

A One of the things you're really going to love about _____ is _____.

When I talk about one of the things you're going to love, it presupposes there are others too. And you're *really* going to love them! One of the things you're really going to love about this car is the feeling of power and control you get, every time you drive it. One of the things you're really going to love about our approach is how much money *we'll save your business*. One of the things you're really going to love about these cards is how quickly you *become irresistibly influential*.

One of the things you're really going to love about _____ is _____!

J O K E R *If I could show you a simple way that you can [benefit], would you be interested?*

If I could show you a simple way that you can get people to *pay twice as much attention* to what you're saying, would you be interested? People buy benefits, so if you want to get their attention, tantalise them with a benefit they really value. If I could show you a simple way that you can cut your recruitment costs in half, would you be interested? If I could show you a simple way that you can increase your sales team's performance by 20%, *just by using our products*, would you be interested?

This is a sample from our Sales Question Cards™, coming soon. Visit www.saladconsulting.com for a selection of top quality influence products.

Tips for Rapid Learning

- Play makes learning fast and fun, so use games like Solitaire, Slapjack or Persuasive Eights (rules enclosed).
- Certain phrases are in italics. You can 'analogue mark' these phrases (E.g. with a gesture, a touch, lowered voice tone, a raised eyebrow etc) to send commands to a person's unconscious mind.
- Choose simple phrases (E.g. *work with our company*) to fill in the blanks in the patterns on the cards.
- End your suggestions with a descending voice tone for increased authority.
- Start reading the pattern on the card aloud, even if you don't know what you're going to say to complete it. Word selection is an unconscious function, so your unconscious may begin to fill in the blanks!
- Set a goal for the game, (E.g. to persuade someone to do a specific task or action). Then allow your unconscious to help reflect this in your language.

Persuasive Eights

- The dealer deals 5 cards to each player and places the undealt stock face-down in the centre of the table, turning over the top card to form a discard pile next to it.
- Starting with the player to the dealer's left, a player makes a sentence using the language pattern on the face-up card, and says it aloud (they may first read the card aloud in full if they wish).
- They then play a legal card from their hand onto the discard pile.
- Legal cards are: a card of the same suit as the face-up card, a card of the same rank as the face-up card, or an eight of any suit.
- Eights are wild. When a player plays an eight, they nominate which suit it is to represent.
- If a player is unable to play a legal card, they turn over the top card of the undealt stock onto the discard pile.
- Play proceeds in a clockwise direction. The first person to run out of cards wins.

5 _____, isn't it? (*doesn't it, aren't they, won't you, etc*)

"Isn't it" is called a tag question, and it makes a sentence difficult to disagree with. Other examples are "doesn't it", "aren't they", "won't you" etc. It's easy to *make a quick decision* when you see just what you're looking for, isn't it? People *feel good* about getting a good deal, don't they? It's good to know that we can find the right package for you, isn't it? You can *practice these patterns thoroughly*, can't you? Say it with a descending voice tone and a gently nodding head for maximum impact.

_____, isn't it? (*doesn't it, aren't they, won't you, etc*)

4 What's important to you in a [*desire*]? _____

When you ask "What's important", people tell you their criteria. Criteria are often words like performance, security, safety, or value for money. The specific words they use are 'hot buttons' you can use to influence them. What's important to you in a computer system? What's important to you in a movie? What's important to you in a partner? What's important to you in a training course? Once you know which buttons to press, you can present your case accordingly, using their specific criteria words.

What's important to you in a [*desire*]? _____

3 Experience shows that _____.

When you say "Experience shows", it confers an air of authority. If you then talk about other people, you start to build consensus, one of the core principles of influence. Experience shows that people who *buy our products* really enjoy them. Experience shows that companies who *use our approach* cut their costs by around 15%. Experience shows that people who *learn these patterns* become extremely influential.

Experience shows that _____.

2 What's it like when you _____?

When I ask what it's like, you have to search through your experience to find the answer. In the meantime, you're doing the thing I've suggested. What's it like when you *imagine having solved this problem for good*? What's it like when you *think about actually living in this house*? What's it like when you *imagine increasing your turnover by 20%*?

What's it like when you _____?

9 The sooner you _____, the sooner you _____.

The sooner you X, the sooner you Y - it makes a connection that may not previously have been evident. The sooner you *make this decision*, the sooner you'll realise the benefits. The sooner you *start tidying your room*, the sooner you can play with your toys. The sooner you *learn this pattern*, the sooner you can start finding out just how much more influential you've become.

The sooner you _____, the sooner you _____.

8 It's good to _____, isn't it?

If I say something's good, and follow it up with an "isn't it", then as long as what I've said isn't too objectionable, you're likely to agree. And once you start agreeing, it's good to keep agreeing, isn't it? It's good to *imagine all the benefits* this is going to give you, isn't it? It's good to get the best value for money, isn't it? It's good to know that *you're learning rapidly*, isn't it?

It's good to _____, isn't it?

7 I understand how you feel. [*Person*] felt the same way, but they found _____.

This is a simple yet elegant way to overturn objections. First it paces the objection, then smoothly uses a 'mini-story' to make it safe for the person to change their mind. For a price objection: I understand how you feel; Mr Jones felt the same way, but he found that the money you save in maintenance alone justifies the investment. I understand how you feel; Pelfco Ltd felt the same way, but they found the increased performance justified the decision to *buy this product*.

I understand how you feel. [*Person*] felt the same way, but they found _____.

6 [*person, company, etc*] told me "_____".

I'm not telling you, I'm just reporting what they told me, so there's no need to resist. One of our other clients told me "The value for money we offer is second to none." When I first joined the company, my boss told me "*Choose us* and you'll be glad you did for years to come." My friend Joe once told me "You've waited long enough; it's time to make a decision" and I've always been grateful for his advice. One of my mentors once told me "*Practice these patterns every day*", so I did!

[*person, company, etc*] told me "_____".

K ♠ ...told me,"...said,

When you put something in quotes, it's not you saying it, it's *them*. When you quote a person who's quoting someone else, it's slightly confusing, and the embedded suggestion can go straight in. A supplier of ours told me "I have a client who said 'Give us the lowest price possible' whenever we met up." A friend of mine told me "I met a successful entrepreneur who said 'The key to success is realising when it's time to make a decision' when we were having dinner together". A teacher of mine told me "One of the people I modelled always said 'Practice diligently and you will reap the rewards' when he was working with me."

K ♠ ...told me,"...said,

Q ♠ Imagine how good you'll feel when you _____.

The unconscious doesn't distinguish between a real experience and a vividly imagined one. So engage their imagination! *Imagine how good you'll feel* when you're relaxing by the pool in your very own villa. *Imagine how good you'll feel* when you have finally resolved this productivity issue. *Imagine how good you'll feel* when you prove to yourself that you can use these patterns skillfully.

_____ you
Q ♠ Imagine how good you'll feel when

J ♠ Some people say to me "[objection]", but I know that _____.

When you can predict an objection you're likely to get, you can overturn it in advance. Just state their objection in a painfully whiny tonality, then use a pleasant tone of voice to tell them what you want them to think. Some people say to me "It's so expensive", but I know that you already realise what a sound investment you're making. Some people say to me "It's not the right time for this", but I know that your company isn't willing to hide its head in the sand. Some people say to me "It's hard to practice these patterns" but I know that you appreciate the value of the skills you're building.

_____ I know that
J ♠ Some people say to me "[objection]", but

10 ♠ People who have already decided to _____, [name], agree _____.

It's those *people* again. And the word "agree" becomes the first word of a command, a tough one to disobey when it comes right after your name. People who have already decided to *work with our company*, David, *agree that the results we deliver are second to none*. People who have already decided to *purchase this product*, Susan, *agree that this is a fantastic deal*. People who have already decided to *study every day*, James, *agree that this is the best way to do it*.

_____ agree
10 ♠ People who have already decided to
_____ [name],

4 ♠ It's not important that _____, what's important is that _____.

When I say "It's not important", you can relax, because I'm not trying to persuade you to do something. Alternatively, you might go "Oh yeah? I'll decide what is and isn't important!" Either way, this pattern's great for embedding commands. It's not important that you *buy this airplane*, what's important is that you *buy the airplane* that's right for you. It's not important that you *hire me for this job*, what's important is that you ensure that *you've found the right person*. You can even point at yourself as you say this, just to make sure their unconscious gets the message.

_____ important is that
4 ♠ It's not important that
_____ what's

3 ♠ As you consider the benefits of _____, you might like to _____.

This is classic redirection. The "As you consider" presupposes that you're already doing it, and your conscious attention is directed to the second half of the sentence. As you consider the benefits of deciding to *work with our company*, you might like to look at our client list. As you consider the benefits of a decision to *buy this apartment*, you might like to watch the sun setting over the hills. As you consider the benefits of choosing to *play with these patterns every day*, you might like to think about who you're going to test them with.

_____ to
3 ♠ As you consider the benefits of
_____ you might like

2 ♠ Can I ask you to _____.

I'm asking permission - how polite! Of course, by the time I've asked you, you've processed the request. And if I've invited you to do something 'internal', you've already started doing it, just by listening to my question! Can I ask you to *imagine how you would feel* when you're sailing this boat? Can I ask you to *hear what your boss would say* when you tell him you've exceeded your targets by 20%? I'm just asking!

_____ to
2 ♠ Can I ask you

A ♠ I know that [fact]. I also know that [benefit].

If I tell you a fact about your situation, and you agree, it increases the chance of you agreeing with the next thing I claim to know. Even if the next thing is a mind-read rather than a fact. I know that you have a sales force of 500 people. I also know that you'd *welcome the opportunity to increase their productivity by 10%*. I know that you are a very busy person. I also know that you're the sort of person who's willing to *invest some time to increase your effectiveness*. I know that you're reading this card. I also know that you can *start to think of the ways that you can use this pattern*.

_____ [benefit].
A ♠ I know that [fact]. I also know that

8 ♠ If _____ then _____, Does that seem fair enough?

If X happens, then Y will happen. It's just logic. And it's good to know that the universe is logical, isn't it? If you find a car that meets your needs, then you can *drive it home this afternoon*. Does that seem fair enough? If we present a proposal that addresses your issues at a fair price, then I'm going to ask you to *sign the contract*. Does that seem fair enough? The beauty of this is it gets a commitment right at the outset, and people like to remain consistent with their previous statements. If you feel that this pattern makes sense then I'm going to ask you to *use it in the next 24 hours*. Does that seem fair enough?

_____ then
8 ♠ Does that seem fair enough?

7 ♠ You can _____ because _____.

"Because" is a magical influence word, because people love to have reasons for things. Studies show that people are much more likely to comply with a request if they're given a reason why they should. The reason doesn't even have to make logical sense! You can *leave a message at the tone*, because I return all calls. You can *relax about the price*, because we offer very reasonable payment terms. You can *learn fast* using these cards, because they've been designed with *your learning in mind*.

_____ because
7 ♠ You can

6 ♠ It's easy to _____ when _____, isn't it?

Isn't it nice to know that things can be easy, under certain conditions. It's easy to *make a quick decision* when you see just what you're looking for, isn't it? It's easy to *forget about going anywhere else* when you're looking at a suit as beautiful as this, isn't it? It's easy to *do something spontaneous* when the conditions are perfect for it, isn't it?

_____ isn't it?
6 ♠ It's easy to when

5 ♠ It's OK not to _____.

When you feel under pressure to do something, then get told it's OK not to, it can be such a relief. Such a relief, in fact, that sometimes you decide to do it anyway. Of your own free will, of course. It's OK not to *take a decision today*. It's OK not to *take me to the movies tonight*. It's OK not to *buy me a slap up meal*. Oh, what's that? You'd like to? Well go right ahead, that's OK too!

_____ It's OK not to
5 ♠

Q _____ by _____.

"By" is an ambiguous word, because it can mean many things (by, bye, buy etc), but sounds the same for each one. This makes it particularly useful for sales. As a company, we stand or fall *by our products and services*. I'll meet you over there *by the handmade electric guitars*. *By and by*, you'll find this pattern to be a valuable way to motivate people to act. *By the way*, I recommend that you only sell things you believe in. Selling anything else diminishes your self-esteem.

J You might want to _____.

You might, or you might not. I'm just stating a possibility. You might want to imagine how relieved you'll feel when you know you've got the right protection in place. You might want to have a look over *by our deluxe series*. You might want to think about the people you know who would really love you to *get them a set of these cards*, wouldn't they? It's just a possibility. Keep it in mind!

10 _____ will cause [benefit].

A will cause B, like night follows day. We've all been taught about cause and effect, so it's an equation that makes sense to people. Your decision to *attend this workshop* will cause you to *clear away the obstacles* to success, and start to *achieve the results you want*. When you *choose our bespoke service*, you will cause a steady increase in your company's turnover for the next three years. The decision to *use these cards regularly* will cause you to *learn more rapidly than you ever thought possible*.

9 It's important _____, is it not?

"Is it not" is such a strange way to end a sentence, because it's just so difficult to disagree with, is it not? It's important that *you feel you're getting a good deal*, is it not? It's important to *know that you're making the right decision*, is it not? It's important to *really feel good about yourself*, is it not? You're right to pay attention to the important things in life.

_____ by _____.

J You might want to _____.

10 _____ will cause [benefit].

9 It's important _____, is it not?

3 Sooner or later, _____.

Sooner or later. Does that just about cover it? Sooner or later, pretty much everything happens, one way or another. Sooner or later, your company will have to *deal with this issue*. Sooner or later, you'll realise that *now* is the perfect time to *take advantage of this offer*. Sooner or later, you'll really start to *notice these patterns emerging* in your language.

2 When people like yourself, [name], _____, they _____.

We're not saying who, exactly, just that they're people *like yourself*. And the fact that they're like you means you're more likely to trust their opinion. And there's a great opportunity to get an embedded command in just after the name. When people *like yourself*, Peter, *come on this training course*, they experience a profound increase in their abilities. When people *like yourself*, Jenny, *come and work for our company*, they feel right at home. When people *like yourself*, Neville, *tell everyone how great these cards are*, they feel a deep sense of satisfaction. Really!

A _____ means _____.

People love to know the meaning of things, which means that you can create that meaning for them. This is a great way to set the frame at the start of an influence situation. The very fact that we're having this meeting means that *we can find the right way to work together*. You've made the time to come into my shop today, which means that *we can definitely find the right holiday for you*. You're reading this explanation, which means that you have a commitment to learning, which means *you can achieve whatever you set your mind to!*

K _____, I said to myself, "_____".

One of the best people to quote is yourself, because it involves telling a mini-story. Stories get people to 'take their armour off', and that's when your messages can go in most easily. I was once in a situation like yours, and I said to myself, *"Just make a decision why don't you!"*, and then everything started to run smoothly. When I first got into this business, I said to myself *"You just need to focus on what you want, and everything else will fall into place"*, and funnily enough, it did. When I first learned about the language of influence, I said to myself, *"Use these patterns every day and you'll be superb in no time"*.

_____ Sooner or later, _____.

2 When people like yourself, [name], _____, they _____.

A _____ means _____.

K _____, I said to myself, "_____".

7 This may not be relevant to you, but [benefit].

When I say this may not be relevant to you, you start to pay close attention so you can check whether it is or not. Plus, if I say it may not be relevant, some people go "Oh yeah? Maybe it is relevant!" This may not be relevant to you, but our clients typically *get 20% more sales by using our services*. This may not be relevant to you, but studies show that when you *buy this car*, you're getting the safest vehicle on the road. This may not be relevant to you, but our research suggests that people become far more influential when they *use these cards regularly*.

6 By now, _____.

"By" is such an ambiguous word, and so perfectly suited for sales. *By now*, you can *recognise what makes our proposal so compelling*. *By now*, you're probably *beginning to imagine how impressed your colleagues are going to be*. *By now*, you may already have started to *think of all the ways you can feel good* spending the money we're going to save you. Bye now!

5 ...I ask "[question]" but...

Just like you can embed commands, you can also embed questions. Just take the yes/no question you would like to ask and embed it in a larger sentence. If you're in rapport, they'll respond to the embedded question with a 'yes' or a 'no' signal. With some people I just ask "Are you ready to close the deal now?" but with other people I wait for them to tell me more about their needs. Sometimes, when I meet someone new, I ask *"Would you like to go on a date with me?"* but with other people I wait and see. If they respond when you ask the 'embedded question', you've got your answer.

4 I'm not going to tell you _____.

I say I'm not going to tell you it, so you can take it easy. Then, while you're taking it easy, I tell you. I'm not going to tell you to *give me a ridiculously low price on this*, because I don't want to put you in a difficult position. I'm not going to tell you to *think of all the money you'll save* if you follow our advice. I'm not going to tell you to *play with these cards every day*, because it's not my place to do that. So I'm not. Really!

7 This may not be relevant to you, but [benefit].

6 By now, _____.

5 ...I ask "[question]" but...

4 I'm not going to tell you _____.

J Think of how [feeling] you'll feel when you _____.

People like to feel good, and you can get them to attach their good feelings to the direction you want them to go in. Think of how happy you'll feel when you *come to work for a company that really values you*. Think of how good you'll feel when you celebrate having reached your target. Think of how amazing you'll feel knowing that you've made a positive difference in someone else's life.

Think of how [feeling] you'll feel when you _____.

10 Wouldn't you agree that _____?

Wouldn't you agree that, "Wouldn't you agree" is a rather...agreeable way to begin a sentence? It's like a back-to-front tag question, and can be rather difficult to disagree with. Wouldn't you agree that modern businesses need to *learn how to manage change*? Wouldn't you agree that people have to *keep developing new skills*? People like to appear consistent with their previous statements, so create contexts where their agreement moves them in the direction you want them to go.

Wouldn't you agree that _____?

9 You're interested in [benefit], aren't you?

You're interested in becoming irresistibly influential, aren't you? One of the keys is to guide people's awareness where you want it to go, starting with the issues, wants or needs you're going to address, and the specific benefits they will get. You're interested in having more free time, aren't you? You're interested in increasing your income, aren't you? It has the added bonus of getting people comfortable with responding "yes" to the things you say, and you're interested in people saying yes to you, aren't you?

You're interested in [benefit], aren't you?

8 You may already be aware of [benefit] when you _____.

You may already be aware of it, and you may not. Either way, I'm presupposing the "it" is true. You may already be aware of the award-winning customer service you get when you *become our client*. You may already be aware of the sense of accomplishment you'll get when you *do this job*. You may already be aware of the amazing results you're going to get when you *master this pattern*.

You may already be aware of [benefit] when you _____.

2 I'm not going to say "_____", because _____.

This pattern uses the power of both negation and quotes, and you can use it to say the unsayable. I'm not going to say "I'm the perfect person for you", because that would just be arrogant. I'm not going to say "Your business is in safe hands with us", because that's such a cliché. I'm not going to say "Buy a set of these cards for everyone you know", because that's a decision you have to make for yourself!

I'm not going to say "_____", because _____.

A Imagine yourself [experiencing benefit].

When you invite someone to imagine, they make pictures inside their head. And when the pictures start, the feelings soon follow. Imagine yourself waking up each morning and looking out at this beautiful view. Imagine yourself being recognised as the person who solved your company's cashflow problem. Imagine yourself getting people to want to do what you want them to do, just by saying a few well-chosen words. As they start to make the pictures, you can even add details of what they'll see, hear and feel to make their experience even more vivid.

Imagine yourself [experiencing benefit].

K You are probably already aware of the fact that _____.

People like to feel clever, so when you say that someone probably knows something, they are less likely to disagree. When you say they are probably *already aware* of something, it presupposes that the something is true. You are probably already aware of the fact that emotional intelligence is more important in business than IQ. You are probably already aware of the fact that people who invest in their own development are more likely to become millionaires. You are probably already aware of the fact that people who *practice these patterns* become skilled far more quickly. Really. It's a fact!

You are probably already aware of the fact that _____.

Q You're going to _____ when you find out _____.

People love to discover things, so tell them how great they'll feel when they do. Then tell them what to discover! You're going to *be amazed* when you find out just how much money you can save! You're going to *feel delighted* when you find out about this new opportunity! You're going to *laugh your head off* when you find out how much fun you can have using these patterns!

You're going to _____ when you find out _____.

6 I just STOP _____, & I say to myself "_____".

When people think they know what's coming, they don't listen so closely. This pattern takes advantage of that fact, and is great if someone's a bit 'tranced out' by what you've been saying already. When I'm in a situation like yours, I just STOP and I say to myself "Stop messing about and make a decision". At this point, once I've been through the figures, I just STOP and I say to myself "It's time to sign on the dotted line". The "STOP" is a pattern interrupt, and creates an opening for you to send their internal dialogue in a new direction. Cool eh?

I just STOP _____, & I say to myself "_____".

5 I wonder whether you are aware of _____.

When I wonder whether you are aware of something, it guides your awareness in that direction. If you are aware of it, great! Now you're thinking about it. If you're not aware of it, even better, because now you're curious. I wonder whether you're aware of the vast fortune that a person can make by *investing with our company*. I wonder whether you're aware of the huge amounts of money companies waste on advertising that never gives a return on investment. I wonder whether you're aware of the awesome power of the human brain, and how the ability to *learn rapidly* is your birthright.

I wonder whether you are aware of _____.

4 _____ when now would be a good time _____.

Now is a powerful word, because it brings a person's attention into the present moment. It's particularly useful when you want someone to *take action now*. I'm just calling to find out when *now* would be a good time for us to *put a date in the diary* and meet up. I was wondering when *now* would be a good time for you to *tidy your room*. The phrasing's a little bit odd, but people don't seem to notice. And if they do, just say "Never mind". I'm not sure when *now* would be a good time to *practice this pattern*. How about now?

_____ when now would be a good time _____.

3 [Future time], when you're [benefiting], you'll look back _____.

When you invite a person to project into the future, it changes the way they frame the present. In six months time, when your earnings have increased by 25%, you'll *look back at today and feel relieved* that you made the right decision. A month from now, when you're relaxing by the pool under a clear blue sky, feeling the warmth of the sun on your body, you'll *look back on this moment and wonder* why you were even concerned by the slightly larger pricetag. In a few months, when you're marvelling at the profound effects of your new language skills, you'll *look back and laugh* at how easy you've found it to practice regularly.

[Future time], when you're [benefiting], you'll look back _____.

10 It's good that ____.



When I say that something's good, it presupposes it's true. And if it's something you're involved in, the fact that it's good is rather satisfying, isn't it? It's good that you've had the foresight to *involve our company* at this point. It's good that you've decided to *make a commitment* to your financial independence. It's good that you've chosen to *increase your linguistic flexibility*. Well done!



It's good that ____.

9 Has it ever occurred to you that ____?



Has it ever occurred to you? If it hadn't, it has now. Has it ever occurred to you that you could be sitting on a goldmine? Has it ever occurred to you that, *by making a few simple changes*, your business could become the market leader? Has it ever occurred to you that you have the potential to be one of the most influential people in your profession?



Has it ever occurred to you that ____?

8 I wouldn't advise you to ____ until ____.



When I advise you not to do something that's beneficial to me, I seem more credible. Meanwhile, I can embed a command telling you to do what I say I'm not advising. Finally, I hit you with the "until" statement that presupposes you're going to end up doing it anyway. Holy moly! I wouldn't advise you to *place your order with us* until you fully satisfy yourself that we can provide you with exactly what you want. I wouldn't advise you to *book a place on this seminar* until you feel comfortable that this is a great investment for you.



I wouldn't advise you to ____ until ____.

7 I'd like to show you how ____.



It's not an order, I'm just telling you what I'd like to do. I'd like to show you how you can create an extra eight hours a week for doing the things you enjoy. I'd like to show you how you can *save 50% on your utility bills*, every single month. I'd like to show you how you can enjoy becoming exquisitely skilled at persuasion and influence, *just by playing cards*.



I'd like to show you how ____.

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K As you sit here, listening to me, you might ____.



"As you sit here, listening to me". These words register as 'true' the moment you say them (assuming the person is sitting down). This is a great way to smoothly guide someone's attention in a certain direction. As you sit here, listening to me, you might already have started to *feel how great it will be to have this problem resolved*. As you sit here, listening to me, you might like to think about what you're going to do with all the money you'll save *by switching to our service*. The great thing is, when you say "you might", it's tough to disagree with, because after all, you might, mightn't you?



As you sit here, listening to me, you might ____.

Q I would like to suggest that ____.



Sometimes it can be useful to soften your suggestions, and this is one way to do it. I would like to suggest that you *remember what you wanted when you started this business*. I would like to suggest that you take a moment to *imagine how you would feel if you were financially independent*. I would like to suggest that you *study the literature I've given you*. I'm not telling you to do anything, I'm just explaining what I would like.



I would like to suggest that ____.

J We've ____, and ____, and ____, so ____.



I call this the 'mini review', and it's one of the simplest, most effective ways of pacing and leading a person. You merely state some facts about what you've done so far with them, then add in a suggestion. You've been explaining what you need, and I've told you how we've helped other clients, and we've looked at possible solutions, so you're probably wondering how soon we can *get our team in here* and making a difference. You've described your situation, and I've told you about us, and we've reviewed the options open to you, so *by now* you're probably ready to *choose the one you want*.



We've ____, and ____, and ____, so ____.