

Success Strategies

**For Unlimited
Selling Power**

**Nightingale
Conant**

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I N T R O D U C T I O N

Welcome to *Success Strategies for Unlimited Selling Power!*

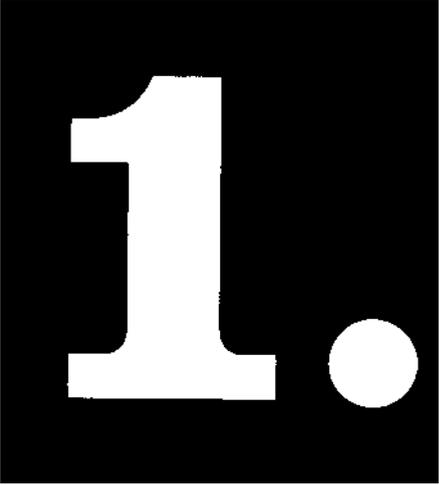
In these pages, you'll find out how the latest breakthroughs in psycholinguistics, cognitive psychology, hypnosis and neuro-linguistic programming can dramatically benefit your career as a sales professional.

You'll learn to speak to customers in a way that is truly mesmerizing and unforgettable. You'll gain the ability to prepare sales presentations that are powerfully effective with any individual or group.

You'll master sales scripting techniques that will close more sales, with less effort, than you ever thought possible.

All you need is a pencil or pen, a surprisingly short amount of time, and a commitment to becoming the best salesperson you can possibly be. **If you're ready, let's get started!**

The Four Key Skills of Hypnotic Selling



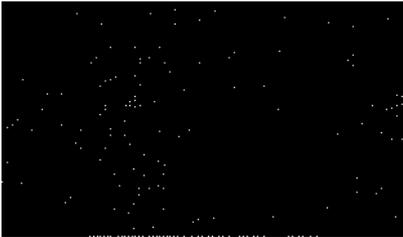
Hypnotic selling uses a technique known as conversational hypnosis - a very subtle form of indirect hypnosis. For most people, the idea of using hypnosis in the selling process instantly raises misconceptions. It brings to mind a vision of the salesman slowly twirling a gold pen before the eyes of an unwary customer...until the customer's hand slowly reaches out...grasps the pen...and signs the order.

This scenario is exactly what hypnotic selling is **not!**

Conversational hypnosis is most accurately defined as **a technique for greatly increasing suggestibility**. There is no conflict between hypnosis and rational thought. But it is true that when you deliver a message hypnotically, that message is able to bypass the listener's conscious defenses and go directly to the subconscious mind. You, the salesperson, are able to communicate with your customer's mind at the deep level where buying decisions are actually made.

Researchers have found that there are **four** distinct techniques for sending hypnotic messages to another individual. Beginning on the next page, you'll learn how to put these methods to work for you.

Here are four ways to send practically irresistible suggestions...



involves using words in a direct fashion to influence a buyer. By skillfully using verbal suggestion, you set up expectations that become self-fulfilling prophecies.

Example:

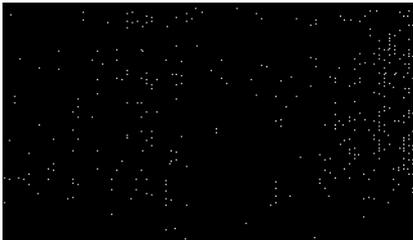
"You are going to love what this computer can do!"



refers to gestures and facial expressions that add mesmerizing effect to any sales message.

Example:

By adopting the body language of your customer, you send a subliminal message that says, "Trust me, because I am like you."



is a special voice inflection and intonation that triggers positive responses in your listener.

Example:

"Think of how **haaaapppyyy** your wife will be with this new car!"



is a combination of words, gestures, and intonations that subtly influences a customer to act on what he believes to be his own impulse.

Example: Instead of telling a prospect to sit down, you softly ask, "Are you a little tired of standing up?"

As you read over the examples below, decide whether they're **Verbal, Non-Verbal, Intraverbal** or **Extraverbal Suggestions**, and write the correct label in the blank space to the left. (Answers are printed upside down at the bottom of the page.)

1. *Looking directly at the customer, you say, "This is a house that's going to go up, up, up in value!"*

2. *As a jewelry salesperson, you rub your eyes and ask, "Aren't you tired of looking at the same old watch every day?"*

3. *When a customer has a habit of continuously scratching his head, you pick up a similar mannerism.*

4. *As the customer glances at the new car you're offering her, you say, "You're going to be very glad you bought this car!"*

5. *When the customer tries on the diamond ring you're selling you exclaim, "That's beeeeaauuutiful!"*



Mesmerizing Techniques that Say "BUY!"



If you've been in the sales profession for any length of time, you've probably seen sales superstars in action. Perhaps you've admired a master real estate salesperson leading a buyer to **see** a clear image of his or her family enjoying the fireplace of a new home. Perhaps you've listened as a master car salesperson leads a sales prospect to **hear** the purr of the engine and to **feel** the steering wheel in his hands, all before getting into the car! A mesmerized customer is in a suggestible, imaginative, and highly buy-oriented state known as **ideosensory trance**.

To create ideosensory trance, you can use the skills of Verbal, Non-Verbal, Intraverbal, and Extraverbal Suggestion to bring the **benefits** of your product or service to life in your customer's mind.

Use **sense-sational** words. What advantages will clients **see** when they own your product? What compliments will they **hear**? Are there any benefits they will **smell, taste or feel**?

Once your customers **mentally own** your product or service, it won't be long before they own it in reality!

You can also use **negative ideosensory images** to encourage a buying decision.

Suppose you're selling life insurance to the co-owner of a multi-million dollar business. You can cause him to **see** himself overwhelmed with work if his partner suddenly passed away. You can have him **feel** the anxiety of not knowing whether his business will survive.

What positive ideosensory images can you associate with your product or service?

How can you use negative ideosensory images to influence a reluctant buyer?

Amnesia is another hypnotic technique that can help you close deals. Sales superstars have an uncanny ability to trigger this "forgetting" response in their customers, **especially about the products of a competitor.**

To create mesmerizing amnesia in your prospects, use words like **forget...hard to remember... not important to remember... and too boring to remember.**

In the space below, write a brief script in which you create mesmerizing amnesia in selling your product or service to a customer.

Hypernesia is the flipside of amnesia. It denotes the enhancement of memory and recall. The basis of hypernesia is **telling your customers what they will remember.** For example, "You may be lying in bed tonight, and you'll think about the beauty of this yacht."

To create hypernesia, use powerful phrases such as **won't be able to forget.. .will remember for the rest of your life...or your children will always be grateful.**

*Write a brief script in which you combine the techniques of positive ideosensory images with hypernesia to create **positive hypernesia.** Hint: You will probably help the customer to remember all the positive aspects of your product or service.*

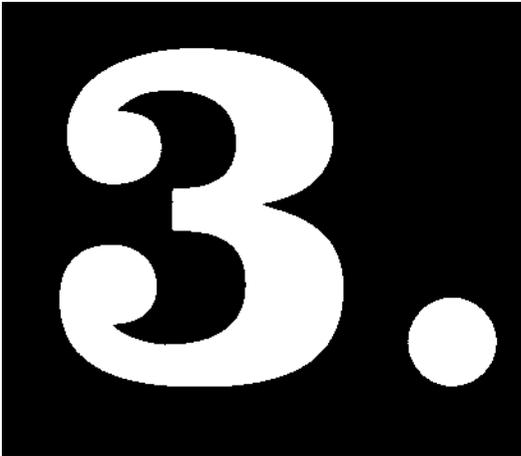
Positive revivication is used by top salespeople, politicians and religious leaders to cause listeners to relive past experiences. The purpose is to tap into the positive emotions associated with those occasions or events. On the other hand, **negative revivication** can cause a prospect to relive the disappointments, frustrations, and delays caused by not owning your product or service.

Read the paragraphs below, and then label them as positive or negative revivication.(Answers are printed upside down at the bottom of the page.)

1. *"Do you remember what it was like when you could leave your door unlocked? When you could leave your window open on a hot night without fear?"*
2. *"It sounds like you missed out on the real estate boom, when property values skyrocketed. And you seem to have also missed the bull market in stocks during the mid-1980s."*
3. *"Nobody ever forgets getting that first bicycle. Do you remember when you got yours? How exciting it was? Well, you re going to feel the same way about this new ski boat."*

Answer Key:
1. Positive 2. Negative 3. Positive

Mesmerizing Pacing: The Key to Building Trust



You've seen how **trust** is the most important component of the sales process, and you've gained some powerful tools for creating it. Now you're ready to learn a new technique that can multiply your sales effectiveness many times over. It's **pacing**.

Pacing means **matching** or **mirroring** the customer's speech, mannerisms, or state of mind. Top sales professionals begin pacing the very first moment of contact with a prospect.

There are four categories of pacing. Let's look at each one in detail...

1 *Pacing for Agreement*

This type of pacing does not have to be clever or analytical to be effective. You simply concentrate on starting your presentation with some **undeniably truthful statements**. The effect is to bring the customer into an agreeable frame of mind.

On a winter day, for example, you might begin, "I can see you are well dressed for this cold weather." By getting the prospect's agreement from the outset, you communicate, "I am someone who understands you." This establishes a foundation for building a relationship.

When encountering a customer for the first time, what can you say that will cause him or her to begin agreeing with you?

2 *Pacing beliefs and opinions*

How can you handle prospects whose very strong beliefs you don't agree with? Begin by simply repeating back what the customer says. If your prospect declares, "I can get a lower price somewhere else," you can pace that opinion by saying, "You think that you can get a better price from someone else." This turns a potential argument over price into a form of minor agreement.

This technique of pacing or reflecting back opinions shows empathy and understanding for the customer. Most importantly, it will probably result in a nod of agreement from the client. In sales, nothing is more valuable than getting the prospect into an agreeable frame of mind. This is what pacing opinions accomplishes.

Suppose a customer stated, "I simply don't like the design of your product" What can you say to pace this objection to cause the prospect to agree with you once again?

3

Pacing the customer to take action

To motivate action from a customer, pace his conversation back to him but **replace passive language with power-packed action words**. Top salespeople know the importance of words and phrases like, "grab," "run with it," "take advantage of," "attack," and hundreds of others. By pacing the customer with action words, you draw him or her into sales action!

Re-write each of the following sentences, replacing the passive language with dynamic words that motivate action:

"Does this make sense to you?"

"Can you make a decision today?"

"Don't take the risk of buying an inferior product."

"Are you using outmoded technology?"

4 *Pacing the Future*

By talking about undeniably truthful events that will occur in the future, you can build expectations and excitement. If you're selling investments, for example, you can use future pacing statements such as, "**You are going to be paying more taxes in a few years, and you might be interested in knowing some methods we've developed to minimize taxes.**" In sales, power comes from prediction. When you can predict what a customer will do, and he or she agrees with your prediction, you are in control of the sale.

In the spaces below, design some futurepacing statements for your product or service.

Picking up the Pace

When you pace a customer, you are telling him something he already knows. Therefore, you never encounter objections. When you lead a customer, or **pick up the pace**, you may face resistance, but you can also build excitement that will close the sale.

Here's an example: **"We're talking about the performance of our new computer. You recall what you've read about this machine in all the magazines, and you can get very excited about what it can do for your company."**

Notice that there are two undeniably truthful pacing statements followed by one "picking up the pace" statement. Many top salespeople make powerful use of this 2-to-1 ratio.

Turning Objections into Advantages

As your mesmerizing sales skills develop, you can even use pacing to turn objections into sales-building advantages.

To accomplish this, you should reflect the prospect's objection back to him or her, and **then take it one step further**. Once you've done so, the only way the client can "resist" you is to agree with you.

For example, if a life insurance prospect states that insurance is a bad investment, your response might be, "Yes, insurance is a very poor investment, and it may not be the right investment for you."

When the prospect nods his head, you continue, "However, it does have some important benefits. Would you like to know why many of your friends have bought life insurance for their families?" His curiosity ignited, the customer will now listen as you describe the advantages of your product.

When you encounter an objection or a stall, don't feel you have to immediately confront it. Let the client elaborate as much as possible. Once a client has ventilated his or her feelings, he or she is much more likely to buy.

Pace the objection... reflect it back... take it a step further... then explain the benefits of your product or service!

*Using the 2-to-1 ratio, write a **picking up the pace** script for your product or service.*

What are the five most common objections regarding your product or service?

1

2

3

4

5

Write a script restating each of these objections and taking them "one step further" in order to turn them to your advantage.

Sales Script Books for Mesmerizing Presentations

4.

The sales script book is a well-organized, highly practical set of your most powerful responses to the exact objections and stalls **you** hear most often.

It is not available in any bookstore. It is available as a customized notebook that only you and the members of your organization can develop. It should be revised often, as your customers and your product change over time.

The sales script book is both a record of what has happened in the past, and prescription for succeeding in the future.

A good script book doesn't have to be long to be effective. Your book will contain no sales theory and no general background information about you or your company. It will contain **only** powerful, mesmerizing sales sentences instantly ready for your use.

On the following page is the actual Table of Contents for the sales script book of a major financial institution. The book's sections are separated by heavy-grade paper with index tabs.

Table of Contents

1. Features and benefits of our products
2. How to make the first phone call
3. Getting past the secretary
4. "It's too complicated."
5. "It's too new."
6. "I want my investments insured."
7. "My money is all tied up."
8. "I don't want to pay commissions."
9. "It's too risky."
10. "I don't have any money."
11. "I want to think about it."
12. "I need to talk to my spouse."
13. "I need to talk to my accountant."

Although nearly all salespeople must deal skillfully with objections and stalls like, "I want to think about it," and "I need to talk to someone else," the sections in your script book will probably be somewhat different from those above. Indeed, the reason script books are so effective is that they are totally customized. There is one thing all script books should have in common, however: **No matter what objection or stall a customer brings up, your script book should provide at least a dozen ways of dealing with it.**



Creating Your Script Book

"I'm not interested," is an objection every sales professional is sure to face. Here are several responses from the script book of a leading sales professional:

"There is no reason why you **should** be interested until I can show you how our product can help you increase productivity, solve problems, and make money."

"In the last two weeks, seventy business executives have bought this product, and they all started by saying they weren't interested."

"May I ask why you aren't interested?"

*In the spaces below, begin your personal script book by writing three responses to "**I'm not interested**" for your product or service.*

1.

2.

3.

Now write responses to two other common objections:

“Let me think about it.”

1.

2.

3.

“I have to talk to my spouse.”

1.

2.

3.

On page 17, you listed the five most common objections to your product or service. Now write your three best responses to each of those objections.

Objection 1:

Responses:

Objection 2:

Responses:

Objection 3:

Responses:

Objection 4:

Responses:

Objection 5:

Responses:

To make your script book as effective as possible, follow the guidelines below:

- Organize your book with index tabs indicating which stall or objection is covered in that section. The tab puts your best mesmerizing sales words instantly at your fingertips.
- Whenever you have an opportunity to hear a sales superstar give a presentation, take accurate notes. Add what you've learned to your script book.
- Participate in brainstorming sessions with other top salespeople. As your script book becomes more and more comprehensive and complete, your self-confidence will soar!
- Organize role-playing sessions with other members of your organization. Try to come up with new and convincing responses, then add them to your book.
- **Always know where your script book is!** Many organizations have their sales scriptbooks numbered and registered...and printed on red paper with black ink to discourage photocopying.
- Remember: Sales scripting is the single sales technique that is virtually **sure to work every time** — especially when coupled with the mesmerizing selling methods you've gained throughout this book!

Glossary

AMNESIA — A "forgetting response," used to help a customer forget about the products or services of a competitor.

HYPERNESIA — Enhancement of memory and recall used to reinforce what a customer will remember.

HYPNOSIS— A state of greatly increased suggestibility. The hypnotized person is far more susceptible to influence by verbal and visual messages.

HYPNOTIC SUGGESTION — Influencing a subject through *verbal non-verbal, intraverbal* or *extraverbal* techniques, combined for enhanced suggestibility.

IDEOSENSORY TRANCE — A highly "buy-oriented" state of increased awareness induced by the skillful use of hypnotic suggestion.

MESMERIZE — To hypnotize conversationally using combinations of words, gestures, and touches.

REVIVICATION — Inducing a customer to vividly "relive" past experiences. May be either positive or negative.

SCRIPT BOOK — A customized, continually updated encyclopedia of all the best responses to every question, stall or objection you get in selling your company's products or service.