individuals do not want to look foolish by going back on their word. Consistency is also the magic behind the conditional close- the principle in which the Successful Money Making Sales Person asks for all the features the customer is looking for in their product or service and then asks the question: "So, you want a TV with A, B, C and D....and if I found that, that would be the TV you'd want to buy!" The client has already listed all the features they said they were looking for, to back out now would make them look inconsistent and foolish.

Using reply cards which potential clients mail in,

Once they have started in a direction... the inertia will keep most people moving that way.

saying they want a free demo, begins a process which they have to continue if they wish to look consistent in their desires and decisions. The Successful Money Making Sales Person can use this principle to their benefit - in fact. Those who have purchased this book already are aware of a certain obligation to use these techniques and tell others about their success in order to remain consistent in their own actions, do they not?

Scarcity

THIS IS THE LAST ONE!!!! Only WE have this information! It's either Yes or No, because I have three people waiting to buy THIS VERY STEREO! YI KES! !!! I'd better buy it now!

One of the most POWERFUL tools of influence is scarcity. Plain and simple, people value that which they can not have or which is denied to them. If a product, service or piece of information is exclusive, limited in numbers, or available for a short time only, it becomes a catapult into making a decision and making a commitment right then and there. The Successful Money Making Sales Person knows the value of making whatever they sell or do somewhat scarce, after all, why would your client want to buy it NOW rather than later, particularly if it is an optional or recreational item. When one buys on cookie at an expensive cookie shop, it tastes INCREDIBLE.... If one were to eat 5 or 20 of those same cookies, the last would probably lack the enjoyment of the first.

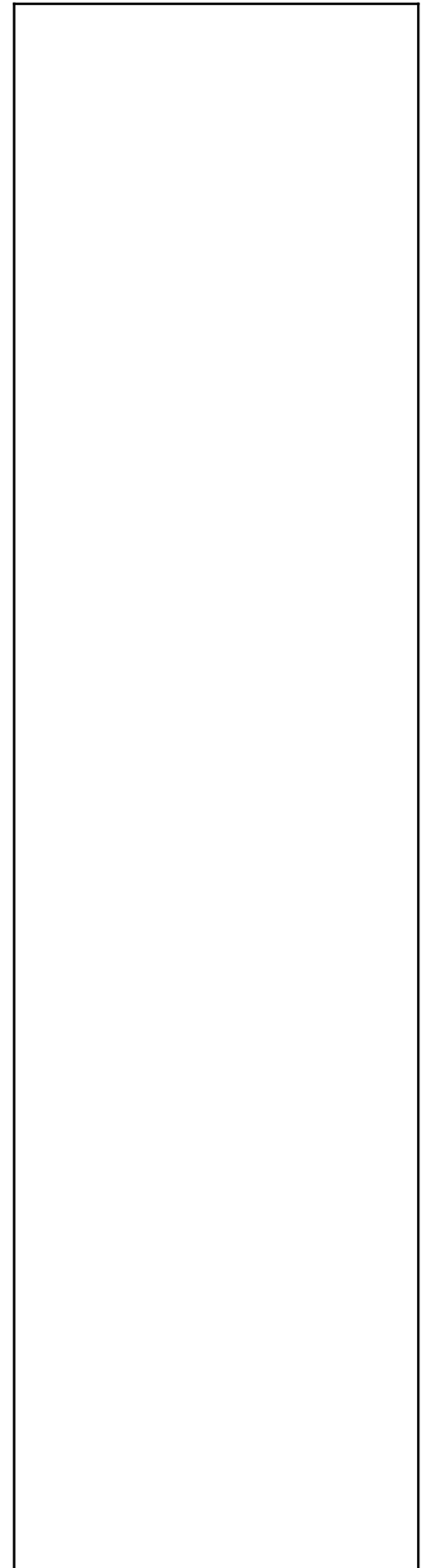
Whenever someone reads or learns about scarcity, they realize that this is something they've always known about or understood, they just never used it as the powerful influence tool it can be. Unless one starts using it within a day or two of reading or learning about it, they forget it, losing the awareness of this powerful tool and losing so very much money.

We have saved one of the most valuable secrets for last.... and it can make you a fortune.

It's something you've always known about and refused to be successful with... Do it now, before it's too late!

Don't let it happen to you... Use it today!

The Successful Money Making Sales Person understands that like all Meta Programs, these universal principles apply differently in different situations, and for each individual. For years, companies big and small have recognized the value of these principles and have spend millions learning about them and how to use them. Wealthy Sales People have also studied and learned about them on their own, and upon learning about them tried to use them in as many effective ways as possible. The evidence of their success is their well endowed bank accounts. Don't bungle away the chance to use these skills TODAY!



Chapter Twelve

Using Neuro Acceleration Training
With Your Sales Force....
May Your Force Be With You....

Chapter Twelve
Using Neuro Acceleration trainingtm Training
With Your Sales Force....

The Successful Money Making Sales Person can be a solo player, or they can be one player on the ULTRA successful Money Making Sales FORCE. Utilizing these techniques with the entire sales force in your company can mean the difference between one shining star sales person, and a brilliant group of motivated, talented sellers who create powerful states in their clients and generate good rapport and press for you and your company. As a Successful Money Making Sales Person yourself, you already know how to sell, how to speak to people on their own level to motivate them to make a purchase. Every communication is a sale, however. Any time you are trying to motivate or teach someone, especially a member of your sales force, these same Money Making selling techniques can be used to communicate with your sales force on an unconscious level.

New sales people, as well as those with years of experience, bring to the table their own unique ways of perceiving their world. They have their own self imposed limits, ideas, and worries, as well as fears

Unify a sales force with these techniques and they become a powerful selling machine creating success and prosperity for each other as they go!

Everyone has their own styles and abilities... Use them for every one's success.

and tastes which can both motivate and hinder their success. The Successful Money Making Sales Person can use the same techniques of rapport building, mirroring, NLP, and other communication techniques to understand what type of person they are trying to train. Using the Money Making sales skills to sell one's trainees on the idea of successful selling will give THEM an edge, and make the entire sales force into a powerful unconscious selling machine! Money for them, money for you and your company....OH YES! !!

Anyone Can Learn! Scripts And Training That Work!

The nice things about these techniques is that ANYONE can learn them if they take one at a time, and work with that technique or idea until it becomes natural and ingrained. In the mean time, a lot of improvement can surface simply by scripting out sales pitches for use on the phone which utilize the hypnotic language patterns and techniques already covered in this text. A good sales pitch will include rapport building strategies, language which can address all the modal operators, variables to address the SPECIFIC criteria which the clients might share with their sales person as well as utilizing numerous presuppositions of a sale.

In the training process, it is also the sign of a good trainer who presupposes success with his or her sales team. Future pacing lost and failed sales is also a powerful technique which will allow the fledgling Money Making Sales Force to allow their unconscious minds to prepare for such an eventual-ity and generate other ways to regain the sale, or to learn and improve from the loss.

Anyone can put these skills into use.....

Writing scripts using these principles may be something you'd like to consider, and I don't know weather or not that's the type of successful technique you can see yourself using yet, but as you do, you will find that these things work in print very well... Do they not?

Over time, anyone can use and benefit from the techniques of The Successful Money Making Sales Person, so why not start enjoying that success today!

Be Successful With A Sales Force Of ONE!

As much as we all like to be team players, we need to keep in mind that most of us are motivated by what is in it for ME! The Successful Money Making Sales Trainer will constantly keep the team motivated by accessing and creating states and memories which motivate them and which keep them fired up and excited even during the learning process. It is important to remind them, through anecdotes, metaphors and examples, of the learning process and how it can be slow at first. When a small bird first begins to nip through the shell of its egg, that which has set up a boundary and limitation in it's life for so long. Once out of the egg, it is then a long haul to learn new skills: holding the head up, asking for food, finally learning to gather one's own food. In time, it is a new challenge, learning to fly solo- and leave the nest. Even as one solo's, they realize that they are part of the others, a link in a chain which they must continue for the species to continue. Eventually, they too, will take part in making a nest and renewing the process.

The Successful Money Making Sales FORCE will evolve and grow, some will leave the nest and do little with the skills, while others will blossom and fly - reaching heights and success far beyond that of any individual.

There's No Need To Loose A Sale Ever Again!

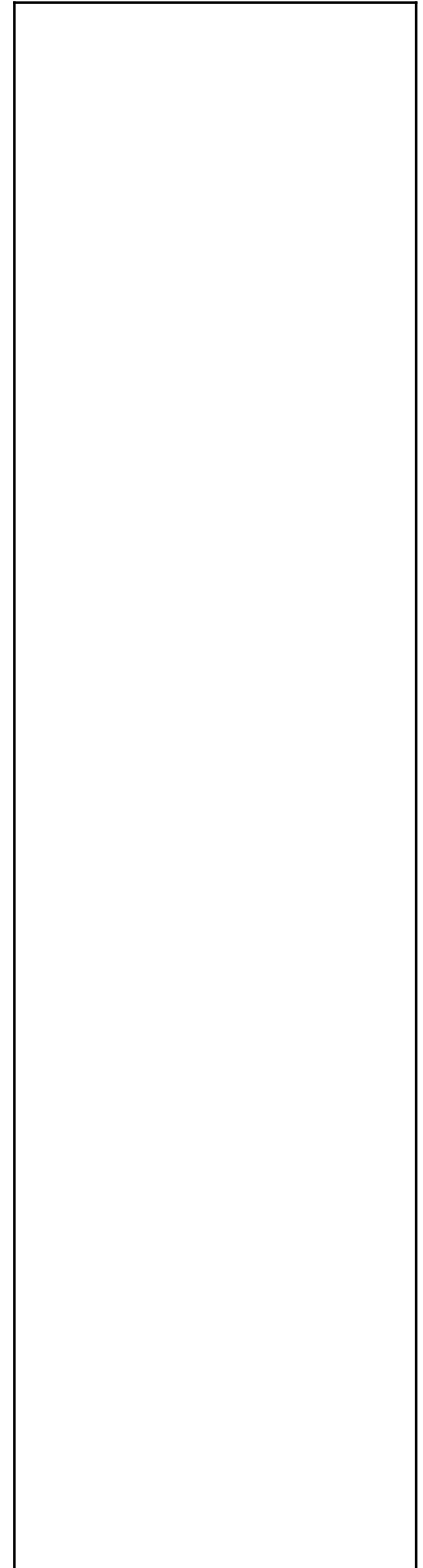
There is no Failure - Only Feedback! With these simple words, the founders of NLP set into stone a

You don't HAVE to have a big sales force to use these script writing techniques.

In other words- there are no mistakes in communication!

VERY powerful presupposition. Any time a communication goes in a direction other than that which we had planned, it is not a failure, but rather a powerful opportunity to grow and learn. The successes that one has in reading and utilizing these techniques will be wonderful states of joy, success, and confidence, but will do little to let one LEARN. When a given technique fails to get the desired response, when a sale doesn't happen, the Successful Money Making Sales Person will be delighted with the opportunity to replay the deal in their mind and learn from it. Was it how the technique was used? Was it the wrong technique for a given set of circumstances? What things could have been tried to keep the sale rolling and steer it toward a better outcome?

Asking questions like these, and making ones self step outside the situation and learn from it, are two of the most powerful techniques one can employ both consciously and unconsciously to learn and improve one's selling. As the Successful Money Making Sales Person has fewer and fewer opportunities to examine lost sales, they may be forced instead to examine successes as they have 99% of the time. When used in honest ways and with integrity, everyone will benefit from these unconscious selling and communication technique, both individually and in group settings. Instill this in your sales force, instill this within yourself, and you to can be the Successful Money Making Sales Person, today, tomorrow and in years to come, can you not?



In Closing

One day, a young man came to the foot of a wise old wizard and asked for some magic spell to bring him the wealth and success he desired. The wizard looked down at him and agreed to give him the spell provided he would perform a few simple tasks.

The Wizard gave the lad a long scroll, upon which were instructions to gather many herbs, seeds, and plants. He was to learn and understand about them, how they grew, what functions they performed when eaten or used as a medicines. Next were feet of paper detailing instructions on interweaving this knowledge within the framework of daily life. Relationships were mandated, understandings of other people. He was told to weave baskets, throw pots of clay, cook masterful feasts, tend to the sick and learn at least two trades.

There were orders to assemble all of the things, over time, and bring them to the wizard when all was complete. Many years the lad toiled and worked, assembling all these resources until he himself was an elder man. One day, he reached the bottom of the scroll, and returned to the wizard proclaiming his entitlement to that which the wizard had promised.

The man exclaimed, "I have done everything you have given me as a task. I demand now that you give me the spell which will make me happy, rich and successful."

The Wizard just smiled and said "I just did."

NLP TERMINOLOGY

Alignment - To match another person's behavior or experience by getting into the same line of sight or thought as the person.

Anchor - A specific stimulus, sight, sound, word or touch that automatically brings up a particular memory and state of body and mind. Example: "Our song."

Associated - Seeing the world out of your own eyes. Experiencing life in your body. Also see First Position. Contrast with Dissociated and Third Position.

Break State - Diffusion technique used for clearing current thoughts.

Chunk Size - The level of specificity: People who are detail oriented are "small chunkers." People who think in general terms are "large chunkers" - they see the big picture.

Congruence - When goals, thought and behaviors are in agreement.

Dissociated - Viewing/experiencing an event from outside one's own body. Example: Seeing yourself on a movie screen. Floating above an event and seeing yourself. Contrast with Associated.

Ecology -From the biological sciences. Concern for the whole person/organization as a balanced, interacting system. When a change is ecological, the whole person and organization (or family benefits).

Eye-Accessing Cues- Unconscious movements of the eyes that let us know if someone is seeing images, hearing sounds, or experiencing feelings.

Mirroring - Putting oneself in the same posture as another person, in order to gain rapport.

Model - A description of the essential distinction of an experience or ability.

Modeling - The NLP process of studying living examples of human excellence in order to find the essential distinctions of thought and behavior one needs in order to get the same results.

Motivation Direction - (Meta-Program) A mental program that determines whether a person moves toward or away from experiences.

Neuro-Linguistic Programming- (NLP)

The study of the structure of subjective experience. The process of creating models of human excellence in which the usefulness, not the truthfulness, is the most important criteria for success.

Pacing- Matching another's behavior, posture, language/predicates in order to build rapport.

Resource State - While any experience can be a Resource State, typically it is a positive, action-oriented, potential filled experience in a person's life.

Rapport - The natural process of matching and being in alignment with another.

Second Position - Viewing/ experiencing an even from the perspective of the person you are interfacing with.

Fist Position- Viewing/ experiencing the world through one's own eyes and with one's own body.

Future Pace - A process for connecting resource states to specific cues in one's future so that resources will automatically reoccur. Also see Anchor, Resource State.

Incongruent - When goals, thoughts, and behaviors are in conflict.

Intention - The desire or goal of a behavior. In NLP. Intention is assumed to be positive.

Kinesthetic - Sensory Modality of touch, muscle tension (sensations) and emotions (feelings).

Meta-Program - A mental program that operates across many different contexts of a person's life.

Sensory Modalities - The five senses through which we take in experience: sight, hearing, touch, taste, and smell.

Strategy - A sequence of internal representation and behavior leading to an outcome.

Submodalities - The components that make up a Sensory Modality. Example: In the visual modality, the submodalities include color, brightness, focus, dimensionality.

Timeline - The unconscious arrangement of a person's past memories and future expectations. Typically, this is as a "line" of images.

Third Position - Viewing/experiencing an event as an observer from the outside.

Visual - Sensory modality of seeing.

Breath of a salesman

Look into my eyes...you're getting sleeeeeeepy...sleeeeeeepy...you will buy this...you will buy this...

A growing number of salespeople are applying techniques used by hypnotists to close their deals, says the director of the Hypnosis Institute in Winter Park, Fla.

"Most decisions to buy are made in the subconscious." said Daniel J. Olson. "So you have to appeal to that level of thought."

He offers the following tips for salespeople in the current (September) issue of Success:

- Build a good rapport with the client by matching your behavioral patterns to his (for example, mirror his breathing rate, tone, volume and rhythm of voice).
- Use hypnotic triggers. Place emphasis on certain words to they stand out in your client's subconscious mind (for example, when your client is price-conscious, change the volume or rhythm of your voice when you use words like "low cost").
- When a decision is imminent, give the client more information that he can consciously absorb at one time ("overload"). Any information left over goes into his subconscious so he is more likely to make a quick decision.

"Hypnotic techniques should be used only to cut through layers of indecisiveness people harbor in their consciousness, not to get them to buy something they don't want." Olson tells Success.

- Reprinted from the New York Daily News

For more information, contact Daniel J. Olson at (407) 740-6090.

Casting a Spell Over Your Clients

When a client has a tough exterior, try appealing to his subconscious.

When most people think of hypnosis, they picture a man who looks like Bela Lugosi, swing a good watch and saying, "You are getting sleepy." Certainly no salesman wants to put his clients to sleep. But a growing number of sales managers are discovering that some of the techniques used in hypnosis can be applied to selling. "Most decisions to buy are made in the subconscious," says Daniel J. Olson, director of the hypnosis Institute in Winter Park, Fla. "So you have to teach your salespeople to appeal to that level of thought." Olson offers the following suggestions:

- The first step is to build a good rapport with the client. You can do this by carefully matching your behavioral patterns to his. For example, try to mirror his breathing rate, as well as the tone, volume, and rhythm of his voice.

- Next you can use hypnotic triggers. "By placing emphasis on certain words, you can get those words to stand out in the client's subconscious mind," says Olson, "If you know that he is price-conscious, for example, you should change the volume or rhythm of your voice every time you use words like *low cost*."

- Once you reach the stage where a decision is imminent, you can use a technique called overload: "If you give people more information than they can consciously absorb at one time, anything left over goes into their subconscious." At this level the client will be more likely to make quick decisions.

Olson warns that the use of these techniques is not meant to be manipulative. "Hypnotic techniques should be used only to cut through layers of indecisiveness people harbor in their consciousness, not to get them to buy something they don't want."

- Reprinted from SUCCESS Magazine

For more information, contact Daniel J. Olson at (407) 740-6090.

Appeal to the Subconscious and Increase Sales *by Gwen Duzenberry*

A new twist to sales . . . Self-hypnosis. Daniel Olson, Director of the Advanced Hypnosis Institute and a Licensed Hypnotherapist, teaches salespeople how to integrate hypnosis techniques with proven sales strategies in order to appeal to the subconscious and increase sales. He wants everyone to know that he's "not teaching people to put their clients into a deep hypnotic trance in order to make them buy."

Contrary to public misconception, hypnosis is not a process of taking control of people, but instead is a process of giving them control.

How important is it for a salesperson to feel confident, to maintain a winning attitude and to establish rapport?

Almost all salespeople will tell you those attributes are very important. And that's part of what is taught in such programs. How does this training compare to traditional sales training? After many seminars, the salesperson is pumped up with a high level of information and motivation, but that wears off very quickly if he doesn't practice. Self hypnosis reinforces the ability to reach within ourselves to access internal motivation and call it up at any time. It helps the salesperson develop and maintain a winning attitude.

- Reprinted from BUSINESS REVIEW, February 1992.
For more information, contact Daniel J. Olson at (407) 740-6090.

Sales Insider

To close more sales, open your mind with NLP

by Kim Sheeter

Business was awful and Debra Taylor was losing sleep. She just wasn't closing any sales.

The 29-year-old manufacturer's rep remembers stumbling across an infomercial late one night. Tony Robbins promised unlimited power with the purchase of a set of tapes.

The self-help on sale was based on something called Neuro-Linguistic Programming. With several motivation seminars already under her belt, Debra doubted one more would help, but she did make note of the title of two bestsellers by Robbins, *Unlimited Power* and *Awaken the Giant Within*.

She didn't think about Robbins or his powers again until she met a friend for lunch a few weeks later. "I knew Lori's company was having layoffs so I wanted to cheer her up. Usually, she gets pretty

worried, but she seemed very calm and focused. When I asked her about it, she told me she had attended a workshop on NLP. She claimed she had better control of her moods. It sure seemed to be true. Somehow she even made me feel more relaxed. I was ready to learn more about NLP."

Lori referred Debra to Daniel Olson, an Orlando trainer who offers an introductory NLP workshop. Ironically, Olson studied under the same teacher as Tony Robbins, NLP's co-creator, John Grinder.

Debra called Olson and signed up for a class. She laughs, "I still wasn't exactly sure what NLP was all about, but I figured compared to Tony Robbins, this guy was a real bargain."

(Truer than she knew. According to the company that produces his infomercial, Robbins has grossed more than \$150 million in tape sales. As a motivational speaker,

he can command \$75,000 an appearance.) So what makes NLP so popular?

Neuro-Linguistic Programming is definitely a mouthful. And a brain-full.

"Neuro" refers to the brain. "Linguistic" refers to how we use language. "Programming" is a term borrowed from behavioral science and the world of computers. The abbreviation "NLP" is still easier than a definition.

"NLP teaches you to be aware of how verbal and non-verbal language effects your brain, your nervous system and your subconscious," says Olson. "It gives you an elegant way to make dramatic changes quickly."

So what do you actually "do" when you practice NLP? First, you find out how you operate your brain, which is easier than it seems because there are only three basic

choices. You are primarily visual, auditory, or kinesthetic.

We reveal our preferences by our choice of language, how quickly we speak, the voice range/tone, the location of the breathing (high in the chest vs. low in the chest) and the movement of our eyes. With practice, it's easy to pick out a kinesthetic, spot a visual, or sound out an auditory thinker.

This is a theory Debra could put to the test right away. "I found out I am definitely kinesthetic -- I have to go into sensations and feelings to know what I think. Both my boyfriend and my boss are highly visual -- they think in pictures. A lot of my customers are auditory -- they want me to answer a lot of questions and provide written information."

She continues, "Just recognizing these basic differences has helped me. It's simple, but it's really powerful. I started building my sales back up as soon as I learned to really notice how my customers wanted to be sold. When you can read a person, you know exactly what the person needs from you to make a decision."

Debra is now continuing her training in order to be certified. "I've made good contacts in my classes. I like practicing the techniques with other sales people, lawyers, financial advisors and

teachers. We all want to be mind-readers like Daniel!"

Debra feels NLP gives her an edge, yet is still respectful of other people. "When you are in rapport with someone -- breathing with them, thinking the way they do -- you aren't using them, you're making them feel understood at a very basic level. Changes happen in you, and that's what people respond to."

Olson agrees, "You could say NLP is an unfair advantage in the positive sense, because you can set people up to succeed. If you don't approach communication with sincere respect, you can't build trust and rapport and you won't get what you want."

Olson has been helping people get what they want -- freedom from smoking, phobia cures, even an improved golf swing -- since 1978. He has worked as a corporate consultant, sales trainer, and with private clients. "I give people the tools to make changes, coupled with inner changes in attitude to make their changes stick."

The easy-going Iowan doesn't seem to have much in common with the flamboyant Robbins, who challenges his students to walk on hot coals. Olson prefers to use sly humor and wordplay to make his points. "Naturally, I want every workshop to be useful, but I also want people to have fun. You

learn when you're relaxed, even though we're encouraged to believe otherwise."

His work has been featured in *The Orlando Sentinel*, *Success* magazine, and on radio and television.

Olson has seen NLP steadily gain mainstream acceptance. "People who are a little confused by the theories at first are quickly won over by the results."

The U. S. Government reportedly uses NLP as part of accelerated learning programs, and the techniques are finding their way into corporate training programs.

Olson thinks the time is right for NLP. "Our communication skills are finally catching up to our communications technology. People are realizing that it's time to pay attention to the real messages we send each other."

Olson offers NLP introductory classes, certification training, and sales training using NLP. Call him at (407) 332-2851.

Kim Sheeter has been a staff writer for Fortune 500 companies. She thinks she's auditory, but if anyone disagrees, she's willing to hear them out.

SELF-HYPNOSIS

A method of improving your life

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YOU CAN CONTROL YOUR OWN DESTINY!

Become the Person You Want to Be!

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FUNDAMENTALS OF HYPNOSIS

Hypnosis is an induced state of mind, or altered state of consciousness, during which the subject becomes receptive to suggestions. The hypnotic state is induced by suggestively removing conscious awareness to maintain a higher level of concentration. The skilled professional hypnotist supplies instruction of timed intervals to a cooperative subject to create this state of mind.

We experience hypnosis many times during the day and are unaware it has happened. We experience hypnosis when watching a movie or television, when daydreaming, or when driving a car for long periods - and cannot remember certain familiar places we passed. We experience the hypnotic state when we read or get enraptured with music. In other words, we have experienced this delightful state, and we have the potential to create it for our own desired benefit. That is where self-hypnosis comes into play. Instead of having it happen to us while experiencing an event or allowing a professional to induce this state, we induce ourselves in this blissful state and direct our energies toward the ends we wish and desire.

Hypnosis is a powerful tool. When coupled with the appropriate suggestions, it can effect unbelievable changes in an individual. These changes can take on the character of altering bodily functions to changing behavior and attitudes. This book on self-hypnosis is useful to anyone who wishes to redirect and improve his behavior and attitudes for a better and productive way of life.

Once you have mastered the techniques and experience of self-hypnosis, you will have them for the rest of your life - to be used by you and for you, for increased motivation, self-sufficiency, self-confidence, self-understanding and self-improvement. The unique ability to use self-hypnosis as needed on a continuing basis for self-development is strongly recommended.

There are seven basic elements to self-hypnosis that must be mastered:

1. Induced state of hypnotic trance through relaxation.
2. Testing depth of hypnotic trance.
3. Problem area to be investigated.

4. Post-hypnotic suggestions for change.
5. State of relaxation prior to awakening.
6. Awake clear headed and full of energy.
7. Practice daily for approximately 15 minutes (a must).

RELAXATION TECHNIQUES

In the field of hypnosis there are virtually scores of verbal and non-verbal techniques to induce the desired state of deep relaxation.

Many hypnotists use lights, pencils, candies, crystal balls, swinging watches, pendulums, and other objects. In learning self-hypnosis none of these artificial means will be used. Becoming aware of your own thought processes for self-directed hypnosis is the starting point of auto-suggestion to becoming deeply relaxed. This means to be relaxed in mind and body, to induce the receptive state so effectively created by your own suggestion.

Hypnosis has been likened to the experience of sleep. This, however, is incorrect, for you do not go to sleep oblivious to your surroundings. In hypnosis, a better word would be altered state." For at all times in self-hypnosis you will be entirely aware of your surroundings, will hear outside noises, and will not be asleep. This does not mean, if you are particularly tired when inducing self-hypnosis, that you will NOT slip into natural sleep. For a beginner, this is always possible. With training and practice, however, you will find that you will remain simply relaxed until your practice period of fifteen to twenty minutes is concluded.

HOW TO PRACTICE

Select an easy chair in your home, one you usually sit in, and one in which you are at ease. Remove or loosen any tight clothing (neckties, belts). Turn off all radios, television, and take your telephone off the hook. It is necessary you not be disturbed. Have both feet on the floor or on the foot rest or hassock of your easy chair. DO NOT cross your legs; this cuts off circulation. Look at the clock. Note what time it is, and then IMAGINE it fifteen minutes LATER. For example, if you have chosen to practice at 6:00 p.m., then imagine

the time is 6:15 p.m. Use your imagination, for you will be doing a lot of this as the course progresses. With repeated practice you will find that in time you will be opening your eyes at the conclusion of your practice period and it will be exactly fifteen minutes later. We have all done this many times without, perhaps, realizing how the subconscious responds to the image we give it. Many times we will set the alarm clock the night before for an early rising, only to waken before the alarm goes off. Essentially, this is evidence of image psychology and how we can direct our minds, even in sleep, to respond precisely.

WE RECOMMEND THE FOLLOWING RELAXATION TECHNIQUE

1. Begin every session with **three deep breaths**, and as you exhale, think silently and inwardly "I am relaxing."
2. Close your eyes and feel yourself relaxing from the top of your head to the tips of your toes.
3. Imagine a beam of concentrated light in the very center of your forehead, and as you focus the light on your body, view the parts as completely relaxing.
4. Think to yourself "Any and all outside noise, sounds, and confusion only cause me to go **deeper and deeper** into this state of deep relaxation."
5. Completely at ease, letting go completely, just like floating on a cloud on a warm, sunny day.
6. Focus the light on your toes, feel a tingling sensation there, and think this sensation is spreading across the bottom of your feet and up your limbs to your thighs and your buttocks. Feel your body parts separately, really relaxing, spreading slowly up your back and around your abdominal muscles and up to your neck, scalp, to your eyelids, and then to your facial muscles and entire head and neck. You will now recognize that you are completely enveloped with this great feeling of relaxation.

SEE YOURSELF AS GOING "DEEPER, DEEPER, AND DEEPLY"; use these words as a mental picture.

7. Count backwards slowly from ten to zero; imagine as you start to count that you are stepping onto the escalator and standing with your hands on the railing while the steps move down carrying you with them deeper and deeper. When you reach zero, think of yourself as stepping off the escalator at the bottom. Think of yourself as going down three flights, and with each flight start your count over. When you become proficient, one level will be enough.

TESTING SELF-INDUCTION

For the first four or five attempts you should not try to find out how deeply you have gone. It might be discouraging if you learned it was only a very light stage or none at all. Each time you practice you should slip in a little deeper. After the fifth session some tests may be made. Of course, if you are sure you are reaching a deep state after one or two attempts, you can proceed sooner with tests.

- After your deep relaxation exercise, take two or three minutes to **feel heavy**. In feeling heavy, you may imagine yourself as **weighted down**. Imagine your body is made of lead pushing you down in your seat.
- Next, take two or three minutes to feel light. Imagine how it would feel to be a feather floating around in air, or imagine yourself a balloon floating with each air current.
- Next, take two or three minutes to **feel warm**. Imagine yourself in a sauna bath or steam room or out in the sun on a very hot day. Relate to an experience you have had. Your memory and imagination will do the rest.
- Finally, take two or three minutes to **feel cool**. Imagine yourself in the snow or in a cold shower on a cold morning. Again, relate to a physical sensation you have experienced before.

Following your four explorations of heavy, light, warm, and cool, next give yourself a few suggestions regarding how you want to think, feel, act, and react that day. If you are practicing at night, give yourself a few suggestions on how you wish to be the next day.

These exercises are a training set to help you condition your mind and body for auto-suggestions. The more you practice the better you will become. The better you become the deeper your trance will be. The better your trance state, the more effective your suggestions will be. When you become proficient at these states, you can eliminate them from your daily session as you will automatically go into a deep trance ready for your daily suggestions.

WAKING UP

Count to yourself from one to five, and at the count of five you will open your eyes; you will be fully awake and clear headed.

"ONE, slowly, calmly, easily, and gently returning to my full awareness once again.

TWO, each muscle and nerve in my body is loose and limp and relaxed; I feel wonderfully good.

THREE, from head to toe I'm feeling perfect in every way.

FOUR, my eyes begin to feel sparkling clear, and just as though they were bathed in cold spring water.

On the next number my eyelids will open, fully aware; I am feeling wonderfully good and clear headed.

FIVE, my eyelids are open now; take a deep breath, fill up my lungs, and stretch."

PRINCIPLES OF SUGGESTIONS

A suggestion is accepted uncritically by the mind at the subconscious and unconscious level. The critical areas of the conscious mind, with its processes of logic and reason, are bypassed in the relaxed state and accepted in the subconscious as a goal to be satisfied. To maximize the effectiveness of suggestions, there are certain rules to follow.

FORMULATION OF SUGGESTIONS

A suggestion should describe the goal desired, rather than the means to achieve it. The lower levels of conscious and subconscious awareness will map the way. All suggestions

should be phrased in an emphatic and positive manner. Use the personal "I", "I AM", "I SHALL", or "I WILL" to lock down your intent and present your subconscious with firm intent. Be-specific as well as positive. The most powerful words in the English language are "I AM...". How you conclude that sentence will determine your success or failure. It will determine whether you will be constructive or destructive; pleasant or unpleasant; motivated to success or apathetic and listless. The completion of that sentence beginning with "I am" determines your self-image.

Use positive sentences such as "I am fully confident in myself and my abilities." This etches the suggestion in your mind like your signature on a contract.

Do not phrase a suggestion "I will not doubt myself or my abilities." The subconscious "hears" the NOT and may reverse the original intent. Therefore, at all times in phrasing suggestions be sure they are worded in an emphatically positive way. For example, "I am fully self-confident at all times, in all areas and with all people," is a highly desirable state of being and your suggestion imprints your intent into the subconscious. Incorporate, too, a strong emotional reason for acceptance of the suggestion. Use your imagination to fan desire. Feel the "warm glow" of satisfaction as your enthusiasm and optimism grow. The warm glow of self-satisfaction, self-esteem, and self-worth adds emotional strength to the suggestion and acts as reinforcement and a reward.

If the suggestion is to be used repeatedly, extract a "cue" word or short phrase to identify it to your subconscious. In time it will only be necessary to use the cue word or phrase. With practice this will impart the suggestion, the image, and the warm glow to the subconscious as effectively as repeating the complete sentence or suggestion.

After becoming relaxed, the suggestion becomes the vehicle for change, while the image to see yourself as that person is the process. The warm glow strengthens both the suggestion and image which is responsive to reinforcement and/or reward.

To summarize:

First - the vehicle - make the suggestion positive.

Second - the image - see yourself as you would like to be.

Third - the warm glow - a strong feeling of self-esteem, self-satisfaction, and self-worth.

A suggestion is accepted in the mind by virtue of concentrated attention, reversed effect or dominant effect.

CONCENTRATED ATTENTION

Repetition of a suggestion for periods of time will result in acceptance of the suggestion. Once accepted, the mind reshapes behavior to internalized attitude and actualize the suggestion. This principle is utilized in "The Power of Positive Thinking." As we are all aware, commercial advertisers employ this principle to ingrain brand names and company slogans into our minds. The magic of repetition is the very essence of concentrated attention in hypnosis.

REVERSED EFFECT

When a suggestion is accompanied by doubtful or negative thoughts, the mind will usually react inversely to the intent of the suggestion. This often happens in the dentist's chair when we tell ourselves that it will not hurt. The result is that more pain occurs than if we had thought nothing at all. As you can see, apprehension to "hurt" alerts to mind to realize the experience. This is the reverse effect of a "split" thought. To think nothing of the possible hurt in the dentist's chair means greater relaxation and mentally turning away the discomfort.

Therefore, since it is positive suggestion you desire, ***under no circumstances follow it with a negative thought*** or doubt or feeling that would counteract and possibly destroy your intent. Persist in (1) your suggestion, (2) the image, and (3) the warm glow, and you will eliminate the reversed effect.

DOMINANT EFFECT

When the mind is presented with more than one suggestion, the emotionally strongest suggestion will usually predominate. This does *not* mean that you can only give yourself one suggestion at a practice period. It simply means that the more emotionally aroused you

are, either with desire or need or both, the more effectively will the suggestion register in your subconscious. Emotions are feelings that have become intensified. When we get "stirred up" about some area of our life, we become emotional about it. In self-hypnosis, if you are giving yourself several suggestions for improvement, the one with the greatest emotional feeling attached to it will become more intensely and penetratingly recorded in your conscious and subconscious. How we feel about ourselves in any given area can be used constructively in hypnosis to improve, to expand and explore. For this reason the dominant effect of the suggestions you give yourself will be determined by the priority in which you feel or are emotional about your desires, hopes, and goals. If there is a single isolated area in which you feel stronger than the others, then as you give yourself suggestions, that one will predominate. This is the dominant effect.

In conclusion, remember to ***allow time*** for the suggestions to become effective. The subconscious must go through extensive mental operations to consolidate the information given before it can respond.

To summarize - Formulating Suggestions:

1. Describe the goal and be specific.
2. Personalize with "I am" or I will."
3. Make the suggestion positive.
4. Cue an emotion.
5. Use a key phrase.

To summarize - Principles of Suggestions:

1. Concentrated attention.
2. Reversed effect.
3. Dominant effect.
4. Emotion can act as a motive (Motivated action.)
5. Allow time for effective response.

In constructing suggestion, ***always think in the end*** result. Be concerned with what you do want, not what you do *not* want. Do not be concerned with your bad habits. Rather, concentrate on what it is that you do want in your life.

Finally, give yourself the post-hypnotic suggestion "Each and every time I hypnotize my-

self I relax even more easily and freely. I look forward to practicing because I enjoy it; it's fun and it's good for me."

LESSON I

GOAL SETTING

Answer the following questions (in writing) and don't be modest or underestimate yourself:

1. Evaluate your present abilities and competencies and answer the question "Who am I and what am I?"
2. Determine your growth potential and answer the question "If I made the effort, what could I do?"
3. Determine all possible goals and answer the question "Where can I go and what can I achieve?"
4. Select the best possible goals, ones that appear to most satisfying to you and answer the question "Where am I going?"
5. Estimate the period of time involved and answer the question "How long should it take to accomplish this?"

Now make out your goal contract (page 6) in writing and in detail. Date and **sign** your full name. This is the most important contract you will ever make, for it is with the most important person in your life - yourself. This is a commitment. You are now dedicated to the achievement of your goals.

GOAL CONTRACT SET

The selected goals must become ingrained in your mind with such fixed resolve that your whole personality becomes reshaped toward their achievement. To do this, you will exercise your new-found ability in self-hypnosis as follows:

1. Reach over your completed goal contract several times.
2. Put yourself in the deeply relaxed, self-hypnotic state.
3. Again review your goal contract in every detail.
4. Visualize yourself **as having achieved** your goal. See the end result, the finished product.

5. Give yourself the "warm glow" and feeling of self-satisfaction of your achievement.
6. Awaken yourself, or let the hypnotic state lapse into natural sleep.

The purpose of your visualization is clear - to see your goal just as if it had already become a reality, the end result. This is because the subconscious will always accept and respond to the images you give of yourself to yourself. See your goals as **achieved** and the ways and means will gradually be revealed to you as you exercise the efforts necessary to reach your goals. Short-term goals can usually be handled without outside help or extensive research. Long-term or life goals do require more than an evening's thought, so perform the research, seek outside counsel, but make the final analysis and decision yourself.

DAILY GOALS

Since goals are so important to achievement, adopt the habit of making a daily list of the six important things you will do each day. Make your list in the degree of their importance, the most important item first. Write out your list the night before; then the next day as each task is accomplished, strike it from the list.

With this daily plan, you are organizing your day. Once the plan becomes a habit, you will find more time for other and more meaningful things, and you are formulating a good habit. You will be surprised, as have so many others, at how much more you can accomplish with our "six-important-things" plan. Remember, too, good habits are as easy to keep as bad ones. Put this plan into action **today**.

START IMMEDIATELY

After you have completed setting goals and building your desire to achieve your goals, get started immediately. start putting into action the first steps necessary for reaching your goal. This may mean making a phone call, drawing up a list of action-steps, designing a plan, or drawing up an outline. Whatever you do, do it in the order of goal-importance.

The ancient Chinese had a wise formula. "A thousand-mile journey begins with the first step." You successful journey through a happy, productive, and healthy life will begin with our first act. You now have the tools, the

methods, and the process. NOW is the time for action.

To summarize:

1. Define your goals.
2. Write out your goal contract.
3. Visualize the goal as achieved.
4. Repeat the process as necessary.

YOUR GOAL CONTRACTS

Money Goal

Goal:
 Time:
 How:
 Sign:

Physical Goal

Goal:
 Time:
 How:
 Sign:

Mental Goal

Goal:
 Time:
 How:
 Sign:

Educational Goal

Goal:
 Time:
 How:
 Sign:

Social Goal

Goal:
 Time:
 How:
 Sign:

Spiritual Goal

Goal:
 Time:
 How:
 Sign:

Family Goal

Goal:
 Time:
 How:
 Sign:

LESSON II

THE SELF-IMAGE

At birth we have no self-image. A newly-born infant cannot distinguish anything from the confusion of light and sound around him. While the infant has instinctive reactions, as crying, reaching, and sucking, apparently all else must be learned.

Gradually, from early infancy, we begin to differentiate our bodies from the environment, to develop a sense of identity, and come to realize that we are a separate and independent human being. We begin then to develop a conscience - a sense of right and wrong - primarily from our dependencies upon our parents for food, warmth and comfort. Further, we develop social consciousness and become aware that we live and are inter-related with other people. We begin to learn how to live. We are also laying the groundwork for our self-image.

At a very early age we build defense mechanisms to thwart the possibility of punishment and anxiety. During the first few months of babyhood we are dressed, fed, changed, and loved. As we mature, however, the necessary discipline of parents begins to "teach" the behavioral models of society. This is necessary for growth and determines our eventual ability to "get along" with people which in turn has a great deal to do with our self-image. Basically, however, the defense mechanisms we erect are to ward off anxiety of possible punishment or pain - real or imagined.

As we mature and learn how to behave in a socially acceptable manner, we shape our habit patterns, learn to control temper, and learn how to please, placate, and gain approval. From this beginning we train ourselves to live with others and, in the process, gain a clearer image of ourselves, our capacities and worth.

Finally, we develop a sense of values which is our overall estimation of our standards and worth in relation to the world around us. The sum total of these developments becomes our self-image or self-concept.

This self-image which started from the shapeless blur of infancy now permeates all our thoughts, feelings, emotions, attitudes, habit-patterns, values, standards, and aspirations.

CHANGING THE SELF-IMAGE

In order to comprehend fully the mechanics of image change, we must first acknowledge the effect our environment has had upon us since childhood. When we view the educational system, work performance, and other functional specialties, we must recognize that our society, for most people, is based on the performance of the minimum achiever.

To improve our self-image and begin experiencing the successful behavior it stimulates, we start programming images of ourselves as being successful. Using hypnosis to make the suggestion more efficient, we use images and the warm glow to cause immediate improvement.

When giving these suggestions under hypnosis, make it exceedingly personal; then visualize yourself acting in imaginative accordance with the image the suggestion creates. And always give yourself the warm glow, the feeling of accomplishment and reward.

In your daily life, THINK "Will this action or behavior enhance my self-image?" before acting. Enhance your success images with strong emotional resolve. There is no substitute for perseverance and determination.

To summarize - Changing the Self-Image:

1. Put yourself in a deeply relaxed state.
2. See yourself as you would like to be, not as you think you are.

3. Give yourself the reward of self-esteem.
4. Expand and repeat as is necessary.
5. Use strong emotional feelings to enhance your success images.

Following are recommended suggestions for improving your self-image:

1. I am aware of conformity and reject it humorously, like a game.
2. I am a warm person interested in other people.
3. I am an energetic, sparkling, and enthusiastic person, fascinated by everything I do.
4. I am a cooperative, decisive person and make decisions easily and quickly.
5. I am a leader and enjoy talking before groups; always in good humor.
6. I am successful in whatever I set my mind to.
7. I enjoy my work. I enjoy it thoroughly. I look forward to going to work.
8. I plan my work with precision and authority.
9. I meet new people with a magnetic and friendly charm. I make friends easily, at all times relaxed and friendly.
10. I am firmly convinced I can handle any task I start.
11. I am completely at ease with people at a social gathering.
12. I live by and support the highest standards of my profession.
13. I am dedicated to good health, success, and achievement.
14. I like myself and enjoy life to its fullest.
15. I am much more concerned with what I think of myself than what I might imagine others think of me.

As we mature and learn how to behave in a socially acceptable manner, we shape our habit patterns, learn to control temper, and learn how to please, placate, and gain approval. From this beginning we train ourselves to live with others and, in the process, gain a clearer image of ourselves, our capacities and worth.

Finally, we develop a sense of values which is our overall estimation of our standards and worth in relation to the world around us. The sum total of these developments becomes our self-image or self-concept.

This self-image which started from the shapeless blur of infancy now permeates all our thoughts, feelings, emotions, attitudes, habit-patterns, values, standards, and aspirations.

CHANGING THE SELF-IMAGE

In order to comprehend fully the mechanics of image change, we must first acknowledge the effect our environment has had upon us since childhood. When we view the educational system, work performance, and other functional specialties, we must recognize that our society, for most people, is based on the performance of the minimum achiever.

To improve our self-image and begin experiencing the successful behavior it stimulates, we start programming images of ourselves as being successful. Using hypnosis to make the suggestion more efficient, we use images and the warm glow to cause immediate improvement.

When giving these suggestions under hypnosis, make it exceedingly personal; then visualize yourself acting in imaginative accordance with the image the suggestion creates. And always give yourself the warm glow, the feeling of accomplishment and reward.

In your daily life, THINK "Will this action or behavior enhance my self-image?" before acting. Enhance your success images with strong emotional resolve. There is no substitute for perseverance and determination.

To summarize - Changing the Self-Image:

1. Put yourself in a deeply relaxed state.
2. See yourself as you would like to be, not as you think you are.

3. Give yourself the reward of self-esteem.
4. Expand and repeat as is necessary.
5. Use strong emotional feelings to enhance your success images.

Following are recommended suggestions for improving your self-image:

1. I am aware of conformity and reject it humorously, like a game.
2. I am a warm person interested in other people.
3. I am an energetic, sparkling, and enthusiastic person, fascinated by everything I do.
4. I am a cooperative, decisive person and make decisions easily and quickly.
5. I am a leader and enjoy talking before groups; always in good humor.
6. I am successful in whatever I set my mind to.
7. I enjoy my work. I enjoy it thoroughly. I look forward to going to work.
8. I plan my work with precision and authority.
9. I meet new people with a magnetic and friendly charm. I make friends easily, at all times relaxed and friendly.
10. I am firmly convinced I can handle any task I start.
11. I am completely at ease with people at a social gathering.
12. I live by and support the highest standards of my profession.
13. I am dedicated to good health, success, and achievement.
14. I like myself and enjoy life to its fullest.
15. I am much more concerned with what I think of myself than what I might imagine others think of me.

LESSION III

HABITS

This discussion will cover how habits are developed over the years and how awareness of negative thinking can become the catalyst for change.

You will learn that habits can be either the "chains that bind you," or stepping stones to success.

For the most part, we are unconscious of the habits upon which approximately 90% of our waking life depends; from brushing our teeth in the morning to the manner and time we go to sleep at night.

Habits are tools which serve the important function of relieving the conscious mind for more important activities. Habits are stored patterns of behavior which serve the needs of the individual. But habits are *learned*, and are formed from what once was conscious behavior. Over the years, through repetition, this behavior has become largely an automatic habit pattern. With the use of hypnosis, it is well to remember that as habits are learned, they can be *unlearned*.

Learning habit formations means, then, that habits are learned by *practice*. Consequently, a negative or "bad" habit can be replaced, substituted for, and erased by a "good" or positive habit *with practice*. This is highly important to remember in connection with the practical use of hypnosis.

The kinds of learning we are considering here stress the organization of positive behavior into habits - learned stimulus-response sequences for self-improvement. It is the development of new habit patterns and the changing of old ones through hypnotic techniques and auto-suggestion that we are presently concerned with. And the crucible for change is *desire*. Let this, too, become a habit.

USING HYPNOSIS TO DEVELOP A NEW HABIT

Under hypnosis conscious activity is greatly reduced, and provided the conscience does not disapprove, the subconscious mind becomes receptive to suggestions. While hypnosis is an altered state of consciousness, the

experience does not distort or block conscious thought. With the hyper-awareness or concentrated attention which is hypnosis, only the critical areas are subdued and the suggestion becomes paramount.

As the suggestion can never describe completely the complex detail of behavior that we want to become a habit, we make full use of our imagination to integrate the behavior-habit-attitude patterns into our memory. This is the process: See yourself as you would like to be, not as you might think you are. The subconscious mind will always accept and respond to the images you give it, and habit-change is perhaps the most important instrument of hypnosis; for habit-change means behavior-change, and behavior change means attitude-change. We internalize the good and profitable adjustment to create and maintain constructive habit patterns or formations.

While some habits can be established by a single suggestion, most habits require repetition, generally on successive days, to be come effective and permanent. This is largely caused by insufficient information for the imagination to completely structure the behavior required by the new habit. After experiencing a trial or experiment with the new visualized habit, again under hypnosis, we recycle the original suggestion, expand on the image, to more deeply instill the new habit. This process of trial and spaced repetition is to be continued until we find ourselves performing the more desirable habit we want.

The subconscious mind resists changes of existing habit patterns, whether they are good or bad. The most effective way to persuade the subconscious to submit to change is through the process of comparative reward. If the subconscious has two or more habit patterns to do the same job, it will select the most self-rewarding habit to use.

The process of changing a habit by hypnosis involves suggestion of the new habit, completion and integration using the imagination, and establishing a reward value exceeding that of the old habit. This means, essentially, a sales job to the subconscious mind on the many and varied benefits of the new habit. To do this, we picture ourselves in our imagination successfully executing and performing the new habit with that wonderful warm glow of success, satisfaction, and elation. It is generally

not necessary to extinguish the old habit by hypnotic suggestion, as this comes by a natural process of forgetting through disuse.

LESSON IV

PROCEDURES FOR WAKING HYPNOSIS: For Increased Memory, Job Performance, Concentration

This is also sometimes referred to as the "alert" state, for though the eyes are open, the hypnotic or relaxed state is still very much present. One must first relax before entering into the waking hypnosis state. Previously, during the early training sessions, you were urged to utilize five to seven minutes for relaxation; but now the entire process is markedly speeded up, as follows:

TAKE ONLY ONE MINUTE TO RELAX. Embrace yourself almost instantaneously with the tingling (relaxed) feeling from our toes up through your entire body. If you do not feel relaxed after that one minute, then give yourself this suggestion, "As I am working in a state of waking hypnosis, my project itself will put me into deeper states of mind. I am using my project as the deepening technique."

Program a single specific project to work on at this time, for example, reading a magazine or book for more speed, comprehension, retention, and recall. Or perhaps you might eat a meal and be more aware of the flavors and taste of the food than ever before. You can also use waking hypnosis for writing a letter, book, or music, or any creative activity. With this technique you can easily work on any sport or hobby.

Business people who have taken the Park West course report that they use this "alert" state when making prospect calls, giving lectures, and even when counseling their associates and family. Students use waking hypnosis, when sitting in class listening to the teacher, for better recall. Also, they do it when taking examinations, being much more relaxed yet fully alert. For these students at exam time there is no panic or distress, only self-confidence, relaxation, and the full knowledge that the needed information will flow easily and freely from the subconscious to the conscious mind.

After you have programmed your single project, count ONE-TWO-THREE, and think, "I am going deeper into this dynamic relaxation. I recognize this state of mind. I respond to my own suggestions. I find many projects to work on daily in a state of waking hypnosis and relate to them very well." Then count quickly from ONE to SIX to bring yourself wide awake, feeling wonderful."

In the beginning while learning waking hypnosis you should give yourself just one goal or project at a time. After you completely master the art you will find that you can program several goals into one session.

To work on a single short project, you take just one minute to relax, program yourself for success in whatever you wish to accomplish, do it, then count to six to bring yourself out of the state. The entire session may last only two to three minutes, rather than the usual fifteen.

You can give yourself an even shorter session using the "rapid" technique. Instead of taking one minute to relax, just take three deep breaths; and as you exhale close your eyes and say, "ONE, I am so relaxed and so comfortable; TWO, I'm feeling fine, I'm feeling wonderful; THREE, I'm going deeper into this dynamic relaxation than ever before." Then name your project, count from one to three to open your eyes and work on your project. Upon completion, close your eyes, count from one to three to put yourself deeper, and then count from one to five to bring yourself out "wide awake, feeling wonderful."

To summarize - Waking Hypnosis:

1. Relax in one minute.
2. Name your specific project.
3. Count from one to three to open your eyes.
4. Open your eyes and work on your project.
5. Don't concern yourself with whether you are hypnotized, simply follow the procedure.
6. Count from one to three to go deeper.
7. Then count from one to five to "Wide awake."
8. How effectively you do your project is the measurement of your hypnotic success.

LESSION V

ENTHUSIASM

By this time in your practice and studies you should be well on our way to reaching quickly and effectively that state of deep relaxation we call self-hypnosis.

In this session enthusiasm is stressed. Techniques for building and emphasizing this magnificent expression are outlined and itemized for your instruction.

Suggestions and positive imagery of the achieved goal, *together with enthusiasm, will facilitate your self-development ascent into higher realms of thinking, planning, and especially performing.*

The ancient Greek formulated the word "en-Theos" from which the English word "enthusiasm" is derived. To the Greeks "en-Theos" meant "inspired by the gods" or "by possession" to inspire the highest poetic ecstasy.

This admirable impetus of man means to be inspired, "turned on." When we actively pursue a clear and desirable goal with the firm belief that we will achieve it, we become enthusiastic. Enthusiasm is the thrill and the self-satisfaction we experience when using our abilities to the fullest. Like the mountain climber, we love to climb. Like a healthy attitude, enthusiasm seems to spark extra energy for the pursuit of our goals.

When with enthusiasm and dedication we achieve a goal, we then experience and reinforce our self-esteem, self-worth, and self-satisfaction.

There are some who can be enthusiastic about life without a worthwhile goal in mind. Their goal is to continually experience the thrill of enthusiasm. While this is fine and makes for a more enjoyable life, there can never be the self-satisfaction of achieving a worthwhile goal and the enhancement of our abilities from it.

There are many highly desirable benefits from being enthusiastic. Our efficiency is greatly enhanced as we achieve more from our efforts. Our directness toward achieving the goal keeps us from drifting into less productive ac-

tivities. Anxiety and wont' are substantially reduced. Our enjoyment of life in general is broadened. As we are ourselves inspired, so we in turn inspire others and we acquire a more magnetic personality. Our outlook on life and people becomes more optimistic. Self-confidence increases - faith in one's capabilities is enhanced. Success then becomes simply a matter of setting the right goals.

Enthusiasm results from three essential components. These are a goal, self-confidence, and desire.

A goal must be a vivid visualization of the object, station, or accomplishment to be realized. It must be realistic to be within the reach of your capabilities. Still, it should present a challenge to make full use of, or to surpass, your present capability. Never underestimate yourself. This is more damaging than pursuing a goal beyond your ability.

Self-confidence must be based on an honest and realistic yet enthusiastic evaluation of your present capabilities and the potential growth expected. You must have firm belief in yourself as being competent and capable of achieving your goal.

The desire must be strong enough to win over other wants and desires that will compete for satisfaction, and of such intensity as to establish it as a dominant desire crying out for satisfaction. With these components working together, the act of achieving the goal will be inspired and brimming over with enthusiasm. Such a combination, under almost any condition or situation, brings only success.

BUILDING ENTHUSIASM

To have enthusiasm you should be moving toward a desirable and worthwhile goal with the self-assurance that you will achieve it. The following technique using hypnosis sets the goal, builds self-confidence, and generates the desire to accomplish your goal. Follow the step-by-step instructions for maximum effectiveness:

Select a quiet, comfortable place where you will not be disturbed. Have a pencil and pad of paper to make notes. This is a business meeting with your mind so proceed in a businesslike manner. using self-hypnosis, obtain

a deeply relaxed state and give yourself the following suggestions:

1. Every fiber and cell of my body is coming alive.
2. I am becoming more mentally aware.
3. My thinking is crystal-clear and concise
4. My understanding is expanding into new dimensions.
5. I feel the warm glow of self-confidence expanding with every thought.

As you build your enthusiasm and become "turned on" to your goals, aspirations, and desires, you are also centralizing and coordinating your efforts. In this way you are bridging the gap between what you have and what you want. Determination does not mean a grim-lipped intent, prohibiting open-mindedness. Quite the contrary, to become excited with one's own life stimulates inquiry, investigation, and challenge. Life is not a cut-and-dried succession of habit patterns, but a great adventure in exploring and expanding.

The person who generates enthusiasm affects every person with whom he comes in contact. To build enthusiasm means to live life; and with optimism and faith one can look for the best in everything and everybody. This in turn will spark the wish to succeed and rise to even greater heights.

Recognize, accept, and *experience* the wonderful talents you have, and have had all along. Keep your eye on the mountain top. Get a "kick" out of living, breathing, people, and the world in general. Then you can't help but become enthusiastic about you.

ACTIVATE THE DESIRE

Enthusiasm comes with a strong desire, an almost passionate state of mind, a burning desire, that motivates you into action with an excitement that makes you glad to be alive. Some suggestions to generate this degree of motivation are as follows:

1. My goals lead me to success through the full use of my mind abilities.
2. Working toward my goals gives me a feeling that makes me glad to be alive.

3. I look forward to the opportunity of working on my goals. I look forward to today, a new day, a fresh day.
4. I know that whatever I conceive I will achieve to the very fullest of my ability.

LESSON VI

BUILDING SELF-CONFIDENCE

Self-confidence comes primarily from self-knowledge - knowledge of who you are and what you are capable of doing. It is the firm, undisputed *belief* in your own talents and abilities that succeeds in turning your goals into *events*. Being self-confident does not mean that you have to be cocky or blustery. Two of the most humble men the world has ever known were supremely self-confident: Leonardo da Vinci and Albert Einstein. The pages of history are filled with great men, who through a self-abiding, unconquerable sense of self-confidence, achieved massive works in literature, architecture, science, art, religion, and technology. Belief, trust, and faith in oneself are the stepping stones to greatness.

The following suggestions are recommended to bolster your self-confidence until it becomes realized.

1. I have a sincere belief in myself, my talents, and my abilities.
2. I fully enjoy being ME.
3. I am an individual person with a unique and positive personality all my own.
4. I feel a sincere interest and friendliness toward other people.
5. I treat all people in a direct, earnest, and confident manner that immediately wins their cooperation and friendliness.
6. I find good in all people and freely praise their good points.
7. My every thought and action builds my enthusiasm and self-confidence.
8. I feel the sincere desire to inspire others with my enthusiasm.
9. I listen to what other people have to say and I hear. I comprehend fully and completely. I understand.

10. I have fund of contributions to make to my community. I am **vitaly interested in the welfare of others and always will be.**

Look at yourself as objectively as you can, and under ATTRACTION list all of the favorable, productive, and complimentary areas you can think of. Don't be modest. These are your assets. **Be thorough and honest with yourself.**

Next, under RESERVATION, list areas wherein you feel you need improvement. Do this without guilt, remorse, or censure. Simply take a long look at you and list personality traits, habits, and attitudes you feel may be impeding your progress. Remember, no one is going to see this inventory but you. And no one knows you as you do yourself.

Take your time with your self-inventory. Don't under any circumstance, simply dash off a few superficial generalities such as "I'm a good fellow," or "everyone like me, so I must be O.K." Rather, dig down into your innermost being and bring out both the attraction and reservation - the assets and the liabilities. Do this honestly and thoroughly, and you'll be glad you did.

After completing your self-inventory to your own satisfaction, you are then ready to formulate suggestions to offset and to improve areas in which you feel you need improvement.

No one is all good or all bad. No one is entirely productive or a completely arrived person. Most of *us possess both* good and bad habits, attitudes, and behavior patterns. Most of us, however, hide from our own defects. We make believe, pretend, and in general succeed in fooling no one but ourselves.

By taking your self-inventory, you are exposing yourself to YOU. By listing both the attractions and reservations you become more aware of your assets and, more acutely, those areas that you need to work on. Remember, it is balance you are looking for, not self-flattery or self-condemnation.

SAMPLE SELF-INVENTORY

ATTRACTION RESERVATION

I am:

I:

Friendly
Intelligent
Inquisitive
Ambitious
A good-listener
Affectionate

Procrastinate
Am impatient with others
Lack of self-confidence
Eat too much
Have no goals
Escape (in TV) too much

BONUS STOP SMOKING

SAMPLE SESSION

For a person who wishes to eliminate smoking, a session might contain the following suggestions:

Each and every day I am smoking less. I am enjoying smoking more and the desire to eliminate this from my life is stronger than ever before. Because I am smoking less I stay physically, mentally, and emotionally satisfied for longer periods of time.

I see myself as a non-smoker - healthy, vigorous, and clean. I see my lungs as pink, moist, healthy, and free of any poisons, tobacco tars, chemicals, or pollutants.

As I smoke less and less and enjoy it more, I can see a target date when I will be free, free of this addiction. I see myself healthy and well, breathing the fresh air of life itself. Free to become healthier and healthier with each passing hour, day, month, and year.

I see my own system revitalizing, re-energizing, and re-invigorating every cell of my mind and body.

I am now a non-smoker. I taste my food better, I breathe better, I live better. I am now free, healthy, and clean.

BONUS LOSE WEIGHT

SAMPLE SESSION

For the person who wishes to lose weight:

The desire to eliminate fat from my body is stronger than ever before. I am, on a daily

I am becoming a more dynamic, energetic, enthusiastic, excited, productive, self-confident, self-reliant person.

Each and every day I am more patient, more wise, more considerate, and compassionate.

Each and every day I have a DO-IT-NOW attitude. What needs to be done today I do today because I want to.

I have empathy with the people around me. I'm intuitive, creative. I'm AWARE - I'm ALERT.

My imagination is improving with each and every day. My memory is improving because I am taking more of an interest in names, faces, facts, figures, and places.

I realize that I have a fantastic mind, so I am using it, exploring it, expanding it. I am remembering trivia as well as important information. The capacity of my mind to learn is limitless.

I am a good listener and I listen for content. It is as if my ears are microphones and my mind is a recorder. I am recording all information and I can use all of the good content, information, and knowledge; and I apply it to my life.

I learn from everyone and every experience. My eyes are like sensitive movie cameras and I *photograph* everything that I read or see. In time of need I turn the projector on in my mind and I can re-read that information instantaneously.

My mental attitude is improving, my health is improving, my coordination and talents are improving each and every day. I am becoming more AWARE of my abilities and am sharpening my interests in all areas of my life. I love life and I am a whole and complete person seeking evermore to learn, explore, expand, and enlarge my interests. I recognize and appreciate the fact that the only person I can directly change is myself.

I am an inspiration to others, but am accepting people for what they ARE, rather than any particular way I previously thought they should be.

BONUS

IMPROVE FAMILY

SAMPLE LESSON

For a person wishing to improve the quality of his/her family life:

I have a much higher level of awareness of all my family's activities.

I am a good listener and, being a better guide, am a better counselor.

I am using better judgment regarding little things in my family life, such as hanging up pajamas, putting the cap back on the toothpaste, an cleaning up after myself in the bathroom.

I am doing my part to make our family life more enjoyable for ALL.

I am in more intimate communications with all members of my family. I am more understanding.

I am employing the Golden Rule, and becoming more aware of the needs of others.

I put more accent on the good behavior of each and am quick with praise, compliments, and frequently say "thank you."

I readily recognize good qualities in each member of my family and am more readily supportive and encouraging.

I have more enthusiasm for family projects, programs and plans.

I am seeing my family as a unit, living in a warm, loving atmosphere of trust, consideration and SHARING.

BONUS

SUGGESTION

1. I awaken in the morning feeling rested and refreshed, energetic and enthusiastic, looking forward to the work of the day.
2. I am excited about my family, my business, my associates, customers, clients, prospects and my future.

3. I have a do-it-now attitude.
4. I plan my time effectively. I plan my work and work my plan.
5. I am fully confident, self-assured, and self-reliant.
6. All life forces within me are functioning perfectly and I feel wonderful.
7. I am alert to life's opportunities.
8. I am aware that every fiber of my being and every cell in my mind and body are in harmony to bring me success, happiness, and achievement.
9. I am expanding into new and exciting dimensions of living, thinking, and doing.
10. I now understand and am aware of my own unique powers.
11. My perception into all areas of life is clear and concise.
- 12.1 feel within me the wonderful warm glow of self-satisfaction, self-esteem, and self-acknowledgment.
13. I am doing my living today and doing the best I can today - recognizing that tomorrow will take care of itself.
- 14.1 see my goals as having been achieved - in the NOW.
- 15.1 recognize my work now and feel wonderful about ME.
16. As I fulfill my work daily, I know my goals are giving me direction, guidance, and motivation.
- 17.1 relax easily, freely, at will - and contemplate success in all areas of my life.
- 18.1 am thrilled by my aliveness, energy, and freedom to exercise my talents to the fullest.
- 19.1 listen to what other people have to say and rapidly absorb their thoughts, meanings, and intent. I understand.
- 20.1 am patient and accept things, conditions, and circumstances over which I have no control. I accept the things I cannot change, have the courage to change the thing I can, and the wisdom to know the difference.
- 21.1 have a unique and elevated understanding of myself, my talents, my capabilities, and my potential.
- 22.1 have a wonderful sense of humor and exercise it easily, freely, and expansively.
- 23.1 seek self-evaluation in everything I do. It is how I think that is most important to me.
- 24.1 am the master of my own mind and the ruler of my emotions.
25. I am fully self-confident of my own judgment and my ability to make honest, far-reaching decisions.
- 26.1 am decisive. I make all decisions quickly, freely, easily; I use my powers of reason and logic, and follow through.
- 27.1 am an explorer, an adventurer into life's mysteries and wonders. I am a "searcher" - always curious.
- 28.1 am fully and completely at ease with other people at all times and in all situations.
- 29.1 use the precious and expanding fresh air and exercise to keep fit and alert. I provide time each day for health-giving exercise.

Naturally, these are just a few examples. Use your own creativity. Adapt these to your needs and make up your own list of suggestions.

CHEVREUL'S PENDULUM METHOD

What we are and the way we react to the variety of day-to-day experiences result from reflexes that were developed by our previous experiences. Many (if not most) of these original experiences, especially the ones that create conflict and frustration, happened when we were very young. Consciously they have long since been forgotten, but we continue to react to all types of stimuli in the habitual way, without realizing that our response is due to reflexes that are hidden away in our subconscious mind. Even the amateur student of psychology knows that if he were able to discover the reasons for his reactions to a given stimulus, he would be able to reduce and eliminate abnormal reactions through understanding, mature insight, education, and behavior modification.

Some people go through psychotherapy and psychoanalysis for weeks, months, and in some cases, years to discover the reasons for their fears and phobias. After exposing the original experience to the light of day, under-

standing how it was developed and originated, theoretically they are then able to reprogram their reflexes to respond in a normal, rational way. As an example, as a child, your mother may have cautioned you about dragonflies (she may have called them daming needles). In the springtime, when these pretty little insects would be flitting about, she might have said, "Stay away from those flying daming needles. If they get close to you, they will sew up your mouth." Mother taught you how to comb your hair, be your shoes, so, when she said dragonflies would sew up your lips, you wanted no part of them. You may have crossed the street, gone around the block, or covered up your face if there were dragonflies anywhere nearby. It was only after you were grown up (both physically and psychologically) that you were able to reflect on the reasons why you always cringed when you saw a dragonfly. Now you can look at these beautiful little creatures, appreciate their value, and realize that they are harmless and attractive. And you know that they can't sew up your lips (except, possibly, after dark!), as you are no longer afraid of them.

To get to the point of this dissertation, some years ago, clinical psychologist and author, Leslie M. LeCron, described a method of retrieving information for the subconscious mind through the autonomic nervous system. The technique has been taught to several thousand physicians. It has been used in many thousands of cases to great advantage, its users including a number of psychiatrists. You can learn this technique very easily, and you can discover, by communicating directly with the subconscious mind, why you react as you do; what caused the original reflex; and why the experience created your present day anxieties.

PENDULUM TECHNIQUE

In using the pendulum, you should hold the thread or chain between the thumb and forefinger, with your elbow resting on the arm of your chair, or on a desk, or perhaps on your knee. The weight then dangles freely.

Four basic directions of movement of the pendulum are possible. These are a clockwise circle, counter-clockwise circle, back and forth across in front of you or in and out away from you. The inner (subconscious) mind can be

asked to make its own selection of movements. one is to signify yf, another Lo. A third should mean I don't know, and the fourth, I choose not to answer the question at this time. This last may indicate resistance and is therefore important.

You may specify the meaning of each movement, but it is better to let the subconscious make its own selections. This seems to bring better cooperation on its part. (It also shows you that the subconscious does think and reason.)

Holding the pendulum, you should voluntarily move it in each of the four directions, then hold it motionless and think "yes." In doing this, no words are usually necessary. You merely think the request. The subconscious is asked to select any of the four motions which is then to represent an affirmative reply. You might work your request this way - "My subconscious is to select one of these four motions of this pendulum to mean yes in answer to questions." The pendulum will work better if you watch it.

Usually it will start to move within a few seconds, but sometimes it may take a moment or so "to warm up the motor." If it does not start to swing very quickly, put yourself into a light state of waking hypnosis and think the word "yes" to yourself several times. Be sure you do not move the pendulum voluntarily. Try to hold it still, but you will find it will move of its own accord.

When your affirmative response has been set up, ask for selection of another motion to mean "no", then for one of the two remaining ones to mean "I don't know." The fourth will then represent "I choose not to answer at this time."

Probably you will find this very interesting. Many people exclaim in surprise as the pendulum swings in answering. Movements may be somewhat slight, but usually the arc of the swing is long and very definite.