

7 Steps to Getting More Yeses...getting someone to take action

...utilizing cutting-edge very advanced NLP subconscious communication techniques and neuroscience strategies.

7 Steps to Getting a YES

...using NLP subconscious communication techniques and strategies.



7 Steps:

7. Action...with an emotional connection to avoid cancellation and create loyalty

6. Solution

5. Problem

4. Conversation - communication style, values and decision process

3. Trust & Credibility

2. Rapport

1. Mindset

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The quality of your life is in direct proportion to your ability to effectively communicate...to others and yourself.

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1. Mindset

Mindset for Rapport & Success:

- **Focus**...goals...hidden messages in water...affirmations
- Reality and expectations – subconscious engaging question (RAS)
- Before bedtime program your subconscious mind on how to wake up.
- **Stress – YES state...ANCHOR**
- Communication...be flexible...**BE CURIOUS**
 - Intention
 - Outcome
 - Go first
 - **Be-Do-Have**

Affirmations:

I love the feeling of...

It's a great feeling having...

solution based questions

What else can I do to...

Mindset for business/sales:

- Self value - **Be the Prize**

Do not be needy...be able to walk away...NOT... “I want you to do/buy this”...”I want this for you” ...use **non-personal follow up system** or personal “I’ve thought about you...”

- **Have your own personal sense of urgency – it is your obligation to help those in need.**

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Step 2. Instant Rapport

Touch someone's heart and magic can happen.

Change their mood before you attempt to change their mind.

- **Good friend/relative**
- **Projection...trust...caring...confidence...love**

Harmonize -- Match and mirror

Reflect creates a sense of f_____

- Create a tribal effect
- **Match energy**
- Walk
- Be present
- Greeting - palms. wave, online (bowing your head) and subconscious
Hello – match and generate

Instant rapport with their name

Create instant rapport by _____ name back _____

1. Volume
2. Tone
3. Speed
4. *Accent*

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Step 3. Trust & Credibility...a Sense of Caring

Your motions, actions, words, voice, associations

Use props to create rapport, trust, and caring.

Five Golden Rules of Props

Props are _____

1. How you **h**_____d
2. How you **h**_____e
3. How you **r**_____
4. How your client **r**_____
5. How you **r**_____

Body motion:

Greeting/Hands

Handshake

- Where to stand
- Where to sit

Additional ways to create or maintain trust and credibility...caring:

- **Halo effect**
- Ask caring questions
- Use priming phrases like: I care for your best interest.
- Social proof
- Phone calls
- Instant Trust

- **State something NOT perfect. .**

- Have **clear open space** between you and the client.

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Step 4. The Conversation – decoding communication style and decision process...create rapport, understanding and a PRIMING effect towards yes/action.

Priming and Hypnotic Language

Ambiguous Language – Transderivational Search

Embedded Commands and Subconscious Suggestions
...By now...*Buy Now*

I want you to feel confident to sign up.
Now, let's talk about the compensation.

I want you to feel confident to **sign up...now...**let's talk about the compensation.

Analogical Markers:

- Voice – a little bass on certain words and/or phrases
- Pause
- Nod yes
- Look at person
- Gesture

Ambiguous Language Pattern Interrupt

Quotes pattern

PRIMING with Text and Images

Exercise

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Language Preference

Consider the following descriptions of a house. Pretend for a moment that you are in the market to buy a house. Which of these houses interests you most?

House 1 is picturesque in its discriminating splendor. As you look around the outside of the house you will see that care has been taken to ensure year-round color with trees, ground-cover, and bushes that will always add brilliant hues and contrast wherever you look, whatever the season may be. It has a bright sunny layout. You will recognize this as a home with a welcome glow all about.

House 2 beckons you in a subtle and quiet way. Yet it seems to make a statement about comfortable and gracious living. It is in a quiet area away from the noise of the city. But soon you will find yourself talking about this house in a special way. Its interior has been hailed as unique. You can quickly tell it has been well maintained like a fine-tuned engine, and the grounds and added specials speak for themselves. It has the features that most people ask for in this type of house, and we are told that few can match this builder for a quality reputation.

House 3 is well constructed by a firm with a solid reputation. Its warmth is conveyed through the many unique touches added to it by sensitive previous owners. It has room to move yet you feel immediately restful within its well-designed living space. It has a garden area to let you get your hands dirty, yet space enough for just walking around and enjoying the sense of country living. It is well built, and the construction can easily withstand nature's onslaughts from high winds to freezing temperatures without having an impact on your comfort inside. This is a house that will grow on you quickly, and you will soon feel as if it fits like a warm and comfortable glove.

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VAK: Visual - Auditory - Kinesthetic

How to identify.

1. Gestures
 2. Words
 3. Voice
 4. Walking
 5. Eyes
- * Meetings

Visual

Appear	Perspective	Horizon	Landscape	Clear	Focus
Viewpoint	Lightening	Dawn	Movie	Color	Picture
[name of color]	Fade	Obfuscate	Pale	Decorative	Look
Hue	Bright	Light	Camera	Disappear	Pretty
Invisible	Opaque	Reveal	Enlighten	Visual	Photograph
Dazzle	Beauty	Shade	Transparent	Blind	See
Glasses	Show	Brilliant	Fluorescent	Reflection	Microscope

Auditory

Talk	Repeat	Hear	Say	Story	Dialogue
Lecture	Loud	Argue	Cry	Deny	Dispute
Word	Sound	Chatter	Whisper	Sing	Giggle
Whimper	Criticize	Warble	Music	Belch	Name
[musical instrument]		Soprano	Auditory	Rhythm	Shriek
Telephone	Call	Moan	Laugh	Thunder	Boom!
Shout	Rumor	Debate	Proclamation	Answer	

Kinesthetic

Feel	Balance	Hard	Touch	Grasp	Happy
Take	Shocking	Tranquility	Depression	Quick	Lift
Excitement	Overturn	Dull	Openness	Dislike	Attack
Temperamental	Assertive	March	Sleep	Collect	Float
Tremble	Soften	Skip	Love	Flutter	Replace
Work	Energize	Powerful	Transfer	Running	Impress
Support	Attack	Thrust	Tap	Into	Pulsate

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Bottom Line/Options or Procedures

Why did you choose your current field?

Why did you choose to join X organization?

(WHY Not how)

- **Options/Big Picture/Bottom line** – possibilities.
- **Procedures** – Necessities, Facts, The way, story, timeline, 1,2,3, steps taken...**very organized**

Exercise

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Towards – Away

What will having '*criteria*' do for you? ...what does that mean to you?

What will having a home now do for you...what does that mean to you?

Listen to their language, their use of towards or away words.

- Toward words: achieve, do, get, more, have, able to, want, enjoy, like to have... **They are adventurous.**
- Away words: not, don't/don't want, avoid, miss out, lose, not want... **They are cautious.**

Exercise

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Step 5. Problem/Need/Want/Desire **Asking questions in the right ways shows you care.**

CRITERIA

Discovering problems, wants, needs or desires and prime you as the ideal choice:

The basic format is: What's important to you about...
...tell me more.

* Have them talk about the problem/need/want/desire out loud.

1. You can also ask 'why'

Discover their needs/wants/desires. When they say them out loud instead of you telling them, they will take action. **And, for you to use if they procrastinate or have doubts.**

Why do you want to buy now?

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Advanced Criteria Format

2. Criteria to select-YOU

Three Parts:

1. Pace, pace lead
2. Criteria
3. Prime

Example:

1. "I imagine you want a Realtor that is dedicated to help you, (**pace**), communicates well with you (pace), someone you feel confident in selecting now (**lead**)"
2. ...*What Else is Important to You? (criteria)*
3. ...I mean, if the ideal person was sitting in front of you NOW, what kind of leader/person would that be? (**prime**)

...tell me more.

- *I imagine you want a Realtor that is dedicated to help you, communicates well with you, someone you feel confident in selecting now...what else is important to you? I mean, if the ideal person was sitting in front of you NOW what kind of person would that be?*

EXERCISE:

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Step 6. Solution

Utilize their communication style and decision process (combine all if you do not yet know) as you present the solution...to their problem/need/want/desire. Plus, mindset/intention, rapport, trust and credibility. **Incorporate steps 1 thru 5.**

Criteria -- Towards/Away -- Options/Procedures – VAK – Values/Fun
- Motion/Props - Voice patterns – Prime
Yeses/Hypnotic Language

- Take control of the meeting with **three** instructions/directives.
- Sit on leadership/power position
- **Utilize to create a powerful focused PRIMED message/solution**
- Use your voice and motion to convey confidence and leadership...also embedded commands and ambiguous language/suggestions.
“I want you to feel confident that... this is a good decision.”

Objections: You bring up objections first
You bring up and eliminate in a story.

- Remember to use a Pattern Interrupt when needed.

Reading People – human lie detector

Exercises:

1. Yes – NO
2. Four facts with one lie

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Subconscious Prime Yeses (subconscious YES sets)...


- 1. Calibrate**
- 2. Summarize**
- 3. Pace**
- 4. Nod yes**
- 5. Hand motion**
- 6. Ask a true/yes question**
- 7. Tie down – say as command**

EXERCISE:

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Step 7. Action and Loyalty

- Create a sense of urgency
- Create a characteristic
 - * ***Thank you for your patience***
 - * *You seem to be the type of person that _____*
 - * *I appreciate your _____*
- Have them say out loud what they will say if someone tries to talk them out.
- Back to the future
- A journey vs. change
- Post suggestion... Do you have a favorite song? ...every time you hear that song and feel great, I want you to also feel great about... Or, when you see your kids...
- **Utilization**
- **How to naturally close with a NO**
 - “It’s okay to say NO at the end.”
 - ”Is there anything else you need to know in order to go ahead?”

<p>7 Steps to Getting a YES ...using NLP subconscious communication techniques and strategies.</p> 	<p><u>7 Steps:</u></p> <p>7. Action... with an emotional connection to avoid cancellation and create loyalty</p> <p>6. Solution</p> <p>5. Problem</p> <p>4. Conversation - communication style, values and decision process</p> <p>3. Trust & Credibility</p> <p>2. Rapport</p> <p>1. Mindset</p>
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