

Persuasion Dynamics

Communicating at Multiple Levels of Intelligence

There are some phone calls that you love to get. The warm voices of friends, loved ones and people with good news. Then there are the phone calls we don't like to get. Angry people, telemarketers, bad news – sometimes those calls almost seem to have a different ring even before you pick up the phone.

On a morning not too long ago, I was receiving one of the phone calls I enjoy the most – a phone call from a very happy client that started with “Peter, I got the deal”. I smiled to myself – these are exciting calls for me.

“Tell me more.” I said

“Well, my client initially said that he would go with his accountant's advice which was unfortunate because his accountant wasn't familiar with this product, hadn't read any of the material I had sent him and was recommending not to go ahead with the deal.”

“You ran into the well-intentioned, ill informed advisor hurdle – that can be quite an obstacle – how did you deal with it?”

“Well, I did what you recommended and built rapport, paced his reality, got his buying buttons and explained the solution using his language and frame of reference.”

“And...”

“It was amazing. We had an hour scheduled for the meeting and after 15 minutes he said, “My accountant recommended that I don't go ahead with this investment, but I like the look of it and I trust you – let's do it” and with that he authorized the whole deal – a \$50,000 contract! The informa-

tion you taught me has given me the edge...”

In these days of global competition, consumer awareness and fiscal tension there has been a shift towards client centered selling in most industries. Top Sales Professionals are focusing much more on relationship building with their clients as they expand the services available to their clients. While product knowledge is important, the ability to connect and build trust with your prospects and clients is even more important.

As the old adage goes “*People don't care how much you know until they know how much you care*” or as one of my clients said to me “Peter, if I'm not too sure about the technical aspects of a product, I've got expert support, but if my client doesn't trust me, no amount of expert knowledge is going to help me.”

One of the most important elements in a relationship is trust. Part of the trust formula is to be trust worthy – do what you say you're going to do when you say you're going to do it. Most people know this. It takes time to develop this element of the relationship, as it requires sustained interactions over a period of time. There is a second element to building trust that is not as well known, and is equally, if not more powerful and more rapid in its effect. That second element can best be summed up in the phrase “People trust people that are like themselves”.

The more a person perceives you to be similar to themselves, the faster you will develop rapport and ultimately, trust with them. Interestingly enough, much of this similarity comparison is done subconsciously rather than consciously. This makes sense when one considers the processing

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capacities of the conscious and subconscious mind.

Our conscious minds can process 7 pieces of information in the same time that our subconscious minds will process about 2 million pieces of information. While you are going over facts and figures with the conscious mind of your clients, your clients' unconscious minds are monitoring all sorts of things about you – breathing, posture, blink rate, voice tone, tempo, pitch, pupil dilation, values, beliefs, language selection and even heart rate are all being monitored to answer one single question: “Can I trust this person?” If the answer is “yes” you are much closer to making a sale. If the answer is “no”, you will likely be walking away empty handed.

Since everybody's past and present experience of the world is different, their subconscious minds will sort this incoming information in different ways to come up with the “trustworthy” decision. The big question at this point then becomes “*How do you access and then utilize all of this unconsciously processed information in order to build rapid rapport and connection with your client?*”

Successful Professionals and Entrepreneurs have been doing this intuitively for years. Usually this intuition has been the result of some education and a lot of trial and error. Without a deeper understanding of why what they do works, even top Sales Professionals are not making the most of their hard-won knowledge.

Beginning Professionals and Entrepreneurs have it even tougher if they are not aware

of how their clients' subconscious mind works. The School of Hard Knocks is very demanding and has a high drop out rate – something that is hard on both the new Professionals and their companies.

What would it be like if there was a tool that would allow the experienced Professionals to systematize their knowledge for more consistent and wide ranging application, while simultaneously providing new Professionals with an understanding of sales psychology that would normally take years to develop?

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The Persuasion Dynamics Seminar was developed to fill that need. We train the experienced Professionals and show them why what they are doing works and how to make it work more effectively and efficiently. Simultaneously, we train the newer Professionals to understand

the patterns and mechanisms of how the subconscious mind works and how to utilize that knowledge in the field of sales.

The Seminar consists of 2 “Priming CDs” for the participants to listen to before the Seminar, 6 hours of training sessions and 2 – half- hour follow-up coaching sessions 2 weeks and 1 month after the Seminar is completed. To ensure further follow up we also include a six CD set of the training and other learning aids, in the course materials. Further coaching in a group or one-on-one format is available.

Our results, have been excellent. Professionals have been finding that they are getting larger contracts, clients are buying more quickly and that trust and rapport are being achieved with a speed that surprises many of the Professionals. With the increased skills at their disposal, Professionals are reporting more confidence in going for larger, more affluent clients (one seminar Participant told me that his “big-case-itis” is

now gone).

This information has the capacity to take you to the next level of your practice. It is powerful, easy to learn and the results are consistently reproducible.

I will leave you with one of my favorite questions (and a question that is rapidly becoming a favorite among the Professionals that we have trained):

“What needs to happen for you and I to work together, to get the results that you want?”

Sincerely Yours,

Dr. Peter DeShane, DC, PhD(c)

Dr. Peter DeShane is a Professional Speaker, Seminar Leader, Business Coach and Chiropractor. He has produced over 20 CDs in the areas of Subconscious Communication, Hypnosis, Personal Development, Neurological Enhancement and Sales. He has worked with Financial Advisors, Sales Professionals, Chiropractors, Professional Speakers, Teachers, Massage Therapists, Real Estate Agents and Students

He is the developer of the Persuasion Dynamics and Build a Better Brain programs and co-developer of the Self-Hypnosis & Intuitive Healing CD series.

He is a graduate from Corporate Coach University and has been in Chiropractic practice for 12 years.

Testimonials

“Selling to The Subconscious is a series of classes worth taking. This course contains the kind of information you hope the competition does not get their hands on. If you are looking for a method for developing style, process or technique during the sales process this is a must take course.”

Mark Pincombe, Financial Services Advisor, 3 years experience in Sales

“Peter's seminar immediately shifted my business into a higher gear. During the next week, I doubled my book sales and received more repeat business. How can one seminar do this? Peter's developed a new and innovative way to assist people with learning, in their process of transformation and to manifest their goals more easily! I highly recommend Peter's program. [Ed. Note: One month after taking the Seminar, Kathy tripled her book sales] ”

Kathy Glover Scott M.S.W., Professional speaker, author and publisher.
www.kathygloverscott.com

“My favorite part of the seminar was the realization that there is a process to facilitate all the “stuff” I already know. Ten out of ten for this course!”

Mike Forsey, Financial Services Advisor, 30 years experience in Sales

“It set my course in regards to taking my life to a new level of accomplishment. I have already used this information to close some of the biggest deals in my career and they keep on getting bigger”

Mark Paton, Financial Services Advisor, 16 years experience in Sales
