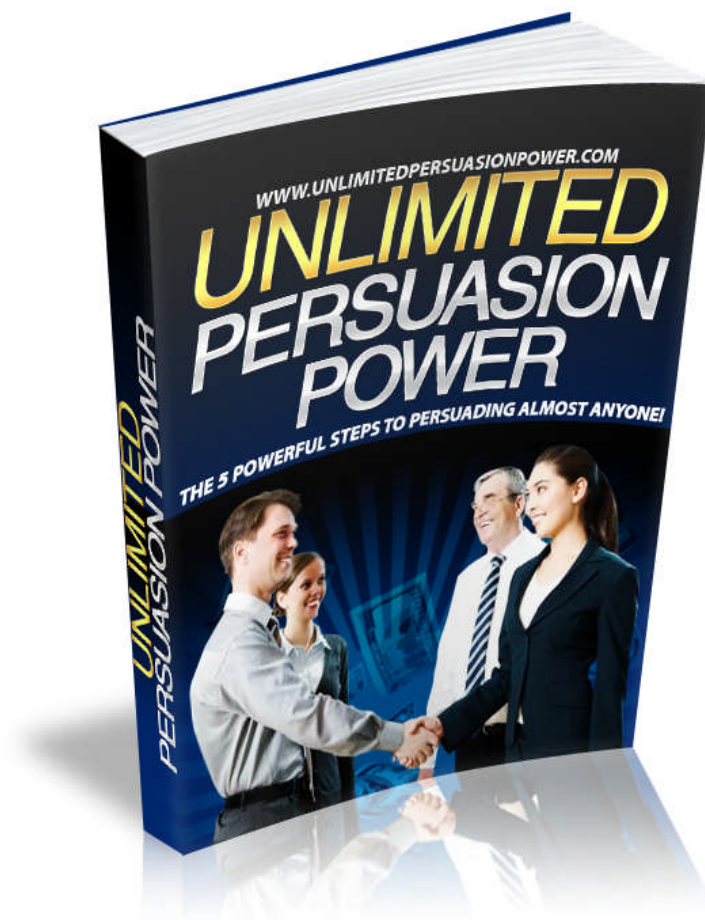


Unlimited Persuasion Power

By Adam Khoo



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From: Adam Khoo

Re: The Proven 5 Steps Persuasion Formula!

Have you ever wondered how some salespeople are able to get better conversion rates than others – even if they're new to selling?



Have you ever wondered why Obama became the President of the United States – despite him having lesser political experience than other candidates like Hillary Clinton?

Do you know what makes some TV commercials persuasive, while most do not?

You will by the end of the *Unlimited Persuasion Power* course.

Hi, my name is Adam Khoo and first, I would like to thank and congratulate you for taking the first step to actively improve your persuasion prowess.

As you master the *Unlimited Persuasion Power*, you'll realize just how easy and straightforward persuasion can really be. And more importantly, you'll finally understand the science of getting people motivated by your ideas, products or services... so you can sell them better – and with lesser effort.

To make sure you fully integrate the principles, lessons and secrets and create a lasting, positive change... I've also prepared a number of exercises for you in this course.

No matter if you're a parent, employer, salesperson or insurance agent, the techniques will help you all the same.

After all...

"Everything in the world we want to do or get done, we must do with and through people."

- Earl Nightingale, The Dean of Personal Development

So my objective of this course is to impart to you the knowledge and real-world techniques to get people to do almost anything you want them to.

So are you ready to get started?

I'll see you in the first chapter...

Chapter 1: The Secrets to Becoming More Persuasive

Would you agree that being more persuasive would help you out at work?
How about at home?

The truth is, persuasion gives you advantage in various aspects of your life. It helps you build a harmonious family, get better prospects at work, sell more products and inspire the people you truly care about.

And unlike popular belief, persuasiveness can be learned and mastered.

In fact, ask any charismatic speaker and they will all agree that persuasion is more of a learned skill than in-born talent.

However, the trouble is that learning to be more persuasive is not that straightforward.

You see, most books will tell you that being persuasive is all about maintaining eye contact, and keeping a smile on your face.

Now, please allow me to ask you a question...

Have you ever had the experience where a salesperson smiled, looked at you in the eye throughout the conversation, and said all the right things... but for some reason – a part of you just didn't feel right – and you walked away not buying anything?

Well... He/she smiled and looked at you in the eye, didn't he? So why wasn't he/she able to persuade you?

The answer is simple.

Sure, smiling and maintaining eye contact does make you appear friendlier and more personal.

However, doing just these two does not make you persuasive enough.

So, how can you be more persuasive?

After spending years studying highly persuasive people and mastering persuasion, I realized that most of them are conditioned to believe and

operate from 3 things. And that's exactly what I'll share with you in Chapter 2.

Beyond this, I'd also like to share with you the 5 steps to influencing and persuading someone to do something – no matter if it's getting others to buy your products or to accept your ideas and point of view.

I personally use this 5 steps to influence people in a daily basis – especially when I'm negotiating million dollar deals in my seminar business... or when I'm selling my seminars to a group of 50 – 100 people in my seminar previews.

These 5 steps easily help me make tens of thousands of dollars in a single evening. And the good news is, you'll be learning this in Chapter 3.

And to bring your persuasiveness to the next levels, there are also several Neuro-Linguistic Programming (NLP) techniques that can easily get your ideas across at least two times more effectively and boost your sales conversion rates by at least 197%.

I usually only cover these NLP techniques in my complete [Patterns of Excellence](#) program but because I know they will help you so much – especially in persuasion – so I've decided to share them with you briefly in this course in Chapter 3 as well.

Next, have you ever wondered why charismatic speakers can get you to agree with almost everything they say?

Would you like to know how they did it?

In Chapter 3, you'll also learn the favorite NLP hypnotic language pattern I use in all my seminar previews to get as high as 20% conversion rates. And once you master this, you too can easily help you get people to accept your point of view or request.

Finally in Chapter 4, we'll put everything you've learned together into a simple form you can use the next time you need to create a sales pitch or persuade someone. You'll be amazed by the simplicity and results!

Chapter 2: Habits of Highly Persuasive People

The power to persuade and communicate is one of the most important tools we have as human beings.

In fact, your ability to achieve your goals almost always depends on your ability to communicate and influence other people.

As a salesperson, your ability to communicate your product benefits will determine whether you get that sale.

As a business owner, your ability to motivate your staff, attract new clients and investors is determined by your power as a communicator.

To be an effective teacher or a parent, you must be able to motivate, inspire, convince, build rapport and sell ideas to your children or students.

So, do you want to become a master communicator, someone who is always able to influence others in a powerful way?

Then you'll want to adopt the 3 habits of highly persuasive people, starting with...

Habit #1: Take 100% Responsibility For The Way You Communicate!

The key is to take responsibility for the way you communicate, and the results you are getting from it.

This way, we attain absolute power over the effect of our communication.

Whenever we communicate with someone, do we always get the response that we want?

When we attempt to motivate our staff, do they always respond by getting motivated?

When we sell an idea to someone, do they always buy what we say? Does the meaning of our communication always get across the way we want it too?

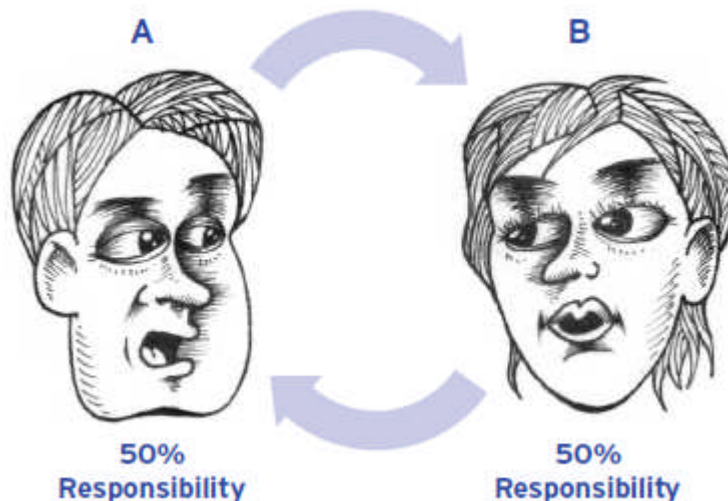
You know that the answer to all of the above is a flat "No!"

So what happens when we do not get the response that we want?

Again, we have two choices!

We can choose to blame the other person for not being receptive, for being unreasonable, close minded, stupid, etc. But you know what? By doing this, there is nothing more we can do about it! We have shut the door on them.

Let's hear what traditional communication theory says about successful communication. It theorizes that when two people communicate, both have an equal, i.e. 50% each way responsibility, for the success of the communication.



In other words, say A is talking to B and attempting to sell B an idea. A can do his best to communicate, but 50% of the success of his communication lies with B.

If B has a closed mind and does not want to listen, the communication can never be successful. So B is to be blamed for the unsuccessful communication. Unfortunately, people who buy this theory never become effective communicators.

Why? Because by accepting this theory, we will always be limited as communicators. We will not always get the result we want! In fact we will seldom get the results we want.

Does this happen to you?

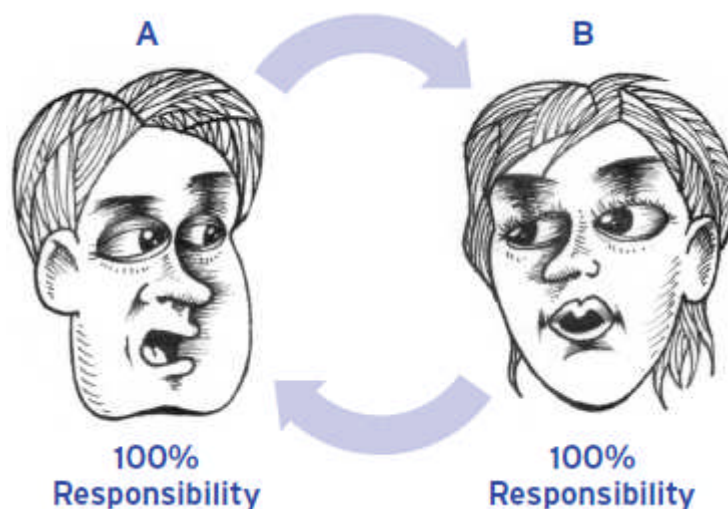
You motivate your staff to work harder, but they don't respond positively, so you give up!

You try to motivate your children to study harder, but it doesn't work, so you say, 'What's the point? They are just lazy.'

You do your best to sell a product to a group of prospects, but they don't buy, so you say, 'I guess they are just not interested in this product.'

A study of the most influential and impactful communicators in the world, revealed that what set them apart was that they always took 100% responsibility for the success of their communication. If they (A) communicated an idea to another person (B), and B did not respond successfully, then they would not blame B.

They would take responsibility and accept that their own communication was not effective. By doing this, they have the power to change their communication, until they get the desired response.



Such great communicators hold the belief that the meaning of their communication was the response they got, regardless of their intention.

For example, if they attempted to communicate their sincerity, but the other person felt that they were insincere, they would take responsibility that the meaning of their communication was 'insincerity', even though they intended to be sincere. It could be their tone of voice or body language that made them seem 'insincere'. They would then change their

communication strategy until they got the response they desired, i.e. being sincere.

We must understand that different people perceive the world differently. Everybody has different internal filters.

When you tell a joke, a group of people may laugh while another group does not think it is funny at all. It is not that the second group does not have a sense of humour. It is just that they perceive humour differently.

As a persuasive communicator, we must take responsibility for it and change our communication (joke) until we get them to laugh.

There are No Resistant Students, Only Inflexible Teachers

In my training seminars, I get a good number of teachers and lecturers who come wanting to learn to become more persuasive communicators. I usually tell them to adopt this belief: 'There are no resistant students, only inflexible teachers.'

Initially, a few will get offended. But they eventually realize that by following this principle, it puts the responsibility back on them and gets results. Why?

Because with responsibility comes the power to do whatever it takes to build rapport with the students, until they listen. Once there was a teacher who asked me what to do with all the attention deficit children in her class. I replied saying, 'Attention deficit is an excuse given by boring teachers.' I almost got thrown out of the room for that one!

But the point I later made was that in the classes that I conduct in schools, every student, even those that had been labeled attention deficit were extremely focused, attentive and participative.

The reason?

Because I conducted my lessons with lots of fun and excitement! I kept modifying my teaching style until I got the response I wanted, attentive learning!

When we label people 'attention deficit' or 'stupid', it gives us an easy way out.

You Always Have a Choice!

Some people always ask, 'But what If it is really not my fault? What if the situation is totally out of my hands?'

Well, I believe that we always play a role in creating whatever is happening to us, whether consciously or subconsciously.

We create our experiences either through our thoughts or our actions. You can say something emphatically, but if you are thinking something else, people can pick up the vibes that show up in your body language.

People who are in control of their lives believe that they create their world. If everything is going great, then they created it, not anybody else. If things are not going well, then they created it as well.

Some people tell me that they never get a good break. They never get lucky enough to land a great opportunity. They are never at the right place at the right time.

Again, I believe that you create your own luck. Or I prefer the word opportunity or break.

If you never find any good opportunities, it could be because of your limiting beliefs and thoughts. If you keep believing that there are no opportunities around, your mind will tend to delete all the great opportunities, even if they are there right before you.

You see what you want to see, isn't it true?

So, taking responsibility and having extreme flexibility is the key to being a master of influence and persuasion.

Habit #2: Develop Empathy And Come From The Heart

Let's assume that your oven was damaged and you're shopping in an electronic store for a new one.

You come across sales assistant A who spots you looking at the latest oven on the shelf and right on, she dives into telling you all the features of the new oven.

Then, you told her you needed some time to think about it and you politely move away.

Then you came across another model of oven that caught your attention. And as you're reading the specifications of the other oven, sales assistant B politely approaches you.

Instead of diving into the features of the oven, she starts by asking you what you liked about your previous oven and understanding what type and size of oven you are actually looking for.

Let me ask you: Which sales assistant will likely end up with the sale? Sales assistant A who dives into the features of the oven you were looking at... or Sales Assistant B who took the time to understand your needs and frustration?

The answer is obvious, isn't it? Sales assistant B, of course!

And that's why building empathy with the person/group you want to persuade is extremely crucial.

Next...

Have you ever had the experience where someone else praised you for something – but somehow you just know they don't mean it?

The truth is, every one of us have that 'sixth sense' or lie detector which automatically lets us know if what the other person saying is sincere – or not.

And in sales, if someone else attempts to sell you a product they don't have faith in, you can feel it too. They can talk till the cows come home, but you still wouldn't buy it if you cannot feel their sincerity, would you?

So my point is, before you even think about persuading someone – your spouse, children, employees or team mates – first come from the heart.

If they can feel that you do not have any ulterior motive to getting near to them, they will generally be more willing to listen to your ideas.

Think about it...

You already know that dogs are human's best friend, yes? But do you know why?

It's because they will stop at nothing to love and genuinely care for their owners. Ask any dog owner and they can attest to this.

These faithful companions will stay beside their owners forever – sometimes even to the brink of death – and show their unconditional love no matter rain or shine.

And despite the fact that dogs were never taught psychology, they are still considered to be human's best friend, all because they understood this:

You can make more friends in two months by becoming genuinely interested in other people than you can in two years by trying to get people interested in you.

Dale Carnegie, How to Win Friends & Influence People

Do you think that becoming genuinely interested in other people will also help you get your idea across to them better? Of course!

Habit #3: Get Excited Over Your Ideas/Products/Services First

Did you know that:

Selling is the transference of emotion.

Read the above sentence again.

If you want people to be passionate about your ideas, first feel passionate about the idea yourself.

If you want people to experience a sense of urgency to get your products/services, you must first experience the sense of urgency yourself.

Here's an example of how I apply this in my seminar previews...

You see, I really care about the success of my seminar attendees and I want the people attending my seminar previews to feel it as well.

So at the start of each preview before I speak, I'll always take a few seconds to look at the audiences and visualize them as my family and friends.

If I see a middle-aged woman, I'll picture her to be my mom. If I see a man, I'll picture him as my brother or a close friend.

Then I'll ask myself, "If this person is my loved one, what would I want them to learn from this?"

And naturally, I'll begin feeling a certain level of care and concern towards them – both on my conscious and unconscious level -- and they will pick that up via my words and gestures throughout my previews.

As a result, I was able to get people to sign up for my seminar without much hard selling.

Now, is this something you can also do the next time you attempt to persuade people to your thinking? Of course it is!

Listen – If people can feel that you really care about them, half of the persuasion game is already won.

How can you win the other half of the persuasion game? Let's find out in the next chapter!

Chapter 3: The 5 Steps Persuasion Formula

Step 1: Build Rapport

Do you find yourself behaving differently, using different gestures and adopting different lingos when you are with your friends... as opposed to when you are with your family members?

Well, we all do that.

In fact, if you pay close attention to people hanging around in a group and enjoying themselves, you'll notice that they tend to use certain words over others, speak with the same tonality... and they stand/sit in a certain manner.

If someone starts folding their arms together, very soon the rest of the people follows suit.

So why is that happening? Well, it's simple.

People who are in rapport often unconsciously behave, think and talk very similarly.

And the only reason why persuasive speakers are able to build rapport with their audiences all the time is because they have mastered the technique to behave, think and talk like their audiences.

Conversely, the only reason why some people find it rather challenging to bond with anyone else is because they have yet to master the technique to do the same.

So if you're currently facing certain difficulties to bond with your clients, family members or friends, the good news is:

This will soon become a thing of the past after this chapter.

Oh and by the way...

Did you know that you can always tell if a couple is a newly-wed or couples who have been married for years?

Yes, it's rather easy. You see if they are in rapport OR out of rapport.

In Rapport

If you walk into a restaurant and you see a couple leaning towards one another... the guy speaking in a softer tone... crossing his hands the same way as the lady... We say the couple is in rapport with one another.

And 99% of the time, they are either newly-weds or couples still in courtship.

Out of Rapport

If you walk into the same restaurant and you see the lady leaning forward... the guy leaning backwards... speaking with a stronger, heavier tone... We say the couple is out of rapport with one another.

And 99% of the time, they are couples who have been married for several years.

Alright, so how do we build rapport with others?

People Like People Who Are Just Like Them

The more you behave, talk and sound like the person you are talking to, the more receptive they will be.

Think about it...

Who is the person you talk the most to, every single day in your life?

The answer is... YOU!

You know that inner voice that you have inside your brain?

Yes, it's the one that's most probably saying, "What inner voice?" in your head right now.

To Build Rapport, Start "Matching"!

By behaving, talking and sounding just like them, what you're actually doing is to **increase similarities** and to **reduce differences** – the number one key to building rapport.

And that's where the NLP "matching" technique comes in.

According to research, the total impact of our communication consists of words (7%), tone of voice (38%) and body language (55%).

$$\text{Communication} = \begin{array}{c} \text{words} \\ 7\% \end{array} + \begin{array}{c} \text{tonality} \\ 38\% \end{array} + \begin{array}{c} \text{body} \\ \text{language} \\ 55\% \end{array}$$

So to become a persuasive communicator, you'll also want to focus on matching in these areas:

- (1) Words
- (2) Tonality & Rate of Speech
- (3) Body Language
- (4) Emotions/Values
- (5) Experience

Matching Words

If you've paid close attention to what someone else is saying, you can almost always identify a specific set of words or key phrases that they use on a consistent basis.

Some examples are: "Honestly", "You know what I'm saying?", "Basically" and so on.

And if you were to use the same words/key phrases back at them, you'll increase your similarity and they'll trust and like you more unconsciously.

Another approach to matching words is to understand how they process information.

Do they process information more visually, auditorily, or kinesthetically? Do they say "I see your point" (visual), "this sounds right/wrong to me" (auditory) or "I feel that what you say makes sense" (kinesthetic)?

Putting It Into Practice

The next time you engage in a conversation, listen very carefully to what they are saying and pick up if they are visual/auditory/kinesthetic.

Then if your partner is primarily using visual words, phrase your sentences to be visually appealing.

For example if you're a financial planner and you want to explain how good your Policy is, you can say something like, "You might want to take a look at what this policy can give you. Once you see them, it will give you a clearer picture and you can decide if the policy is right for you."

It's straightforward, isn't it?

To help you out, here's a list of words/phrases you can use:

Visual Words	Auditory Words	Kinesthetic Words
Big picture	Lend me your ear	Feel
Imagine	Loud and clear	Rock solid
View	Hear	Concrete
Reveal	Voice an opinion	Get hold of
Take a peek	Listen	Make contact
See	Hush	Grasp
Clear	Tell	Get in touch with
Picture	Sound	Hard/Soft
Look	Resonate	Tap into

Test this out the next time you speak to someone new. You'll be amazed by the results.

Matching Tonality & Rate of Speech

Would you consider yourself to speak fast or slow?

If you're a fast talker, then you'll most probably be put off to sleep by people who speak really... really... really... slowly.

Conversely if you tend to articulate your words well and you speak relatively slower, you'll most probably feel confused and lost when talking to people who shoot words out of their mouths like bullets.

Now, what do you think would happen if your client speaks quickly and you speak really slowly, or vice versa?

That's right. You'll most probably lose their attention even before you introduce your idea to them!

So, what if someone speaks very fast – way faster than you do and can feel comfortable with?

Then here's a trick...

You simply match this person by speaking at a faster, yet comfortable rate.

It's going to be at least twice more effective than speaking in the usual tonality.

Again, is this something you can practice the next time you engage in a conversation with someone else? Of course!

In fact, I urge you to practice so you can get better at this.

Matching Body Language

Body language is made up of our facial expression, gestures, posture, breathing pattern, eye movement and muscle tension.

In my Pattern of Excellence seminars, I usually get people into pairs, get them to match or imitate one another's body language for 5 minutes and have fun doing that. No talking, just observing one another's body language and mirroring that.

So for example, if Partner A folds his arms, Partner B can choose to either fold his arms or cross his legs. The purpose of the exercise is to get them comfortable with the NLP matching technique, and to allow them to experience first-hand how powerful this technique really is.

Initially, they will feel uncomfortable with the exercise. But after a minute or so, they'll begin to experience a certain sense of rapport with their partner – even though no words were exchanged in the whole session.

Putting It Into Practice

Of course, you might not be able to find someone else right now to do this exercise.

But how about doing it on a more subtle level the next time you meet someone?

Here's what I mean...

The next time you engage in a comfortable with someone you feel comfortable with, start observing their body language and ask yourself questions like:

Are they slouching / sitting upright?
Are they crossing their arms/legs?
What gestures do they usually make?
... Then, mirror what they do.

If they cross their arms/legs in the middle of the conversation, let a few seconds pass or say a few sentences before you do the same. The key is to **be natural**.

Matching Experience

Have you ever had the experience of meeting someone for the first time, only to realize they lived in the same state or country as you? Or graduated from the same University you did? Or that the both of you share the same passion for the same sport or music? Or that both of you are in the same field of work?

Now, what usually happens when both of you share a common experience/interest/hobby?

You instantly feel a certain connection to them and feel more comfortable in the conversation, don't you?

The truth is we do this all the time unconsciously whenever we ask questions like, "How many times have you been to this place?", "Where did you graduate", "What do you do?", "What University did you graduate from?"

Matching Emotions/Values

What makes us do what we do? What drives our decisions and actions on a daily basis?

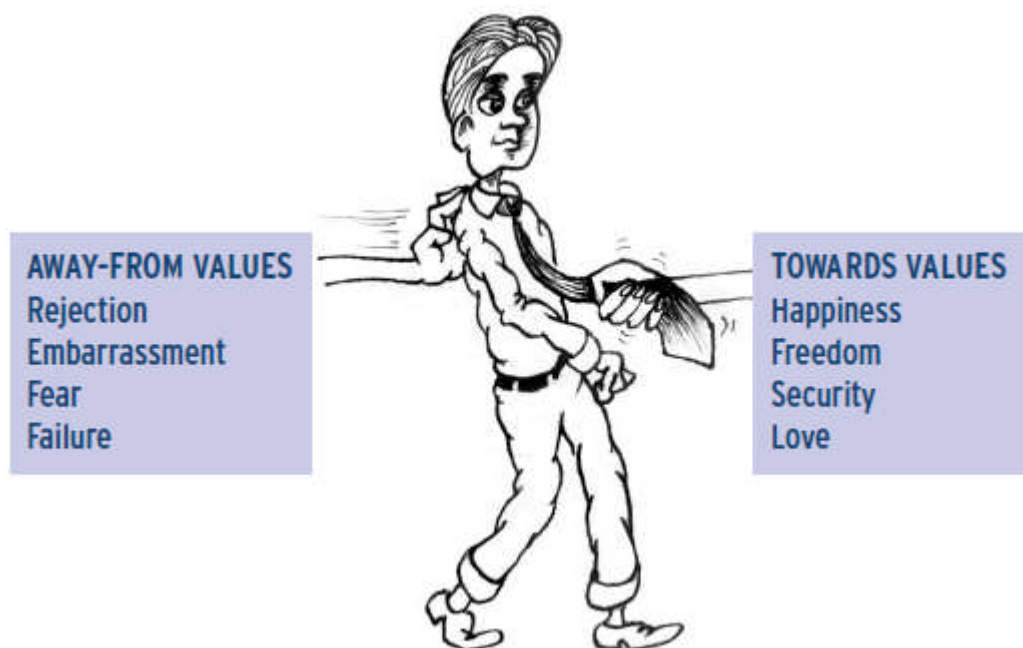
Our decisions are always based on **moving towards pleasurable emotions** and concurrently **moving away from painful emotions**.

Although most of us share common pleasurable emotions that we like to move towards, we value them with different importance.

The way we value the positive emotions we desire to move towards are called our 'towards values', so named because we want to move towards them.

For some people, love is more highly valued than success. While for others, success is placed at a higher priority than love.

The way we value painful emotions that we want to avoid are called our 'away-from values'.



Imagine there was a person (Jeff) who placed a very high value on freedom and fun as his 'towards values'. And you compared him with (Sam) who placed a high value on security and comfort as his 'towards values'.

Would they behave very differently and make very different decisions? Of course they would!

Would they go on the same kind of vacation? I don't think so.

Jeff might go mountain climbing while Sam may prefer cultural tours that take him to museums and art galleries.

They would also buy very different cars, marry very different women and probably be in very different careers.

Jeff would probably drive a sports car and could be an entrepreneur or a salesperson.

Sam would probably drive a Volvo and be a civil servant. Therefore, the way we prioritize our towards and away from values affects how our mind makes decisions and the way we behave.

	JEFF	SAM
	Freedom Fun	Security Comfort
Vacation	Mountain climbing	Sightseeing
Career	Sales, business	Civil servant
Car	Sports car	Volvo

Let's look at how the way people rank their away-from values can affect the decisions they make, and the actions they take.

Let's say Sally ranks rejection much higher than loneliness as her away-from values.

What this means is that she finds it much more painful to be rejected than it is to be alone. Chances are, even if Sally met the man of her dreams, she might not dare approach him for fear that she would get rejected.

Although she also fears that she would remain lonely by not having a man, the pain of rejection far outweighs the pain of loneliness. As a result, she won't take action.

Quite the opposite is Christine who ranks loneliness as her top away-from value, far higher than rejection. In short, Christine fears the pain of loneliness much more than the pain of rejection.

Placed in the same situation, Christine would make the first move and chance being rejected than do nothing and end up alone and lonely for the rest of her life.

How about applying this in sales?

One of the biggest mistakes I see many novice salespeople make is to assume that every customer buys something for the same reason.

As a result, they wonder why they are always struggling to make a sale each time.

Now, let me ask you a question. Does every one buy an insurance policy out of the emotional "fear"? Of course not!

Could someone buy an insurance policy because they value "love" more? That should anything untoward happen to them, at least their family would be compensated and insured for a certain sum of money?

Sure!

But if an insurance agent fails to understand this, and operates from the mindset that, "People buy policies only because they are afraid their livelihood will be affected if anything bad happens"... do you think he will have much success selling to someone who values "love for family" more?

Not a chance.

And that's why it's absolutely important for us to fully understand what makes someone tick, before we can persuade them.

But how do we find out what they value more? Let's find out in the next step...

Step 2: Ask Questions & REALLY Listen

Have you ever had the experience where a salesperson just went on and on and on... and the more they talked, the less interested you felt?

On the other hand, have you also had the experience where you sat down with a salesperson and all they did was to ask you simple questions... you did all the talking... and before you knew it, you've already signed on the dotted line?

You see, there's a saying that the more you listen, the better you sell. This is true no matter if you're dealing with your family members, your children or your clients.

What they really want to know is if you care about **them**. Period.

Plus, asking questions and really listening gives us the information we need to persuade them even more:

- (1) **Frustrations and Desire** – Why are they really looking for in your product/service/idea? What do they really want?
- (2) **Goals** – What are the goals they hope to achieve?
- (3) **Values** – What emotions do they value more? How can you motivate them?

For example in my "I am Gifted" kids program, I know that one of the biggest frustrations most parents face is that their children are simply unmotivated. And no matter what they do, their children just cannot get good grades in school.

So when I pitch my program to parents, do I mention their frustrations? You bet!

And whenever I mention the fact that "not all children are naturally motivated to study", you can almost see every parent nodding in agreement!

So the question is, how do I know "children with low motivation" is one of their biggest frustrations in the first place?

Well, you guessed it! Obviously, I interviewed numerous parents and asked them questions.

Now, of course I'm not suggesting you to ask them the questions like, "What's your frustration as a parent" because that's going to be really weird.

And that's why I'd recommend you to use "softeners" and rephrasing, so the questions sound less interrogative.

Examples of "softeners":

- Just out of curiosity...
- Just wondering...
- To understand your needs better, is it okay if I ask you questions?

And if I'm a cars salesman, here's how I would use a softener to understand my client's frustrations and desire:

"Mr Client, just out of curiosity, may I know what made you choose your previous car?"

And if the client says, "I chose my previous car because I really like its sleek interior design and leather seats", how would I craft my pitch to sell the car? I would concentrate on the interior design of the car, of course.

Alright, I'm getting ahead of myself because "presenting the solution" is Step 3. But I just wanted to give you a sneak peek of why this step (Step 2) is extremely crucial to your persuasion success.

So, what are other questions you can also ask?

To elicit their Goals:

What are you looking for your new car?

What is the first thing you would like to do with your new car?

To elicit their Values:

What is really important to you when you're getting a car?

Now, usually up to this point, my seminar participants will ask, "So how do you know when it's finally the time to sell (Step 3)?"

And the answer is: When they start asking you questions.

Step 3: Present Solution

In this step, it's finally time for you to use the information you've gathered from Step 2 to sell your idea/product/service.

Let's say I'm pitching my "I am Gifted" program to a group of parents. What information have I gathered so far? I already know that

- (a) Most parents are frustrated with the fact that their children are unmotivated.
- (b) Their goal is to help their kids get good grades in school so they can eventually get a University degree and have better career prospects.
- (c) The emotions they value most is "love" and "peace of mind"

So, how would I present my program as the solution?

Here's what I'll say...

"In my 'I am Gifted' Program, your child is going to learn the 10 steps formula on how to study effectively and have fun at the same time. Because once they learn how to enjoy studying, they will be naturally motivated to study and to overcome their procrastination and laziness.

And once they master the 10 steps formula, they will be able to get good grades, get into the top Universities and you're going to have the peace of mind that you've already done your best to love and nurture your child."

Then, I'll continue by showing them testimonials and case studies of how other children who graduated from my programs improved their grades and so on.

So what have I just done?

In just a couple of minutes, I've demonstrated **how my program can solve their frustrations**, help them **achieve their goals**, and help them **experience positive emotions** (or avoid negative emotions).

Just as importantly, I've also **built credibility** to my program by showing them testimonials and case studies of how other children benefitted from my program.

It's straightforward and simple, isn't it?

Now, do you know there is a technique to presenting your solution so it's at least twice more appealing?

If you master this technique, you can literally stir your prospects' emotions and get them excited.

Before I show you how to do that, it's important for us to understand the big difference between "**Features**" and "**Benefits**".

Features are all the characteristics of your product/service.

The **benefits** of the product tell you very simply how the product can help you.

Let's say you're shopping in an electronic store for a new computer. Now, what do most salespeople say?

They will tell you all the features of the computer, "This computer has 240GB of space, it has 2GB RAM and it's one of the most advanced computer we have."

But for a less tech-savvy person, these hardly ring a bell.

What does 240GB Hard Disk space mean?

What does 2GB RAM mean?

Fortunately, there is a technique to turning all this boring facts into exciting benefits that will people overly thrilled.

The technique is to add the words "so" or "which means" after the feature so you can demonstrate how each feature can help the customer.

Example 1: This computer has 240GB Hard Disk Space (feature) **so** you can store more information on your computer so you save more money because you no longer have to get multiple external hard disks for them (benefit).

Example 2: In addition, this computer has 2GB RAM **which means** you can now load multiple windows on your computer quicker – without slowing it down – so it helps you get more things done with a lesser amount of time.

Here are a couple more examples:

Features	Benefits
Car with High Fuel Efficiency	...which means you actually end up saving more on expensive petrol costs in the long run.
Software that allows you to run it on 2 computers	...so any two people in your office can run the software without incurring additional license costs. Plus, since 2 people can work on the software at any one time, it'll double your office productivity.
Insurance policy with an insured amount of \$300,000	...so it gives you a peace of mind knowing that your family will be taken care of financially should anything bad happen.
Seminar with a step-by-step system that shows you how to make \$10,000 from the stock market	...so it cuts short your learning curve and allows you to start profiting from the stock market more quickly and easily.
Eating vegetables keeps you healthy	...which means you will fall sick less easily so you can avoid taking those bitter tasting medicine that you don't like.

So here's what I would like you to do:

Brainstorm a list of features your idea/product/service offers.

Next, for each of the feature you've written above, brainstorm a couple of key benefits. (Hint: You may want to refer to the table above as a guide)

Step 4: Handle Objections

Are top salespeople successful because they get lesser objections? Or are persuasive communicators charismatic because they don't get lesser objections? No.

Rather, they are successful because they have mastered the techniques to turning objections into sales.

First of all, one of the biggest mistakes that most people make when they handle objections... is to use the word "but".

Why?

Simply because the word "but" breaks rapport and brings up the defense of the other person.

And when is the time you'll get lots of "but" in a conversation? When two people are in an argument and they are out of rapport.

Instead, use words/phrases like "and", "at the same time", "with that said".

Compare these two scenarios...

Scenario A

Client: Your product is expensive.

Salesman A: I know it's not cheap. But it works two times faster than other similar products in the market.

Scenario B

Client: Your product is expensive.

Salesman B: I know it's not cheap. And it's only because it works two times faster than similar products in the market.

Which answer maintains the rapport better? It's scenario B, isn't it?

To bring it a step further, the best way to maintain the rapport is to first agree OR acknowledge that the objection is a valid concern.

"I know the product is expensive" is an agreement.

"I understand the product is expensive" is an acknowledgement. (It does not necessarily mean that you agree)

Now that the rapport is still in existence, what's next? How can we turn the objection into sales?

The answer is in a NLP technique called...

Reframing: The Art of Changing Meaning

How someone represents their experiences determines how they respond and the action they take.

Therefore we must learn to frame objections in a way that will persuade people to buy our idea/product/service.

When you change the way someone represent (frame) something, you totally change the meaning and the emotions associated with that experience.

As a result, you change the decisions they make and the actions they take.

If a client looks at the price tag and determines that our product is expensive, do you think they will buy it? No.

But if we can show the client the reason why our product is expensive is because it can help the client much more, do you think they will be more open? You bet!

Successful leaders and entrepreneurs do this all the time to influence people to their ideas and vision.

There are two ways you can do this, Content Reframing and Context Reframing.

Content Reframing...

Content reframing is the process of changing a negative experience into a positive one by changing the meaning of the experience.

The best way to do a content reframe is to ask the question, 'What else can this mean?'

For example, if the recession hit when you were about to raise capital to start your business, you could content reframe to venture capitalists by saying, 'This is probably the best time to start our business because it means that business costs, like rental and salaries, will be lower and allow us to break even faster'.

Or you could say, 'This means our prospective clients will be more open to listening to suppliers who offer better value for money.'

If you're presenting a new idea in a meeting and your client/boss stops you by saying, "We've never done anything like this before", you could content reframe by saying, "Yes, I understand that. At the same time, if we're going to do the same things as we've done before, we'll only be getting the same results. To get a breakthrough in results, we have to do something different. And here's why I think this is going to work very well..."

If you're meeting a prospect for the first time and he says, "I don't have time for you", you could content reframe by saying, "I understand you may not have the time right now. And if I can show you a solution to free up more time for you in the future, would you be interested?"

Context Reframing...

Another way to reframe an experience is to do a context reframe.

A context reframe is the process of changing a negative experience into a positive one by changing the context from which it is perceived.

Have you ever had a negative experience only to look back at it five years later and say, 'That was a blessing in disguise?'

In a different context (i.e. the future), the meaning of that experience changed from bad to good. In doing a context reframe, you must ask the question, 'In a different time or place, how would the meaning be beneficial?'

You see, everything that seems bad now, when put into a different time or place, could appear beneficial.

Going back to the first example of starting a business in a recession, you could use a context reframe by saying, 'When the economy picks up, the company will be positioned to do very well as it has been tested and strengthened by the recession'.

Step 5: Presenting The "Close"

How many times do people promise they will "think about it and let you know", but they simply don't?

The key in presenting the "close" is to get them to take **immediate** action. How? By creating urgency.

Have you ever bought something because there were only x copies of it left... or because the special offer was coming to an end within the next few days?

When I first got started selling my [Patterns of Excellence](#) seminar, I had no idea how powerful this concept of creating urgency was. As a result, I delivered the presentation of my lifetime and yet, only 1 person out of 80 people signed up.

So what I did was to follow up with the other 79 people to find out why they didn't sign up. And guess what I discovered?

A majority of them didn't sign up because they didn't feel the sense of urgency to!

So in the next seminar preview of another 80 people, I told the participants that there were only 30 seats available – which were absolutely true – and over 10 people signed up!

And the fact is, creating urgency is what almost all successful businesses do.

Do you remember those "Ab-Flex" infomercials that you'd see on the television late at night? Those that said, "...and if you call within the next 30 minutes, you'll also get..."

So why do you think they said that? Well, again, it was because they wanted to create a sense of urgency and get people to buy their products right away!

Here are some ways to create urgency:

- (1) Limit by quantity – e.g. Only 10 copies left
- (2) Limit by time – e.g. Only valid till 14 September

Remember, selling is the transference of emotions. If you want someone else to feel the urgency, you have to experience it first.

Create a list of ways to create urgency and encourage people to accept your idea/product/service right away.

Now, based on the list you just created... Pick the idea you think would best serve your style.

Got it? Let's move on...

In addition to creating urgency, there is one other technique I use to improve my seminar conversion rates.

In NLP, we refer to this as **The Language Patterns**.

These language patterns were distilled by Richard Bandler and John Grinder, after they analyzed Dr. Milton Erickson's psychotherapeutic method.

This language patterns were used originally in helping to influence patients in psychotherapy. However due to its effectiveness, this language patterns have since been used in advertisements, sales presentations, public relations and any other process of persuasion.

Why does it work so well?

Simply because these vague language patterns can be easily adapted and used to match another person's experience and access their unconscious resources.

When interacting, most of us for a direct method to get others to do things. For instance, we tell our subordinates to do or not to do something. As parents, we might scold the child and force them to do their homework.

However, you will realize that this approach creates tension and resistance.

Rather than generating resistance, the language patterns help us to communicate and to convince others the way they want to be convinced.

There are at least 10 other language patterns that I cover in CD 8 of the [Patterns of Excellence](#) home study course and here's my favorite...

Double Binds

Definition: The use of the word "or" to create an illusion of choice.

Purpose: To move someone in a direction that you desire.

Examples:

- When would you prefer to meet – on Tuesday or Friday?
- Would you choose to make a payment through money, check or credit card?
- Would you prefer to eat broccoli or celery?

For example, at the end of my seminar previews I usually say, "You can ask questions before you sign up or you can sign up at the back right away."

So how can you apply this to your life?

Take a few moments to think of day-to-day scenarios where a double bind will prove to be useful to you.

Bringing It All Together

1. Take 100% responsibility for the results of your communication. There is always something we can do to improve our communication skills. Pushing the responsibility to the other party only makes ourselves feel better. However, it doesn't change anything in reality.
2. Develop empathy and always come from the heart. There's a saying that "People don't care how much you know until they know how much you care." If you can show someone you are thinking for their best interest, they will be more willing to develop long term relationships with you.
3. Selling is the transference of emotions. So if we want your customers to feel excited over your product/service/idea, we must experience excitement first.
4. There are 5 steps to persuading someone:

- a. Build Rapport

Key principle: Increase similarities and reduce differences between yourself and the person/group you want to persuade.

There are a few ways you can do it:

- ✓ Matching body language – posture, rate of speaking, tonality, position of arms
- ✓ Matching experience – education, country of residence, hobby
- ✓ Matching emotional state – are they driven by fear, freedom, security?

- b. Ask Questions

Key principle: Use "softeners" and open-ended questions to understand what motivates them.

- c. Present Solution

Key principle: Present benefits, not features of a product. Show them how your idea/product/service can alleviate their frustrations

and/or bring them closer to their desired outcome.

d. Handle Objections

Key principle: Always start from an "agreement" frame to maintain rapport. Then, reframe the objections and turn them into selling points to help you close the sale.

e. Present The Close

Key principle: Instead of generating a "yes" or "no" response, use [NLP language patterns](#) like "double binds" to encourage positive action.

5. Finally... Practice, practice, practice!

The only reason why hundreds of my graduates are able to experience tremendous success with the persuasion formula is because they are willing to apply what they have learned.

So if you are committed to have more charisma, influence more people and sell better, I challenge you to apply this formula to your day-to-day lives for the next 7 days!

Then, drop me an email at support@adamkhoo.com to keep me updated about your progress.

I can't guarantee you a personal response within 24 hours, but I can definitely guarantee that if you are willing to accept this challenge... you will start seeing wonders in your life!

To Your Success,

A handwritten signature in dark ink, appearing to read 'Adam Khoo', with a long horizontal flourish extending to the right.

Adam Khoo