

**THE BEST-KEPT SECRETS OF  
GREAT  
COMMUNICATORS**  
**Reference Manual**

## ☑ Introduction

Everyone is in the persuasion business. Sometimes that persuasion is directed to other people. Sometimes it is inwardly directed to your self-talk. Persuasion can occur in a simple conversation with one or a few people, or it can be while speaking to an audience of 500 or more people, as part of your professional world or within your personal activities. Persuasion is part of everyday reality and greatly determines the quality of your life and the success you achieve.

If you use persuasion to unfairly influence another person's thought process, that could be called manipulation. When you seek a win/win situation, then persuasion is used as motivation. Be conscious of your intention as you explore this topic.

The ideas, methods, and techniques presented in this booklet will benefit you in the following ways:

- You will have better conversations.
- You will be more persuasive.
- You will have better business and personal relationships.
- You will handle difficult communication with ease.
- You will have more success, however you define it.
- You will have a great deal of fun listening to others and watching their body language.

Incorporate one idea or a few ideas into your life at a time. When you are ready, come back for more.

## ☑ Active Listening

Listen actively when there is high emotion or the possibility of misunderstanding, when the person is important to you, or when you need the information they have. The better you listen and respond to others, the better they will listen and respond to you. The more attention you pay when someone else is talking, the more attention they will pay when you are talking. Here are ways to listen actively.

**1** Think of listening based on the ratio of having two ears and one mouth. Use them in that ratio. Listen twice as much as you speak.

**2** Maintain eye contact. It shows others that you are paying attention.

**3** Make notes. This will reinforce your memory. It is advisable to ask permission first in some situations. That permission is seldom refused. If you wish to take a tape recording, it is vital to ask permission.

**4** Allow people to finish their own sentences no matter how enthusiastically you want to jump into the conversation. Doing so will indicate respect for what the person is saying.

**5** Get all the information that is available within a conversation so you will not jump to any false conclusions. Wait for the end of the sentence or end of the conversation to be sure this conversation is unique from any other that may sound similar to you.

**6** Respond so the other person knows you are listening. Your response may be “Yes” or “I see” or merely nodding your head. Any of these will do.

**7** Be accepting rather than judgmental so you can truly hear the message being given. Different accents, catch phrases, speeds of speech, and cultural generalizations can get in the way of hearing the actual message.

**8** Ask questions when you do not understand something that was said. This goes a long way to building strong communication.

**9** Ask core questions. That is typically a series of “why” questions that go deeper into a particular subject to gain the greatest understanding of a situation. Start with broad information and continue seeking more specific responses.

**10** Pause before replying. Pausing will add power to what you say. It indicates you are giving a considered response, that you thought about it, that it is not just some answer you offer every time this question comes up.

**11** Use the Rapid Repeat Method to improve your listening skills and concentration abilities. Do this by simply repeating, silently in your mind, what is being said a fraction of a second later. This holds your concentration and improves your recall of what was said.

## ☑ **Subconscious Encoding**

Consider that as humans we have two minds: the conscious and the subconscious. The conscious mind is the judge of the information that comes through the senses, dealing with one item at a time. The subconscious mind stores memories and does not judge information at all. It simply stores it. When a person is asked a question they respond, whether the response is verbalized or not.

**12** Be enthusiastic! Smile and use pattern interrupting words such as “sizzling,” “great,” and “awesome!” This will encourage others to be enthusiastic!

**13** Phrase your questions so that “Yes” answers or positive mode answers are given. This will keep the other person in your conversation in a positive mode because the subconscious has accepted the “Yes” as the response.

**14** Insert “Yes Tags” into your questions. “Yes Tags” are phrases like “Isn’t it,” “Couldn’t you,” “Aren’t they,” “Won’t you.” They have more impact when they are placed at the end of a question, although they can be at the start, middle, or end. An example would be, “You will be able to stay to finish that report, won’t you?”

**15** Be aware of how often you use “Yes Tags.” They can begin to sound mechanical and contrived when used too frequently.

**16** Use positive self-talk. Program yourself by saying what TO DO rather than what NOT TO DO.

**17** Consider what mode your questions create. The way you ask a question sets a tone in the conversation. When asking someone at a customer service desk if they deal with complaints, you establish the mode of “complaint.” Asking that same person if they deal with “helping” you, you have created a mode of “helping.” Think “solution” rather than “problem” in your communication.

**18** Practice using the following methods to improve the retention of whoever is in communication with you:

**First** — Make an effort to be first or last when giving a presentation to a group.

**Last** — First and last items in any situation are the most likely to be remembered.

**Unusual items** — Use as many creative ideas as possible to make your presentation unusual and therefore more memorable.

**Linking** — Connect information with something the other person already knows.

**Repetition** — Things that are repeated again and again tend to stick in your mind. Do this by summarizing regularly throughout a presentation and then again at the end.

**Enthusiasm** — You and your listeners remember information when you are enthusiastic about it.

**19** Learn to use the YARD Technique as a process to reach the result you want. YARD stands for:

**Y Yes** — an agreement to take action.

**A Action** — the action has taken place.

**R Result** — a result has happened.

**D Delighted** — the other party is delighted!

This method requires asking a question that could only be asked after those situations have come to pass. You must imagine a situation where you want to obtain agreement. Then visualize the fact that the action has taken place. You will then have a question to ask that triggers this process.

## **Reaching Home Base**

Within any particular native language, each person has their own home base of language, according to the ideas put forth by the two founding scientists of Neurolinguistic Programming (NLP). The home bases are built on the five senses of visual (seeing), auditory (hearing), kinesthetic (feeling/action/touch), olfactory (smelling), and gustatory (tasting). The first three are the main ones.

**20** Listen carefully to the kinds of words spoken by others. Words like “see,” “look,” and “watch” are strong indicators their home base is likely visual. Words such as “hear,” “listen,” and “rings a bell” means auditory is probably the home base. A kinesthetic home base is indicated by words like “touch,” “feel,” and “explore.” Once you are aware of the home base, your communication will be more effective when you match with the same home base.

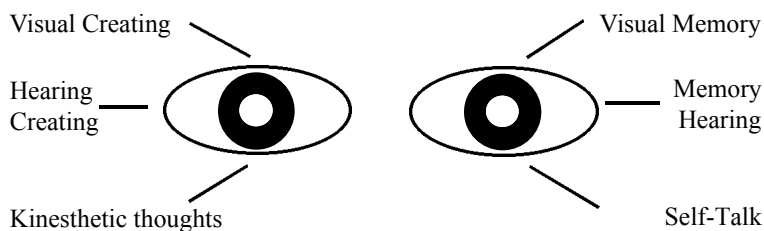
**21** Be aware of the pace at which people are speaking. That is another indicator of language home base. Visual people tend to speak quickly. Kinesthetic people often speak more slowly than visual people. Auditory people often speak more slowly than kinesthetic people.

**22** Notice people's body shapes as yet another indicator of their language home base. A person with a compact and muscular body is often visual. Someone with a soft, round body and high proportion of body fat sometimes uses tastes and smell words in their language. The person with a lean, delicate build is often kinesthetic in language.

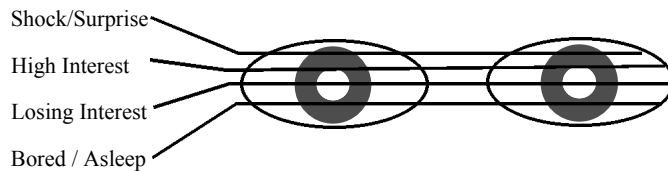
## ☑ **The Eyes Have It**

Eye movements are among the clearest indicators of someone's thought processes. Research indicates there are two halves to the brain, each half dealing with different types of data. The right brain deals with intangibles and the creative elements. The left brain deals with logic and academic thought. As people use their brains their eyes also move. Each part of the eye movement adds to the information about their thought process.

**23** Watch the direction of a person's eye movements to know more of their thought process. This will enhance your ability to communicate more clearly with them. The following diagram is a map to further guide your understanding, based on where they look. This applies to a right-handed person. Some left-handed people access in exactly the reverse way.



**24** Notice the position of the upper eyelids as another indicator of a person's thought process. The level of the upper eyelid indicates someone's interest in the situation in which they find themselves. The higher the position of the eyelid, the higher their interest level. Careful watching of the upper eyelids will tell you everything you need to know about their interest level.



**25** Watch for the showing or hiding of a red triangular part in the corner of the eye at the side of the nose. This is called the inner canthus. When the inner canthus is visible, the person is showing a degree of interest. When the inner canthus is covered, the person is showing concern or even disagreement. When the person's inner canthus is visible, it is time to ask for "Yes."

**26** Look at the dark center of the eye that is called the pupil. The pupil is dilated when the person is showing a degree of interest or excitement in what they are hearing, seeing, or feeling. The pupil contracts when the person is indicating a concern or lack of interest. Light can change the size of the pupil as well. Be sure you are reading the indications accurately.

**27** Make direct eye contact with people for about five seconds at a time. Do this directly when you are speaking to one other person, or do it in groups when you are speaking to large audiences. If making direct eye contact is difficult for you, look at a spot between the eyes of the other person.

## ☑ Questioning Skills

Questions are very powerful because they are always answered, even if those answers are not verbalized (spoken aloud). You will be able to create a number of different situations and reactions by the types of questions you use.

**28** Use information questions to both give and to receive information. A question that includes implied information would be, “Do you want me to send 20 bags of cement to ABC builders? They normally have 10 bags.” (the implication of the standard order of the customer) Another question that states information is. “This job will involve us in about six hours of overtime (the statement). Do you think the team would prefer to do it this week or next?”

**29** Consider a focusing question to focus people on a potential outcome. An example of that is, “Where do you want to be in a year’s time?”

**30** Fill an embarrassing silence with a good question. In an interview, the interviewer could ask the interviewee, “What questions would you like to ask me?”

**31** Ask a question as a way to bring people together when there are difficulties in a relationship. In a sales role, a suitable question might be, “What additional information can I give you that would enable you to make a decision?”

**32** Show that you are listening actively by asking questions. Such a question would be, “Am I right in thinking that what you are saying is...?”

**33** Diffuse a difficult situation by asking a question that serves to calm things. Since questions have to be answered, this will distract someone when they are upset or angry. In customer service, an example would be, “On behalf of the store, I apologize for the mistake. What do you wish me to do to correct the problem?”

**34** Build rapport by asking questions. Rapport can be defined as a harmonious and useful relationship with another. A question such as “How may I help you?” can do just that.



**35** Use an appropriate tone of voice when asking a question so you get the results you are seeking. An inappropriate tone of voice can be counter-productive to your intentions.

**36** Listen to the answer when asking a question. Use the Rapid Repeat Method to listen actively, as mentioned earlier.

**37** Be mindful of your intent when asking a question. There is a fine line between manipulation and motivation.

**38** Keep your question to a question rather than expanding it into a monologue. You are more likely to hold the attention of your listener in this way.

**39** Ask pertinent questions in a conversation. This comes from listening actively so you are aware of what has already been asked and what has already been said.

**40** Communicate a question instead of a statement as a more effective starter, continuer, or finisher of a conversation. Be clear in what you intend to say and how you can best say it.

**41** Use leading questions only after giving great thought to the effect the question will have on the listener. A leading question is where the answer is given in the question. If the listener believes you are using a leading question on purpose, you will instantly lose credibility and break rapport. Politicians are great users of the leading question. “Wouldn’t you agree that our policy on housing is producing results?”

**42** Phrase your question based on the likely response you will get. Asking a priest if you can smoke while you pray will illicit a different response than asking if you can pray while you smoke.

**43** Rather than asking leading questions, design questions for interview and appraisal meetings to start at the end and work backwards. Decide on the information you require and build a series of questions that will enable you to uncover that information. It will take time, and it is time well spent.

**44** Use soft expressions sparingly. “I’m sorry to bother you,” “if you like,” “maybe,” “sort of,” and “I may be wrong but...” are all ways of detracting from the strength and effectiveness of your communication.

**45** Pose a question to a superior or co-worker to gain clarity about the priority of numerous work tasks. A question is far better than a statement to keep the flow of things moving well. A cooperative tone of voice when asking that question is also vital.

**46** Give careful thought to your way of dealing with a team member when you are in a leadership role. “We” language rather than “you and I” will create a better effect and result. An example is, “What suggestions can we come up with to improve our performance?”

**47** Choose appropriate motivational awards for team members you are leading by asking them what they really want as a reward. Selecting something they want will go much further in motivating your team.

**48** Find out what went wrong, not who was wrong when results are different from what you wanted them to be. Ask “What happened?” instead of “Who did this?” Criticize the action, not the person.

## **Starting a Conversation**

When starting a conversation with another person, you are attempting to break the other person’s preoccupation with whatever they are doing. Make the person want to listen to you. Excite them, put them at ease, or have them feel important. Each of these reasons is supported with various techniques to have the most effective start to a conversation.

**49** Plan your opening. Give thought to why the other person would want to listen. Think about what you want the outcome of a conversation to be.

**50** Get the other person’s name right at the start of any important conversation. Use whatever approaches work best for you in remembering that person’s name. Immediately repeat the name in your mind. Look at their face and repeat their name as you ask them a question. Find some feature on their face that begins with the same letter as their name. When the person’s surname is unusual, ask them to spell it for you. These all help fix the name in your mind and increase the likelihood that the person will listen to what you have to say.

**51** Smile and be enthusiastic. Smiling is contagious. When you are appropriately enthusiastic about what you have to say, others will want to have a conversation with you. Many sales of products and ideas have been made on enthusiasm alone.

**52** Begin a conversation with a new person who appears receptive by stating a fact and asking for an opinion. Follow a statement with a question. The topics can be based on the other person, yourself, or the situation in which you find yourselves.

**53** Ask yourself motivating questions to persuade yourself to take action. Make an assumption about a goal (e.g., that you will double your income in the next 12 months). Follow that by asking yourself questions about how you will accomplish that, writing down as many ways as you can identify. This highly effective tool was created by Earl Nightingale.

**54** Utilize a variation of the Earl Nightingale Method by asking yourself to complete the sentence “I would have achieved this goal if only I’d...” Write down everything that comes to mind in this self-dialogue. This technique is used best by positioning the goal in your future.

**55** Look in the mirror and force yourself to tell the absolute truth about the questions you ask yourself. This method makes use of the idea of feeling uncomfortable about telling yourself lies. A great question at the end of a day would be, “Did you really give it your best shot today?”

**56** Use the power of your subconscious in affecting outcomes based on your anticipation of that out-come. Ask yourself questions as your conversations proceed. The questions are based on what is being said, how it is being said, and how body language is being used to say it. Questions would be, “I wonder why she said that?” or “What is he really trying to say to me?”

## **Body Language**

According to scientist Professor Albert Mehrabian, body language is the most important and largest percentage of the three major factors of communication. It far surpasses how you say what you say and what you actually do say in words. A staggering 93% of communication relies on aspects other than the words you use. Body language really is the unspoken truth.

Active watching is as crucial as active listening. The following tools will help you in reading body language. Consider the gestures within the context of the overall communication rather than in isolation.

**57** Observe a person leaning toward you. They are comfortable in your company or interested in what you are saying. Someone leaning away from you is less comfortable. A person supporting the head with the hand is probably losing interest in what you are saying.

**58** Notice crossed legs and crossed arms. That indicates defensiveness or negativity about the situation. The person is starting to open up when they uncross their legs or arms. When a person goes from open to closed body position, hand them something to hold to open them up again.

**59** Look at the position of a person's palms. A person is being honest when the palms are up. This gesture is used in an exaggerated way when they are being economical with the truth and trying to cover up their true intentions.

**60** Watch for fingertips together forming a steeple. That is a gesture of superiority. The upward-pointing fingers show that person's opinion of his or her position in the relationship. The direction that the thumb is pointing also indicates their level of self-confidence. Hands behind the back is another stance of confidence.

**61** Be aware of the hand over the mouth of the talker. This indicates a nervousness about what the speaker is saying, or that the person may even be lying. The hand over the mouth of the listener, however, has three particular meanings:

- The person using the gesture thinks the other person is lying.
- The person using the gesture wants to speak.
- The person using the gesture does not like what is being seen or heard.

**62** Identify chin stroking as a gesture of evaluation. The person is contemplating what to say next or is making a decision. Other evaluation gestures can be a finger placed on the side of the face, polishing of spectacles, filling a pipe, or lighting a cigarette.

**63** Realize a decision has been made based on what a person's body language tells you. A positive decision is shown by leaning towards you, upper eyelid interest level, smiling, or open body posture. Wait for the "Yes" to be spoken. Seeing the opposite gestures

means they are reaching a negative conclusion. Ask a question before the “No” is voiced so you can redirect the situation to a positive one.

**64** View hands being rubbed together quickly as a sign of enthusiasm. Slow hand rubbing is an indicator of nervousness.

**65** Sensitize yourself to gestures that may be about lying or could merely be nervousness. Ask further questions to gain greater insight into the other person’s true feelings when you are in doubt about the meaning of the gestures.

**66** Show strong leadership through your own body language. Use techniques such as sitting and standing upright, keeping your head upright with eyes looking forward, placing your fingers in a steepled position, and smiling sparingly.

**67** Counter negative positions by asking questions intended to open up the other person. Use variations of the same question tailored for the visual, auditory, and kinesthetic person. “How do you view what I’ve said so far?” “How do you feel about what I’ve said so far?” “Tell me, how does that sound to you so far?” When you get a response of uncertainty, ask another question.

**68** Ask questions that require “Yes” answers as a way to break negativity. A short series of questions that require “Yes” answers will create a positive tone. You will witness the person’s body language opening up when they have reached that positive attitude.

**69** Use body language to request feedback to a question you have asked. Simply put out your right hand, palm up, about six inches in front of you and level with your navel as you ask the question. This “over to you” body language gesture clearly indicates handing the conversation over to the other person.

**70** Change your own position as a way to prompt a change in the other person’s position. Standing up or moving around while talking may prompt the other person to change posture.

**71** Deal with silence by using a very effective technique: With a smile on your face, look left and right, then lean forward to the other person and say in a conspiratorial tone of voice, “My mother always told me that silence meant ‘Yes.’ Is that what you mean?”

**72** Watch a person's face. Their expressions are often indicative of what is happening in their minds. The changes in expression need to be watched very carefully.

**73** Build a subconscious rapport with a person through a handshake. Match the speed, pressure, oscillation, and time of their handshake and maintain eye contact. All of this indicates "I am the same as you and present no threat." This is called a parallel handshake.

**74** Deliver a questioning handshake without the other person realizing what you are doing. Do this by having your palm slightly open and then turning your palm slightly down towards your left. The turning movement measures the resistance in the person's wrist, and their resistance to your ideas.

**75** Decide how you want to receive a dominant handshake. This is when someone comes at you with their palm down, forcing you to put your hand in the palm-up submissive gesture. You can present resistance to them, or bring the hand to an upright position, or place your left hand on top to indicate you are on top.

**76** Correct a missed grip of holding the person's fingers instead of the whole hand. Do this by taking hold of the person's right wrist with your left hand. Maintain eye contact. Slide your hand into the full grip and keep shaking hands. Maintain eye contact and the situation will be remedied smoothly.

**77** Dress appropriately for the impression you want to create. When there is any doubt in your mind, dress up rather than be under-dressed. It is easier to remove a jacket, tie, or jewelry than to wish you had brought the items with you.

## **Open and Closed Questions**

An open question will usually solicit large amounts of information. A closed question will solicit a small amount of information, even a one-word answer. A close-ended question provides agreement, contradiction, or short-burst information. The open-ended question seeks much broader information in the responses.

**78** Think about which result you are seeking in your question. Starting questions with "what," "why," "when," "how," "where," and "who" will each prompt different types

of responses depending on your use. Some will be single-word responses. Others will be much longer. “How many people are in your company?” gives a single-word response. “How do you manufacture that product?” gives a longer response.

**79** Use a close-ended question as a lead-in to an open ended question. “How many people work at your company?” is a close-ended question that could lead to “Why do you have 350 people working at your company?”

**80** Consider the following influences on how you use your voice in asking questions: pitch, inflection, courtesy, tone, understandability, rate, and enunciation. Each element affects the outcome of your question.

**81** Use the language of your audience in public speaking or in a small group. Incorporating its jargon and expressions is a great way to build rapport and say, “I am the same as you. I understand your problems and opportunities.” Use jargon carefully, being sure the listener understands what you are saying. When they don’t understand, it could create alienation instead of rapport.

**82** Include both close-ended and open-ended questions in your public speaking to prompt the audience’s thought process and subsequent discussion. Plan your questions according to the outcome you are seeking.

## **The Language Itself**

Methods and words that are used to persuade and influence people are important to identify. These things are as important as modes of speech and body language.

**83** Incorporate euphemisms as a way of saying what you want to say in a non-offensive way. A euphemism is a mild or vague expression substituted for an-other expression that is thought to be too harsh or too direct. By saying “I want to think about it,” a person may be avoiding directly saying “No.”

**84** Be aware of using filler words in your language. “um,” “sort of,” “type of,” “well, you know” are all filler words and phrases. They de-emphasize what you are saying.

**85** Soften what you are saying by using link words. Examples are “by the way,” “but,” “however,” “incidentally,” and “oh and...” These words are followed by real information. Words used to emphasize ideas that follow them are “definitely,” “honestly,” “simply must,” and “actually.” However, information following these words may be exaggerated.

**86** Notice how vocal emphasis given to different words in a sentence can totally alter the meaning of the sentence. Practice where you want the emphasis, especially in anticipation of an important meeting.

**87** Realize that everyone is influenced and persuaded to take action based on a requirement of meeting their own individual psychological needs. Personal power and ego gratification are two particularly important needs. Consider how your speaking to a person taps into their psychological needs when you are looking to influence and persuade them in any way.

**88** Access a person’s automatic response mechanism for them to take the action you want. This is done by using the combination of words “need” and “because” in a request you put forth. Use these words to influence a person’s actions. “I need this report done by 5:00 today because the boss is leaving then and has to take it with her.”

**89** Use a method called the Drop Sell technique to influence someone. This approach involves asking someone to do something far in excess of what you really want them to do, then moving to a lower position of request that they can do more easily. The second request gains agreement because it is so far behind or dropped so low from the first request.

**90** Influence someone’s decision by the difference in two or more offers. When they have agreed to buy a large item, they are more easily persuaded to buy a second smaller one.

**91** Offer a free sample or free trial as a way to cause a person to feel obligated to purchase from you. This method is used frequently in supermarkets, airports, and even by street vendors.

**92** Give people time to make a decision when you are seeking to persuade or influence them. This is particularly important so that at the end of the discussion they feel they have played their part in the final details.



**93** Think about the types of people that you can persuade to say “Yes” more easily. These include people you meet on a regular basis in a positive environment; people who you praise; people who are like you; people you know and like; people whose appearance is like yours.

**94** Notice situations when people will say “Yes” more easily to you. Those are when there is perceived scarcity of product; a sample prompting wanting more; a limited-time offer; ease of taking action; a quantity discount; a free gift with purchase; speed of delivery; attractive payment methods; saying “Yes” just once; removal of fear of loss.

**95** Minimize interruptions in your speaking by using the following effective technique: When you are speaking and someone else starts to speak, put your hand with your palm facing the other person and say in a deep voice, “I hadn’t finished what I was saying.” Then immediately carry on making your point.

## **Factors and Incentives**

“What” and “why” are both powerful words in persuading people to take the actions you want them to take. “What” is most effective in persuasion when allied with the appropriate “why.” The “why” of the “what” changes according to the person with whom you are talking. The “what” is the factor or feature, the nuts and bolts of anything. The “why” or “why’s” are the incentives or benefits.

**96** Remember that people only ever do things for their own reasons and that they are motivated to take action to avoid pain or gain pleasure. Incentives for any decision include the way the person profits from the factor, the pleasure they obtain, or recognition of how the factor helps them avoid pain.

**97** Frame outcomes in people’s minds. The outcome should be exciting. Make the person feel at ease.

**98** Compliment someone by mentioning the factor as well as the benefit. An example is, “Great car, John, you look successful in that one. Is it a company car?”

**99** Deal with problems with people's actions at home or at work by using the NORA method:

- N - Now**            The current situation.
- O - Outcome**      The end result you want.
- R - Reason**        Why the person should do as you ask.
- A - Ask**            Ask a question to obtain commitment.

**100** Identify the personality type of the person to whom you are speaking. Each style requires a different approach. Get to the point with a leader. Give a great deal of data to the facts and figures person. Focus on benefits for everyone on the team when talking with a people person. Ask questions of the person in a state of change. Keep the conversation exciting and animated for the creative person.

## **Dealing with Objections**

Some people have a style of responding and talking that makes it seem as if what they say is an objection when in reality it is not. That is the imagined objection. There are five possible sources of imagined objections. Each type requires careful examination to see what to do and say when someone raises an objection.

**101** Re-phrase a negative objection statement into a positive question. An example is when the person says "I don't like blue." You translate it into "What colors are available other than blue?" and respond accordingly.

**102** Treat a request for further information as a path toward a positive decision. The person would not ask for more information if they were not somewhat interested.

**103** Listen to what is really being said. Sometimes a person says "No" in ways that sound different from "No." It could be comments like "that is too expensive" that really mean "No, I don't want one."

**104** Explore whether an objection is merely an attempt to find out how strong your beliefs are and to test whether the necessary research has been carried out. Respond to this person with solid data to satisfy their requirement and thereby eliminate their objection.

**105** Review whether the explanation you have given is complete. You may be prompting genuine misgivings when the person does not have adequate information or your proposal is not compatible with their style. Further questioning will uncover the real problem.

**106** Find the real objection. It may be a fear of change, a concern about cost, or a perceived lack of need.

**107** Deal with objections at the appropriate time. There are times when it is appropriate to completely ignore an objection and merely focus on how the benefits outweigh the investment. Other times it will be best to respond to the objection some time after it has been raised. Responding immediately to an objection works in certain situations. On other occasions you will want to anticipate an objection and deal with it in your own timing.

**108** Treat an objection in isolation from the rest of the facts, agree with the objection, or offer the scenario of “just suppose you were going to agree to this.” Each of these approaches can be effective and can be varied throughout your presentation of ideas.

**109** Help the person clarify their thinking when they offer you the “think it over” objection. Sometimes they are having difficulty saying “No” to you. Other times they really do need to examine the various aspects of what you are proposing.

## **Getting to Yes**

It is sometimes easy to reach agreement smoothly, painlessly, and quickly. Other times it takes a lot of tugging and pulling to finally arrive at “Yes.” There are four main reasons why people do not ask for that “Yes”: fear of rejection; lack of appropriate vocabulary; insufficient practice; lack of belief. Learn to ask for the “Yes.”

**110** Create the habit of asking for “Yes.” Use the “if” question. “If you know that the idea will work with just two people, would you try out the idea?” This is more persuasive than “Would this idea work with just two people?”

**111** Ask a straight question. “Shall we go ahead then?” “Is that agreed?” “What date shall we start?” Practice these words so you feel comfortable using them.

**112** Suggest alternatives in your question. “Would you like the red one or the blue one?”

**113** Use the word “enough” as an effective way to reach “Yes.” “Do you think that next Monday will be soon enough to get started?” “Do you think that ten computers will be enough?”

**114** Seek agreement for a minor part of your idea. That agreement will also apply to the major part. “Do you think that with the new computer system we should have a second printer?” Anyone agreeing to the second printer must have already agreed in principle to have the new computer.

**115** Pose a question in relation to a temperature scale. “On a temperature scale of 1–10, 10 being at the top of the scale, how hot are you now about going ahead with this idea?” Use this technique sparingly.

**116** Be sensitive to the person who will only agree based on other people’s experiences. Make reference to how someone else experienced a similar situation. Another way of dealing with this person is to obtain names of others who will support your ideas, and present those names to the doubtful person.

**117** Use the “do or die” question with someone who just will not make a decision. “Either this is a good idea and we should go ahead now, or it is not a good idea and we should forget about it. Which is it?” This is a last-ditch effort.

## **Summary**

Use the techniques in this booklet to produce the results you want in all your interactions with people in your life. For a more in-depth study of these ideas, read my book *The Secrets of Communication: Be Heard and Get Results*.



**Peter Thomson** is one of the UK's leading strategists in the areas of communication and personal and business growth. He has a very diverse history and, along with his other ventures, has been a very successful entrepreneur. Having started in business in 1972, he built and sold 3 successful companies, enabling him to retire at age 42. Far from living the leisurely life, however, Peter is an active public speaker, motivator, and writer, having published 3 books, 6 tips booklets, and over a dozen audio programs with Nightingale-Conant. One of his most recent acquisitions has been an Honorary Doctorate (Doctor of Letters) from The American Intercontinental University for his work in communication skills and helping others to succeed in life.

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