

**MARSHALL
SYLVER
PRESENTS**



HYPNOTIC SELLING

*How Far
Would YOU Go?*

*When you truly believe in what you're selling
you are morally and ethically obligated to
persuade your customer to say YES!*

SUBCONSCIOUS TRAINING SYSTEM

A MESSAGE FROM MARSHALL SYLVER

Dear Future Unstoppable Hypnotic Salesperson;


It is with great pleasure that I present to you this **Subconscious Training System™**. It contains the technologies and research of the best of the best in the area of subconscious reprogramming. This system is designed to both **teach you how to persuade others** and to **program you** to immediately now use this information and make more sales!

I know that you will be astounded by the impact that these incredible mind technologies have on your level of personal influence. I am certain that you, like many others, will have tremendous success stories to share with my team of **Success Coaches™** and me. Please let us know about your victories and let us know how we can continue to support you in your quest for a more outrageously powerful experience of life. Remember that as you become a more effective salesperson you are enhancing your life and the lives of everyone you come in contact with. You are adding momentum to our economy every time you close another sale using these highly effective hypnotic selling techniques.

I am extremely proud to have this new association with you. I know that by your investment in this system you are as committed to excellence as I am and together we are truly unstoppable.

Make yours a life of fantastic adventure!!!

Respectfully powerful,



Marshall Sylver

HOW TO USE YOUR SUBCONSCIOUS TRAINING SYSTEM

This system is designed to be use as both an intensive and passive programming system. You will learn the skills and technologies faster by using them as directed.

The audio portion of this system has been specially formatted to program your subconscious mind to use the skills on an unconsciously competent level. Your first listening of these tapes should be done in a fashion that allows you to focus complete attention on the audios and even to take written notes. Each additional listening of the audio cassettes should than be on a passive level. Every time you listen you will be programming your subconscious mind to use this powerful science effectively.

The video portion of this system has been created to be three specific lessons with one follow up lesson (A Day in the life of a hypnotic Salesperson) to complete the programming. It is most effective to watch these video as if you were having a one on one session with Marshall.

This workbook is a reference guide. Many of the pages have been specifically designed to be "mind triggers" which will instantaneously remind you of the material so you can use them everyday as you, dear hypnotic sales person, now become unstoppable. Pull out the pages of this workbook and place them in a highly visible place near your work space and around your home to be most effective. Using these "flash cards" will speed up the printing process considerably.

Knowledge is not power. Power is ability to take consistent, powerful, positive action. -Marshall Sylver

The Master Program

***"It's Easy for
me to
change"***

Remember to use double snaps and random discipline. What will be the one new discipline that you will use for the next five days that is powerful, positive and moves you in the direction of your plans? DO IT NOW!!!

Ultimate Score **Card**

You either did or you didn't

You are either winning or losing

*You are either moving closer or
further from what you want*

*You are either going for more or
for less*

You are either living or dying

Do it or don't

*Does what your are doing right now work
for you or against you?*

There is no almost, just go for more. -Marshall
Sylver

Say the words:

***"I Can Sell
Anybody
Anything, I
Am A
Master
Persuader"***

Say it ten times daily

ATTRACTIVENESS= SELF Confidence

**ACT
AS
IF**

**IF I WAS ALREADY UNSTOPPABLE
WHAT WOULD I DO DIFFERENTLY NOW?**

COMMUNICATION = WEALTH

#1. I am responsible for both the sending and the receiving in all of my communications. -I am in control here.

#2 . I'm getting back what I am sending out. To hear yes more I simply change my questions. -What are the new questions?

#3. There is a difference between informing and inspiring. I must use hypnotic selling to make them think it was their idea. -My job is to educate.

PERSUASION EQUATION

1. *Gain Rapport*

2. *Elicit Their*

Outcome *I know you don't know, if you
did know, what would you want?*

3. *Help Them Get It*
(Command them!)

4. *Give More Info*

5. *Close Again*

DOUBLE IMPACT PROBING QUESTIONS

"What features or benefits do you most now want?"

"Besides our product (or company) what (or who) else are you now considering?"

"What is it about the other product (or company) that you just find interesting?"

"Has anyone ever taken the time to help you fully understand all of the benefits of (buying a home, refinancing, owning this car, etc...) ?"

"You do deserve the finer things in life don't you? "

or for mortgage brokers "You do deserve the most from you hard earned money don't you?"

Undeniable Truths

Use three true (yes) statements followed by your new desired program.

Ex: "As you walk through the house you notice the big back yard, the deep rich carpet, the great attention to details and you can now experience what it would be like to own this home"

Ex: "As you look at my proposal you notice that the rate is 6%, you see there is a cap of 9%, the terms are favorable and you now want to capitalize on your perfect timing."

Ex: "As you drive the car you become aware of how it hugs the road, you notice the comfortable interior, you can smell the leather interior and you begin to now realize you deserve the finer things in life."

GOING TO, HAPPENING, HAPPENED

Going to: *"You're going to love what I show you. You're definitely going to want it. I'm going to take perfect care of you."*

Happening: *"You are really seeing something special. You want to experience this. I taking care of everything."*

Happened: *"You loved it didn't you. You want more don't ya'. I took care of everything didn't I."*

A.R.C.ing Statements

(Affirmative Response Conditioning Statements)

Statements used to affirm a positive response

Four kinds:

1. Standard- *"It's a great day isn't it."*
2. Inverted- *"Isn't it a great day."*
3. External- *When they say it it's true*
4. Silent- *Ask the question and nod your head*

***Remember to use the proper physiology
(NOD YOUR HEAD!)***

***Small commitments lead to large
commitments***

An object in motion tends to stay in motion.

DIRECT LINKS

"The moment you _____ you will_____."

Ex: "The moment you see this house you are going to want it"

Ex: "The moment I tell you about this package you are going to jump on it"

Ex: "The more you look around the more you will realize we offer the best service around"

Ex: "The moment you drive this you are going to have to own it."

Ex: "As you drive around doing your errands you are going to keep thinking about this opportunity."

Ex: "The moment you go to sleep you will dream about this."

Ex: "As you walk through this house it's easy to forget about all the other properties as you realize you deserve the finer things in life don't you."

Ex: "As you look at this financial plan you now get excited about getting everything you want"

REVERSE LINKS

"When you try to do _____ you will _____."

Ex: "The more you try to think about not having this house the more you want it."

Ex: "The more you try to compare this car the more you now realize it's in a class by itself."

Ex: "The more you try to find a reason not to refinance the more you realize it's the only smart thing to do."

Ex: "The more you try to find another agent to represent you the more you'll notice our commitment to you."

Ex: "The more you try to justify not spending the money the more you realize you're selling yourself short."

Ex: "The more you try to put it off the

worse you'll feel" (insurance)

UNRELATED LINKS

Two unrelated questions asked in rapid succession to elicit a positive response to both

"How many of you notice what I just did, how many of you are paying attention"

Ex: "Didn't you just love that house, did you notice the back yard."

Ex: "Isn't this just the greatest car you've ever driven, can you see the ocean over there?"

Ex: "You are very excited about refinancing aren't you, did you see those great rates?"

Ex: "You really do need an insurance policy don't you, did you get my card?"

Repetition Sells

*'You are getting sleepier and sleepier
and sleepier!'*

"The time is right to buy, buy, buy!"

*"Before long interest rates will go up, up,
up!"*

"This car is fast, fast, fast!"

*"This financial plan is going to make you
more money, and more money, and
more money!"*

*"I am committed, committed, committed
to serving your needs"*

*"I'm talking way, way, way, below
comparable prices!"*

Power is for use.

Clients give their needs in descending order.

I can always sell a person more than what they want and never less.

I am morally and ethically obligated to sell what I believe in to as many people as possible.

Rehearse, Review, Revise

My two greatest sales skills are listening and asking questions.

I am an educator. I inspire people to become involved with what I'm offering.

When I win, everybody wins.

AKIDO DIPLOMACY

- 1. I respect that and...**
- 2. I feel the same and...**
- 3. I agree and...**
- 4. I appreciate that and...**
- 5. If I were you I might feel the same and...**

(NO BUTS OR HOWEVERS!)

ALTERNATE ASSUMPTION

(An either or question that assumes the sale)

"Will this be cash check or charge?"

"I can meet you at the property at 3:00 or would this evening be better for you?"

- 1. Observe the buying signs.**
- 2. Wait for the silence.**
- 3. Ask "I guess we've covered just about everything, the only question that remains is how soon you'll be enjoying the _____ that you
NOW WANT."**
- 4. Use leading. "Let's sit down here and take care of the paperwork"**

TIME BOMB

(Answering a question with a question)

"Is there a school near here?"

"Is having a school near here important to you?"

1. Note interest.
2. Breathe deep and frown.
3. Feed back question with *"If I can _____ are you now ready to take action?"* (Nod your head yes and look them in their eyes)
4. Lead the action. *"Let's just take care of the financial arrangements"*

NOTE: You can use TIME BOMBING to help the customer lose interest in something you can't offer. If you cannot fulfill the request the customer made, as you feed back the question shake your head no.

BANDAID

(Used as a bridge between closes)

1. Apologize
2. Reposition Body Backwards
3. Restate Interest with A.R.C.ing Statements

SELL ME CLOSE

1. Give Them Control
2. List Losses for Lack of Action
3. Ask Alternate Assumption Question

Add: "Which decision would be best for you?"

EMBEDDED COMMANDS

Associative Ex: "Have you ever been in a home NOW..." "Have you ever had a time in your life NOW when you wanted more money?"

Directive Ex: "Are you ready to NOW TAKE ACTION?" "Let's look at the car that you NOW WANT." "I know you NOW UNDERSTAND that your money would be more effective somewhere else."

Geographical Ex: (as you point to the house) *"Imagine a home so beautiful coming home is a vacation, a property so classy you know you've arrived, so magic that the moment you see it you want it."*

Specific Ex: (when you're hugging someone) *"You feel great." "You feel totally safe knowing this home has a complete security system." You experience newfound financial freedom by refinancing your home."*

***BUY NOW
BUY NOW
BUY NOW!!!***

Power Is For Use



What if the competition knew these skills and you didn't?

About Marshall Sylver

Marshall is considered by many to be the Greatest Hypnotist of All Time. His highly effective cutting edge mind technologies have helped thousands of people focus and change the self sabotaging programs of their subconscious minds.

In addition, his sales and motivational programs have empowered thousands to achieve financial, emotional and spiritual wealth. A dynamic speaker, Marshall entertains, energizes and enlightens people to reach their own peak potential.

He has appeared on Late Night With David Letterman, The Late Show, PM Magazine, and many others.

Marshall has trained top producers from IBM, Xerox, Ford Motor Co. and more. Now you can train up close and in person with Marshall Sylver, the **Greatest Hypnotist of All Time!**

This Subconscious Training System Includes:

FOUR full length Subconscious Training Videos for intensive learning.

In these private video sessions with Marshall you will learn the subtleties that have made him over \$1,000,000!!! These video sessions alone are worth many times the investment of this Subconscious Training System.

SIX double sided Audio Cassettes.

These tapes are specifically designed to both teach you and to program you on a subconscious level to use the information easily and readily. The hypnotic selling skills contained on these audio programming cassettes will teach you the strategies of the unstoppable hypnotic salesperson.

A full length Workbook.

This workbook gives you sample scripts that will jet start your sales and help you to create charismatically magnetic presentations. The workbook gives you a fast reference guide to keep you sharp and allow you to reinforce these tools and techniques quickly.

A fully intergrated learning system designed to quickly empower you with the skills of hypnotic selling.

A program so powerful we trust you'll let your conscience be your guide!