

Ch. 6 page 111 Trance and Hypnotherapy

Uptime: tuning y/senses to the outside world. Sensory acuity and noticing the responses of the people around you.

Downtime: To go inside deeper into our own mind, our own reality.
To focus inwardly, accessing cues, daydream, fantasize.
Trance, deeply involved in a limited focus of attention.

The Milton Model p.113

founding president of the Amer. Soc. for Clinical Hypnosis, they met in 1974.
"Patterns of in '75" "Patterns II in '77".

The Milton Model to (1) pace and lead the person's reality (2)distract and utilize the conscious mind and (3)access the unconscious and resources.

Pace: simply describe their ongoing sensory experience: what they must be Feeling, Hearing, and Seeing.

Talk slowly, soft tonality, pacing y/speech to the person's breathing.

LEAD: gradually, direct their attention inwards, in general terms so that it accurately describes their experience.

Now you will close y/eyes and feel comfortable and go into a trance" Becomes:

""It's easy to close y/eyes whenever y/wish to feel more comfortable...""

Many people find it easy and comfortable to go into a trance...""

The client's attention is constantly focused and riveted on a few stimuli. You draw his attention to what is there.

Linking sentences "AND" "WHILE" "AS"

"As you see the colored wallpaper in front of you....the patterns of lights on the walls....while you become aware of y/breathing....the rise and fall of y/chest.... the comfort of the chair....the weight of y/feet on the floor....and you can hear, the sounds of, the children playing outside...while y/listen to the sound of my voice and begin to wonder....how far you have entered trance...already."

DISTRACTION AND UTILIZATION OF THE COSCIOUS MIND 116

Leaving out information, in artfully vague terms.

Nomilazations delete a great deal of info.

"As you sit with a a FEELING of EASE and COMFORT, your UNDERSTANDING of the POTENTIAL of this sort of LANGUAGE is growing.

Linguistic term for the process of turning a verb into a an abstract noun, and the word for the noun so formed.

Unspecified Verbs: Verbs that have the adverb deleted, they do not say how the action was carried out. The process is not specified.

"As you THINK of the last time you heard someone COMMUNICATE using unspecified verbs, you might REMEMBER the feeling of confusion you EXPERIENCED, and how you have to SEARCH for your own meaning."

Unspecified Nouns or Phrases: Nouns that do not specify to Whom/What they refer.

Nouns or phrases can be generalized or be left out completely.

"It is well know that PEOPLE can read BOOKS and make CHANGES."

Judgments: "It is really good to see how relaxed you are."

Comparisons: Also have deletions.

"It is better to go into a deeper trance."

Presuppositions: Ideas or statements that have to be taken for granted for a communication to make sense. Powerful ways of utilizing/inducing trance. You Presuppose what you do not want questioned.

"You may wonder when you will go into a trance."

"Would you like to enter into a trance now or later?"

"I wonder if you realize how relaxed you are?"

"When your hand rises that will the signal you have been waiting for."

Presuppositions:

"You can relax while y/uncconscious is learning."

"Can you enjoy relaxing and not having to remember?"

Generalization/Mind Reading: It must not be too specific. About what the person may be thinking serve to pace and then lead.

"You might wonder what trance will be like"

"You are beginning to wonder about some of the things I am saying to you."

Universal Quantifier: Linguistic terms for words such as ALL, EVERY, that admit no exceptions.

"You can learn from EVERY situation."

"Don't you realize the unconscious ALWAYS has a purpose?"

Modal Operators of Possibility: denote what is considered possible

CAN, CANNOT

"You CAN'T understand how looking at that light puts you deeply into trance."

"You can easily relax in that chair."

LEFT AND RIGHT BRAIN HEMISPHERES p.118

Milton Model distracts the conscious mind by keeping the dominant hemisphere overloaded. Left Hemisphere/Dominant/Language/Rational

Ambiguity: one word carrying two meanings.

"What you say can be SOUNDLY ambiguous. (Definitely or phonetically?)"

"When you experience insecurity...(In security?)"

Phonological Ambiguity: Have different meanings but sound the same.

there/they're nose/knows write/right see/sea

They sound the same but are different.

Syntactic Ambiguity: Constructed by using a verb plus 'ING' and making a sentence where it is clear whether it serves as an adjective or a verb.

"Fascinating people can be difficult."

"Influencing people can make a difference."

Punctuation Ambiguity: Two sentences run together that begin and end with the same word(s).

ACCESSING THE UNCONSCIOUS AND RESOURCES p.119

The Right Hemisphere is sensitive to Voice Tone, Volume and Direction of Sound. Different Voice Tones or Gestures.

Embedded Commands: a special command embedded in the speech and marked.

Quotes: your message is expressed as if by someone else.

a story where someone says the message you want to convey.

Negative Commands: don't exist, interpreted by the unconscious as a Do/Positive

Conversational Postulates: a Q' that is interpreted as a command.

Q' that literally only require a Yes/No answer, yet actually draw a response.

"Can you take out the garbage?"

"Is the door still open?" (Shut the door)

"Is the table set?" (Set the table)

Metaphor: any story or figure of speech implying a comparison. Comm indirectly and make simple comparisons.

"As white as a sheet" "Pretty as a picture"

Illuminates the unknown by relating to what you already know.

Ch. 1 Why People Buy .17

Needs: Logical Wants: Emotional

Features: the characteristics of the pdct, What it is.

Advantages: what those features Do

Benefits: are the gains that the Pp will derive from havings his needs satisfied.

Pp buy Benefits. What it can Do for them. To fulfill a Need. To move from a Problem to a Solution.

Ch. 2 QUESTIONS .23

To make you think, get good info,,, clarify what the Pp means,,, create space to consider other possibilites..

OPEN AND CLOSED Q's

OPEN: to open a subject and explore new pathways.

How? What? Where? When? Which? Who?

are very general, cannot be answered with Yes or No

How's business generally? How are you?

CLOSED: to get a Yes or No.

Is/Isn't? Does/Doesn't...?

Did you know that already?

to focus down on info. For checking info,,, for checking understanding,,,

to check agreement,,,

DIRECT AND MANIPULATIVE Q's

FRONT LOADING OR FRAMING

Where you preface your questions with a heavily loaded stmtn in order to influence the answer:

"Bearing in mind the massive increase in domestic break-ins in this area,

What are your views on burglar alarms for domestic premises?"

"In a recent survey, it was shown that 90% of people are diassatisfied with

their present furniture. Do you share this view?"

POLARISING

a closed q" that directs someone to a Yes or No answer. it forces them to one of the two.

private education...*Are you concerned about your children's future?"*

buying a luxury car...*"Is safety important to you?"*

NEGATIVE QUESTIONING

phrased in the negative in order to defy contradiction.

Would you not agree to this point?"

"Is it not true that you would like...?"

STATEMENTS AS Q'S

stmtns followed by a silence where no response is taken to be agreement.

Obviously, you will be wanting to take 2 of these."

Needless to say you'll want prompt delivery next week."

Clearly, a million people can't be wrong."

OFFERING THE ANSWER

when the questioner wants a specific answer or has found out the info beforehand and wants to appear knowledgeable

How many people do you employ, about 500?"

What's important to you when you buy a car, safety I expect?"

HIDDEN ASSUMPTIONS

in order to answer, you have to accept a hidden assumption in the question

Which pen would you like to use to sign the contract, yours or mine?"

Do you fully understand why our pdct is the best on the market?"

ASKING KEY QUESTIONS...

WHY?... the least useful Q' in sales. Either the sequence of events that led up to that action, or the reason for the action.

INSTEAD, ask **HOW?**" or **WHAT?**' not --**Why NOT?**'

'I do not think that will be cost effective'

HOW do you compare cost-effectiveness with other products?"

WHAT do you take as a measure of cost-effectiveness?"

'I think the pdct is overpriced'

WHAT price do you think would be fair?"

HOW did you come to that conclusion?"

BEING SPECIFIC

How?" What?" Where?" When?" Who?" to focus specifically

How do you know when you don't know something you need to know?"

ask specific questions to fill in the blanks.

'Let me have your proposal next week.'

What do I need to put in the proposal for it to be valuable?"

How long should it be?'

Whom should I adress it to?"

When exactly would you want it to be on your desk?"

'I want good after sales service.'

Can you describe what you mean by 'good after sales service/'

How often would you expect service visits?"

How soon after you call would you need an engineer?"

CLARIFYNG WHAT THE Pp MEANS .29

COMPARISONS

Better,, Worse,, Faster,, Slower,, More,, Less.,

'I want a better service that my last adviser provided.'

"Can you tell me what was unsatisfactory with your last advisor, so I can improve on him?"

.19 Features: are the characteristics of the product. What it is.

Advantages: are what those features do.

Benefits: are the gains that a cust will derive from having his need satisfied.

Cust buy benefits.

Ch 2 QUESTIONS 23

OPEN AND CLOSED QUESTIONS .24

framed in such a way as to get a 'Yes' or 'No' answer.

"Did you know that already?"

Usually begin with: IS, ISN'T, DOES, DOESN'T; designed to open a subject and explore new path ways;

OPEN: Usually begin with HOW, WHAT, WHERE, WHEN, WHICH, WHO:

"How's business generally?" "How are you?"

Open Q's open possibilities.

Closed Q's for checking understanding/agreement::

Is that correct? Is that right?

ASKING KEY Q's .27

Getting Info: Where, When, Who, What, How

"I do not think that will be cost effective"

"HOW would you compare it to other products?"

"WHAT do you take as a measure of cost-effectiveness?"

"I think the product is overpriced"

"WHAT price do you think would be fair?"

"HOW did you come to that conclusion?"

Being Specific .28

"Let me have your proposal next week."

"What do I need to put in it for it to be valuable?"

"How long should it be?" "Whom should I address it to?"

"When exactly would you like it to be on your desk?"

Clarifying what the cust means

Mind Reading, Guessing, Defining words.

Softening the Q's .34

"I'm interested in knowing whether..."

"Would you mind telling me..." "I wonder..."

"I'd like to ask a bit about..." "I would like to clarify a point by asking..."

"If I could just pursue that point a bit further by checking"

"Do you mind if I ask you a question about..."

Ch 3 Planning Sales Work .38

Goal Setting .39

Smart: Specific Measureable Achievable Realistic Timed

Stated in the Positive: What you DO want.

2/ Make sure you can measure your success.

How will you know when you have achieved that goal?

What will you see, hear, feel when you have achieved that goal?

3/ Check the resources you have:

People, contacts, personal qualities, tools, skills

What/Who can/will help you?

4/ Now think in more detail:

Who exactly will be involved? When will it happen? How long will it take?

- 5/ Explore the consequences: for Yourself and Others.
 What will achieving your goal mean?
 What will you have to give up?

Chunking Down .41

What has to happen for you to achieve these goals?

What prevents you from having them right now?

- 1.. Look forward from now to when you will complete the task.
 What are the steps you will have to take to achieve the goal?
- 2.. Imagine you have already achieved the goal. Now imagine looking back to t/present.
 What are the steps and stages you see leading from then to now?

PLANNING:

1. The goal. stated in positive terms.
2. Evidence.
3. Resources.
4. Who, Where, When
5. Implications: positive and negative
6. What will I have to give up?
7. Realistic?
8. Manageable Tasks: Steps that must be taken on a daily basis.

Ch. 4 Prospecting and Initial Contact 53

The Sales Process:

Qualifying	Prospecting	Recognising Needs
Meeting	Establishing Rapport	Initial Impression
	Eliciting Needs/Values	Reviewing Choices
the sale	Dealing Objections/Concern	Resolving Problems
	Closing	Deciding

Ch. 8 Values, Rules, and Decision Strategies 91

Values: are what is important. They are often emotional states we move toward or away from.

Criteria: are values applied in a particular context.

Develop Dissatisfaction: .91

to explore futures: "What will it be like to have solved this problem?"

"What will you have then that you do not have now?"

to explore present: "What are the implications for you if this present situations goes unchecked?"

Values and Criteria

"What do you want in a X?"

"What is most important to you about an X?"

"What would having an X do for you?"

once you have the answer, you need to find their criteria:

"What does X mean to you?"

"How would you decide whether something was X?"

"How would you know whether something was X?"

"What are the qualities of an X?"

"What evidence do you look for that lets you know it is X?"

SUCCESSFUL SELLING WITH NLP CON'D

Ch. 4 The Sales Process .54

Qualifying	Prospecting	Recognising Needs
Meeting	Establish Rapport	Initial Impressions
	Elicit Needs/Values	Reviewing Choices
The Sales	Dealing with Obj and Concerns	Resolving Problems
	Closing	Deciding

How to Control a Conversation

Ask Q's to direct and guide the conversation.

*"That's an interesting idea. Can you tell me how, specifically,
that will?"*

Does that mean...?"

What specifically do you mean by?"

What I understood you to say is Is that right?"

Ch. 6 RAPPORT .71

RAPPORT: Physiology,,, Voice Tone,,, Words,,,

PHYSIOLOGY: Appearance,,, Posture and Movements,,, Matching and Mirroring,,,

SPEECH: Voice Tone,,, Speed and Volume,,, Pacing and Leading,,,

WORDS: Visual, Auditory, Kinesthetic, V A K,,, Predicates: See, Hear, Feel

AVOID: But and Try. Speaking in Positives, Focus on the outcomes.

Ch. 8 Values, Rules and Decision Strategies

Values: is what is IMPORTANT. often are emotional states we move toward/away from.
a bigger chunk, what is important overall.

Criteria: are values applied in a particular context. are less general and wide ranging.
used to judge how we fulfill a need. The reasons you do something and
what you get out of it.

Criterial Equivalents: are what has to happen for those criteria to be fulfilled

Decision Strategies: are how the Pp/buyer decides to buy. You can often see it
in their Eye Movements,, Eye Accessing Cues

DEVELOP DISSATISFACTION WITH THE PRESENT

"What will it be like to have solved this problem?"

"What will you have then that you don't have now?"

TO FOCUS ON PRESENT DISSASTIFACTION

*"What are the implications for your business if this
present situation goes unchecked?"*

TO FOCUS ON BOTH PROBLEMS AND SOLUTIONS

"What are the benefits and drawbacks of the current sitntn?"

MOVING FROM NEEDS TO SOLUTION

FROM ONE/SPECIFIC NEED TO MORE/ALTERNATE/VARIOUS SOLUTIONS

"What do you want the X to do?"

Ch 2. QUESTIONS con'td

CLARIFYIN WHAT THE Pp MEANS .29

'I want more service visits than before.'
HOW many did you have and how many would you like?"

"I hope this machine is faster than my last one.'
How fast was your last one and how fast would you like this one to be?"

Ask for the standard the Pp is using to make the comparison....

GENERALITIES

Broad sweeps..

HOW exactly...?" WHAT exactly...?"

CREATING POSSIBILITES

ABSOLUTES

Always,,, Never,,, Everyone,,, All,,,

'I always buy from ABC company'
"What is it about ABC company that you find so satisfactory?"
"Under what circumstances would you be prepared to make an exception?"
OR *"If we could better that, Would you consider buying from us?"*

"Never.'
"Never?"

Ask directly for an exception. *"Are you sure there never was a time when you did?"*

"In that situation when you did, What was it that allowed you to make the time?"

'Nobody does it this way anymore'
Do you mean no one at all?"

"My last client wouldn't like to be called a nobody!"
What would be a good reason for doing it this way? Are there any advantages at all?"

RULES .32

Should,,, Must,,, Have to,, Shouldn't,,, Mustn't,,,
Explore possibilites/ or consequences,, barriers,,,

'You must get this delivery to me by next Thursday.'
Explore consequences: *"What would happen if it were Friday?"*
Should,, Must: *"What would happen if it did not?"*

'You must call next Friday.'
"I will be out of the office next Friday. Could it be another day?"

Mustn't,, Shouldn't... *"What will happen if it did?"*

'You shouldn't arrange a meeting before midday.'
"What happens if I do?"

I can't decide now.'
'I can't give you this order/answer now.'
"What stops you?"
"What stops this from happening?"

FOLLOW UP SALES QUESTIONS

to open up the possibilities of more sales,, to find new accounts,, to find out how much more you can do for existing customers,,

HOW EXACTLY CAN I SERVE YOUR NEEDS IN THE FUTURE?'

'HOW ELSE CAN I HELP YOU"

"WHAT EXACTLY COULD I AND MY COMPANY DO TO EARN MORE OF YOUR BUSINESS IN THE FIELD OF..."

"WHAT'S MISSING FROM OUR PRODUCT THAT YOU WOULD LIKE TO SEE?"

"IS THERE ANYONE ELSE YOU KNOW THAT HAS SIMILAR NEEDS TO YOURS AND MIGHT BE INTERESTED IN OUR PRODUCT?"

SOFTENING THE QUESTIONS

VOICE TONE: rises at the end of a sentence.

OR: "I'm interested in knowing whether ..."
"I wonder...."
"Would you mind telling me"
"I'd like to ask a bit about..."
"I would like to clarify a point by asking..."
"do you mind if I ask you a Q' about..."

'Why are you confused?'
"What, specifically, are you confused about?"

'Why did you do that?'
What, specifically, led you to do that?"

"I've made my decision and it's final.'
"What could cause you to change your mind?"
"Under what conditions might you change your mind?"

'I'm not sure I need any right now.'
"What, specifically, aren't you sure about?"

'I can't do it now.'
"What, prevents you from doing it now?"
"What's the worst possible thing that could happen if you did it now?"

'Call me back in a month or so.'
"In what way will the situation be different in a month?"

"I don't know.' (expressing confusion or uncertainty)
If you did know. What do you think your answer would be?"

I'm not interested now....When do you think you might be interested?"
Maybe after the first of the month... How will the situation be different then?"

SUCCESSFUL SELLING WITH NLP

Ch. 5 The Telephone p.65

Ending the Conversation

"Thank you for your time. I won't keep you now, and look forward to meeting/talking with you...."

Listening and Backtracking .77

using the same key words as the customer in your discussion.

"Can you give me an example or idea of X?"

"How would you evaluate whether something was/is X?"

"What X did you have in mind?"

"Tell me about X, How would they/it work?"

Ch. 6 Values, Rules, Decision Strategies

Moving from Needs to Solutions

Pp says he wants something very specific, then you reply:

"What do you want X to do?"

"What is important about X?"

"What would having an X do for you?"

These are questions to uncover explore a cust's criteria.

Decision Strategies .99

"What factors influenced y/decision to buy your last (product)?"

as a first step ask:

Have you done a similar project before?"

2. If so was it successful?"

3. What do you attribute the osuccess to?"

if it failed, ask "What prevented it from succeeding?"

Making the Final Decision: .."How will you decide whether this (product) is for you?"

LOOK AT THEIR EYE ACCESSING CUES.

LOOK AT THEIR EYE SCANNING PATTERNS.

CH. 10 Closing, Objections p.113

Hypotic Close: "*Can you not feel an urge to BUY NOW you knowthis product is for you, wasn't it?"*

I need more time to make a decision'

"What do you still need to know?"

"What area are you still uncertain about?"

'Thank you I want to shop around'

"Naturally, it is absolutely right to explore the market before committing yourself.

Do you have nay questions I can answer right now?"

"Who else will you be talking to?" "Who else will you be seeing?"

'I do not like some parts of the product'

"Whic parts exactly are you unhappy about?"

Dealing with Criticism, Anger, Insults .119

1/Stay Resourceful 2/Acknowledge the comment; Pace

3/Ask for Info as to what needs to be Different 4/Backtrack and Conditional Close

Conditional Close: ..*If this and this were to happen,*

Then would you buy?"

'Your delivery was late last week, I wasted a whole afternoon!'

"No wonder you are upset!" What can I do now to help?"

'Don't tell me a delivery is coming when it isn't!'

We do not do that deliberately, I can assure you. First I'll find out what happened at our end. What can we do to make sure this doesn't happen again?" THEN... "If we do that, is that enough?" .121

Ch. 12 Goals- What do you want? .131

Stated in the Positive

What you DO want.

turn negatives around by: .."What do I want instead?"

Where, When, with Whom?

specific outcomes. What time frame, weeks, months, years?

An exact date for its completion.

Conditions and Consequences .133

Are there any conditions under which you would not want it?

What by-products of your present state are worth keeping?

What will you have to sacrifice to get what you want? Is it worth it?

What will be your time, money, effort committment?

How much effort will your goal need?

Who else will be affected and how would they feel about it?

What are the wider consequences of your goal?

Gather you Resources 3 Types

Personal Qualities: Skills, qualities,

People: ..Who may be able to help you, directly or indirectly?

Role Models?

Thngs: Money, books, computers, cars.

Evidence

How will you know you have achieved your goal?

Exactly what will you See, Hear, Feel?

What will others see, hear, feel?

Finally, What is the very last piece of evidence before you get the outcome.

Responsibility .135

What do you have to do?

What do others have to do?

It is your goal and you will have to act on it.

Maintained and initiated by YOU.

Action Plan: ..Break the goal into smaller doable steps.

What prevents be from having this goal?

Final Check

Imagine you have the outcome. Future pacing.

Does it feel right for you. What will you see, hear, feel?

How will yur life be different?

end Chapter 12. .138

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San Francisco, 94111-1213

Selling and NLP

1. Modalities 2/ Strategies 3/ Meta Model 4/ Meta-Habits

1. Modalities

Visual Auditory Kinesthetic
Watch and listen to the words they use
Matching and Mirroring rate of speech, language, body position
Eye Accessing Cues

2. Strategies

Mental steps or sequence.
"Remember a time when you made a good purchasing decision?"
"What do you remember about it?"
watch for words, eye movements, body motions to find the modalities in a row.

3. Meta Model

for clarity. to get the content of a comm.
Too Much/Many/Expensive.....Compared to What?
He/They/It.....Who or What Specifically?
Isn't working/Not Right.....How Specifically?
Can't Happen.....What If...?
Every/Never/Always.....Every? Never? Always?

Meta-Programs

Pleasure vs Pain (Moving Toward/Away From) Why did you X?
Internal vs. External How did you know it was/is a good X?
Proactive vs. Reactive How long did you plan to/before you X? quick decisions-Reactive

Similar vs. Difference

Big Picture vs. Detail by the length of the answers.

by Brian J. Boenheim Creating Results, Inc Nashua, NH (603)880-7765
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end...

NLP Personal Profile

book c.1993 Engel and Arthur

measure from zero(weak) to nine(strong)

Chart 1. measures the VAK comm strategies/process in internal and external comm.

The World Around Us

1/See 2/Hear 3/Sensing

Chart 2. Life Preferences

measures motivations and interests.

1/People 2/Places 3/Activities 4/Knowledge 5/Things

Chart 3. Our Internal Programming

to delineate metaprogram preferences. Moving toward or Away from.

Chart 3. Continued

1/ Away 2/Toward 3/Active 4/Passive

Are they more likely to move away from or toward pleasure or conflict?

Are they self-motivated, or influenced by another's opinion?

Do they have a way of seeing the big picture, and creating numerous options, or are they more comfortable w/handling t/details and working the procedures necessary to get the job done?

Do they like to back off situations when it is the appropriate action to take?

Chart 4. Our Internal Programming Dreamer vs. Realist

1/ Optiona 2/Procedures 3/Big Picture 4/Details

Does the person take the lead in coming up w/ideas or does he implement them?

Does a realist feel like they do all the 'real' work?

Chart 5. Time Orientation

How the individual relates to time. How people relate to what has occurred, What is occurring, and what might occur.

1/Past 2/Present 3/Future

Chart 6. Our Internal Programming. Time Referencing.

1/Toward 2/Procedures 3/Detail 4/Active 5/Future

Chart 7.

1/ Away 2/Toward 3/Self /Internal 4/Other/External 5/Active 6/Passive

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end...

CUSTOMER SERVICE

GIVING BAD NEWS .68

Hello, Mr Pp, this is John Jones of ABC Inc

How's the order going?
Well, there's some bad news I'm afraid and I drew the short straw to tell you

Oh no a delay!
Yes, I'm afraid so. We made a mistake and we are overcommitted next month. I would like to reschedule for March 5. I'm not pleased about that or having to tell you. What can I do to make it better for you?"

I don't know. We have all our people ready, I'm going to have to tell them.
CAN I write you a note, so you can post it to tell them exactly what happened?"

Okay
I can promise delivery on March 5

Okay, Can you give me a discount price to make up for the inconvenience?
I am not sure. Perhaps, but I would have to discuss it with my mngr first. CAN I get back to you on that?"

All right
Is there anything else I can do to soften the blow?"

I suppose a life size effigy of your company president for bonfire night is out of the question?
Sorry. yes.

All right, write me that letter and let ne know about the discount
I will. I'll let you know tommorrow."

DISARMING VERBAL ANGER AND HOSTILITY

You really fouled up this time!
You may be right. What did I do this time?"

You said you would deliver my product on Thursday and here we are Friday and no prdct.
In that case I can understand why you are angry. Let's find out what we can do about this to get you your product and make sure this doesn't ever happen again.

HANDLING ANGER AND HOSTILITY FOGGING--

You people are giving bad service and I want it changed'
"I can understnd that you are upset. Exactly what do you want done that would allow you to feel okay?"

If the problem were taken care of when promised, I wouldn't be so angry.'
"So, if the issue were take care of on time you'd feel better? What else would you need to be done?"

The service reps also need to be more courteous. They don't seem to care.'
"Then, if they got the job done on time and were more courteous, the issue would be resolved?'

Yes'

SELLING WITH NLP CONT'D

FOGGING

ADDITIONAL RESPONSES

"Well, I can see that you are upset. Tell me what will provide what you need."

It is really obvious that you mean that. How could it have been done differently?"

"I think I understand. What specific things will improve the situation?"

HOW TO FEND OFF PERSONAL ATTACKS

I think your promotion to management was premature.'

"I suppose you could be right. What would you suggest I do to improve things?"

Obviously, you don't know how to manage. You should learn how to do it'

I see. And what would let you know if I were to do it more effectively?'

You would do things and think more like me'

"You seem quite certain. Can you give me specific examples?"

HOW TO TRY THE TECHNIQUE ON OTHERS

Fog: agree or acknowledge that the other person is concerned

Question: Ask, What specifically would they like?

Verify: Periodically restate the person's comments

I think your clothes are ugly'

I'm always willing to listen to advice. What would you recommend?"

What's wrong with your stupid company?

Obviously you are upset. What has happened?"

Your sales technique is the pits.'

"Since you have noticed what I have been doing. Would you tell me what would work more effectively?"

WHAT THEY DON'T TEACH YOU IN SALES 101

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Steven Drozdeck with Karl Gretz, Training Groups Int'l Newton, PA 18940 (215)
Joseph Yeager, Thinking About Thinking with NLP, with Linguis-Techs Inc.

p.30 Abraham Maslows Hierarchy of Needs:

- Basic
- Protection
- Social
- Recognition
- Self-actualization

p.31 David McClelland, Harvard Univ:

Power-Affiliation-Achievement

p.37 Discovering Factors/Criteria 2 Q's

*What do you want in a _____? What is the most important thing to you in a X?
2./ And what would having X do for/mean to you?*

p.58 Q's to Seek Improvement:

- 1. What specifically did I do right?*
- 2. What specifically did I do wrong?*
- 3. What could I do even better next time?*
- 4. What did I learn?*

Ch. 16 Handling Anger and Hostility p.155

FOGGING

How it works: p.157

*'You people are giving me bad service and I want it changed'
I can understand that you are upset. Exactly what would you want done that would allow
you to feel okay?*

*'If the problem were taken care of when promised, I wouldn't be so angry.
So, if the issue were taken care of on time you'd feel better? What else would need
to be done?*

*'The service reps also need to be more courteous. They don't seem to care.
Then, if they got the job done on time and were more courteous, the issue would be
resolved?*

'Yes"

Additional Initial Responses:

- 1. Well, I can see that you are upset. Tell me what will provide what you need*
- 2// It is really obvious that you mean that. HOW could it have been done differently?*
- 3. I think I understand. What specific things will improve the situation?*

How to Fend off Personal Attacks .158

*I think your promotion to magmnt was premature
I suppose you could be right. What would you suggest I do to improve things?
Obviously, you don't know how to manage. You should learn how to do it
I see. And what would let you know if I were to do it more effectively?
You would do things and think more like me
You see quite certain. CAN you give me specific examples?*

How to Try the Technique on Others .159

Fog: Agree or Acknowledge that the person is concerned

Question: Ask, What specifically would you like?

Verify: Periodically restate the person's comments.

'I think your clothes are ugly'

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