

Way of the Wolf

By: Jordan Belfort

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Prologue

The Birth of a Sales System

What is this amazing gift? Quite simply, it's the ability to take people from all walks of life regardless of age, race, creed, color, socioeconomic background, education status and level of natural sales ability and turn that person into a world-class closer almost instantly.

It's a bold statement, I know, but let me put it to you this way: if I were a superhero, then training salespeople would be my superpower.

All you had to do was show up at my door, promise to work your ass off, and I would teach you the Straight Line System and make you rich.

For those of you in sales, or if you won your own business, this book will be a total game changer for you. It will show you how to shorten your sales cycle, increase your closing rate, develop a steady stream of customer referrals, and create customers for life. In addition, it will also offer you a paint-by-number formula for building and maintaining a world-class sales force.

Selling is everything in life.

In fact, either you're selling or you're failing.

1

Cracking the Code for Sales and Influence

"Don't you guys get it? Every Sale is the Same!"

My personal closing rate had climbed to over 50 percent by now, and Danny's was in the low thirties.

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Despite all that stuff, the same three key elements must still line up in any prospect's mind before you have a shot at closing the.

Let me repeat that: the reason every sale is the same is because despite all that individual stuff, the same three key elements still have to line up in any prospects mind before you have a shot at closing them.

If in a single moment in time, you can create these three crucial elements in a prospect's mind, then you've got an excellent shot at closing. Conversely, if even one of them is missing, you have basically no shot at all.

If in a single moment in time, you can create these three crucial elements in a prospects mind, then you've got an excellent shot of closing. Conversely, if even one of them is missing, you have basically no shot at all.

The Three Tens

Three Tens – with the context being a prospect's current state of certainty on a scale from one to ten.

So the first of the Three Tens in your product.

The product, idea or concept.

In essence, your prospect must be absolutely certain that they love your product, or as we like to say with the Straight Line System, your prospect must think it's the best thing since sliced bread!

UNCERTAINTY

1 ABSOLUTE UNCERTAINTY

10 ABSOLUTE CERTAINTY

Number 5 representing a state of pure ambivalence. "Sitting on the Fence". However with the Straight Line System, we view a 5 in a far more positive light. In fact to a seasoned Straight Liner, a prospect who is at a 5

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has a big sign on their chest, saying PLEASE INFLUENCE ME NOW! I CAN'T MAKE UP MY MIND, SO PLEASE HELP ME!

In other words, their current state of certainty is just that current. It is no permanent, and they are early waiting to be influenced by you.

From a practical standpoint, if your prospect is anywhere below a 5, you have basically no change of closing them. The reasons for this has to do with something called positive intent, which serves as the very foundation from which all human beings make their decisions.

Human beings don't buy things that they think will make their lives worse; they buy things that they think will make their lives better. However, the operative word here is think.

When you ask for the order, if your prospect thinks that your product is shit then you have absolutely no chance of closing them. Conversely, if they think the opposite is true – that your product is the best things since sliced bread, then you have an excellent change of closing them.

One crucial point from that scenario I laid out. What if the prospect doesn't trust you?

Plain and simple, if your prospect doesn't trust you, then there's absolutely no way they are going to buy from you. And, again, I don't care how certain they are going to buy from you. In fact, if they're that intent on purchasing your product, then they simply find someone else who sells the same thing – a salesperson they trust – and they will buy it from that salesperson instead. It's as simple as that. So, that's what makes up the second of the Three Tens: You!

2. You, trust and connect with you

Likable, trustworthy person, who is not only an expert in your field but also prides yourself on putting your customer's needs first and making sure that if any problems Arizona you'll be right there on the spot to resolve them?

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What if your prospect doesn't trust the company you work for?

THE THREE TENS

1. The product, idea, or concept
2. You, trust and connect with you
3. The prospect must and connect with the company

However, what's not quite as obvious is that in addition to having the third Ten established, there's also an extremely high likelihood that your prospect will walk into the sale feeling a very high level of certainty for the first and second Tens as well!

Lastly, if you're working for a small company whose reputation is neither good nor bad, but simply unknown, that will have little impact on where your prospect enters the encounter on the certainty scale, other than the usual skepticism that's created by dealing with a company you've never heard of before.

Whichever the case, the most important thing to remember is that your prospect will always enter the sales encounter at some point on the certainty scale.

TWO TYPES OF CERTAINTY

Are actually two types of it: you have logical certainty and you have emotional certainty, and they're entirely different things.

LOGICAL CERTAINTY

Logical certainty is based primarily on the words you say. Actual facts and figures, the features and benefits, and the long-term value proposition, as it relates specifically to that prospect.

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Does the idea or thesis that you've presented to them make sense?

EMOTIONAL CERTAINTY

Emotional certainty is based on a gut feeling that something must be good. We feel a craving inside that simply must be fulfilled, even if there's a heavy price to pay for fulfilling it.

Emotional certainty has to do with painting your prospect a picture of the future where they've bought your product and can see themselves using the product and feeling good as a result of it.

We call this technique future pacing, and it serves as the very back bone of how we move someone emotionally.

When you future pace someone, you're essentially playing out the post-buying move in the best fashion possible – allowing that person to experience your product's amazing benefits right now. The answer is they're both important.

People don't buy on logic; they buy on emotion, and then justify their decision with logic.

CONTINUUM OF CERTAINTY

1 ABSOLUTE UNCERTAINTY

10 ABSOLUTE CERTAINTY

Plain and simple, if you've been able to move your prospect to a very high level of certainty (both types of certainty!) for each of the Three Tens, then you have an excellent shot of closing them. Conversely, if even one of the Three Tens has not been lined up, then you have no shot of losing them at all.

When you're following the principles of the Straight Line System, you will almost never hear the word no, except at the very beginning of the sale, when you're first introducing yourself or when you're qualifying the prospect.

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At those points in the sale, you will hear the word no; and that's absolutely fine. In fact, it's an important aspect of the Straight Line System, as one of its cornerstone philosophies is that we do not make a full-blown sales presentation to someone who is not interested in buying what we are selling.

We want to weed these people out as quickly as possible, during the intelligence-gathering phase.

If you ask for the order and your prospect is not high enough on the certainty scale, then they'll throw out a smoke screen in the form of one of the common objections, as opposed to coming clean with your which would mean revealing specifically which of the Three Tens was holding them back.

2

Inventing the Straight Line

With every two hundred cards yielding ten qualified leads, from which we would open between two or three new accounts. And while those numbers might not sound overly impressive, any broker who did that for three straight months would be on pace to make over \$2 million per year; and if he did it for a year, he'd be on pace to make more than triple that.

Five leads, and from those five, they were closing an overage of no one. Ever.

There were only fourteen objections, and half of them were variations of two.

I always knew that there wasn't any real difference between one objection and another.

It was in that very moment that it truly hit me that, at the end of the day, they were all basically the same – that the common objections were nothing more than smoke screens for what was really holding a prospect back, which was a lack of certainty.

The objection was merely a smoke screen for uncertainty.

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After I answered an objection, I would then loop back to the beginning of the sale and make a follow-up presentation that picked up where my initial presentation that picked up where my initial presentation has left off – with a goal of increasing the prospects state of certainty for all three Tens. And, once again, as with the rest of my strategies, I would execute each one of my loops in precisely the same exact way, every single time.

It was at that very moment when it suddenly hit me – the idea that every sale was the same. In fact, all at once, that very concept came bubbling up into my brain, followed a millisecond later by an elegantly simple image that I could use to explain it.

Was a perfectly straight line.

It happened so fast that it seemed almost instantaneous, but it hit me with the force of an atomic bomb.

I would teach them to sell exactly the way I did – by taking immediate control of the sale, and then moving the prospect from the open to the close along the shortest distance between any two points: a straight line.

“Watch”, “it's a straight line!” and I turned back to the whiteboard, and for the very first time, I drew that long horizontal line across the middle of it and placed a big thick X on either end.

THE STRAIGHT LINE / EVERY SALE IS THE SAME

OPEN

CLOSE

When you're inside the boundaries, you're in control of the sale, and moving forward towards the close. When you're outside the boundaries, the client is in control and you're spiraling off to Pluto, or down here, to your Anus, where you're talking about the price of tea in China or politics in America or some other irrelevant topic that's not germane to the sale.

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Anyway, I know what you guys are thinking – that the more time you spend bullshitting with these people, the more rapport you end up building.

You're wrong. People see through that shit in two seconds flat, especially rich people, who are constantly on guard for that. To them, it's actually repulsive, not attractive, which is the opposite of what building rapport is all about. I shrugged. "Anyway, it doesn't really matter, because you guys are done with that shit, now it's over."

This is where you're in control. Boom, boom!

In control, out of control.

Is because with every single word you say, there's one specific goal in mind, and that's to move the prospect down the straight line towards the close/ that's it. There are no free words, no time for stupid statements, and no time to go off to Pluto and talk about the price of tea in China.

"That shit is for novices." "When you're speaking, it's directed. It's powerful. Your words have meaning behind them; and the meaning is to create massive certainty in the mind of your prospect as you move him down the straight line, from the open to the close." "That's why every one of these arrows is compact, and tight, and right on the line – and they're all pointed straight towards the close."

"So, again, that's what's happening when you're directly on the straight line. You're the one doing all the talking, and your client is listening. And when you're off the straight line, but still inside the boundaries, right here and here" – I point to the spaces "it's the prospect who's doing the talking, and when you're doing the listening."

With the Straight Line, you need to gather intelligence – and I mean massive intelligence – which goes far beyond trying to figure out whether or not a prospect is financially qualified.

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First, you're identifying their needs – and not just their core need, but also any secondary needs or 'problems' they might have.

Second, you're identifying any core beliefs they might have that could impact the sale, such as not feeling comfortable working over the phone or with making quick decisions, and also not trusting sales people in general.

Third, you want to find out about any past experiences they've had with similar products, both good and bad, and how they feel about the salespeople they bought them from.

Fourth, you want to identify their values – meaning, what things are most important to them? Are they looking for growth or income or do they want to set themselves up for retirement, or to give their profits to a certain charity, or a religious institution? It can even be that the prospect is an action junkie and they're in it for the thrills.

Fifth, you want to identify their financial standards, insofar as what level of wealth and spending ability they need to have to feel good about themselves.

Sixth, where their pain lies – meaning, what's keeping them up at night? What's that one single financial worry that sits at the very base of their skull and weighs them down, like an anchor?

Seventh, you need to identify where they stand financially.

1. You must take immediate of control the sale.
 2. You must engage in massive intelligence gathering, while you simultaneously build massive rapport with your prospect.
 3. You must smoothly transition into a Straight Lie presentation, so you can begin the process of building absolute certainty for each of the Three Tens.
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After you ask for the order for the first time, which happens right around here, while you're still close to the beginning – I pointed to a spot on the line about a third of the way towards the close and punctuated it by drawing a big, thick black dot – that's where the back-half of the sale begins, when you get hit with your first objection. So obviously, this whole front-half-back-half business is merely a figure of speech.

It's the back half of the sale where the real selling begins!

Every word, every phrase, every question you ask, every tonality you use; every single one of them should have the same ultimate goal in mind, which is to increase the prospect's level of certainty as much as humanly possible, so that by the time you get to the close, he's feeling so incredibly certain that he almost has to say yes.

Goal oriented communication.

Every word that comes out of your mouth is feeding into one single goal, which is to increase your prospects level of certainty to the highest possible level, as you're moving him down the straight line towards the close. Here – let me draw it out for you on the board.

Check their emotional baggage at the door; to accept the fact that the moment they stepped into the boardroom everything in the past fell off.

Day after day, I told them that their past did not equal their future, unless they choose to live there. I told them that if they fully embraced the Straight Line System and simply picked up the phone and said the words I taught them, they could become as powerful as the most powerful CEO in America.

To act as if.

Act as if you're a wealthy man, rich already, and you will become rich. Act as if you have unmatched confidence, and you will become confident. Act as if you have all the answers and the answers will come to you!

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You are not the same person who walked into this boardroom on your first day. In fact, you're not even close to being the same person! The Straight Line System has changed you! It's made you an infinitely more effective human being than you've ever been in your entire life – because you now own a skill that sets you apart from pretty much everyone else on the planet: you have the ability to close the deal, to influence and persuade at the highest possible level, to the point where you can close anyone who's closable.

Since you didn't own this skill before, anything negative that happened to you in the past has absolutely no bearing on the future. Do you understand that? Do you see the power in that? Do you guys realize that every last one of you has turned yourself into a force of nature?

FIVE CORE ELEMENTS OF THE STRAIGHT LINE SYSTEM

1. The prospect must love your product.
2. The prospect must trust and connect with you.
3. The prospect must trust and connect with your company.

With your ultimate goal being to move all three of them to as close to a 10 as possible, at which point you're going to ask for the order and hopefully close the deal.

In fact, in the vast majority of cases, you're going to have to ask for the order at least two or three times before you have any chance of your prospect saying yes.

Now, when you finish the main body of your sales presentation, you've reached a point on the Straight Line where you are going to ask for the order for the first time and wait for response – and then the back half of the sale begins, which gets triggered when the prospect hits you with the first objection.

Objections, although usually it's more like three or four.

The Straight Line technique that we use to accomplish this is called looping.

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The art of looping is the so-called “secret sauce” to the Straight Line System (or at least to the back half of it) – as it allows a salesperson to increase a prospect's level of certainty in small increasements, as opposed to all at once.

This scenario rears its ugly head after you've run two or three loops, and you've raised your prospect's level of certainty to a point where they're so absolutely certain that you can actually hear it both in their tone of voice and the actual words they say.

When you dig beneath the surface, it turns out that what separates all these potential buyers from one another is the sum of the individual beliefs they have about buying, about making decisions in general, and about trusting other people, especially those who are trying to sell them things.

Certainty a person's action threshold. We refer to people who are very easy to sell to as having a low action threshold; and we refer to people who are very difficult to sell to as having a high action threshold.

Prospect's action threshold is malleable.

Fifth core – the pain threshold.

Pain creates urgency.

To that end it's absolutely crucial that you take the time to uncover precisely what your prospect's pain is and where it comes from. Once I have that information, I can then position my product as a remedy for their pain, and then verbally paint a picture for them of the future – showing how much better they are going to feel as a result of using my product, which has taken away all their pain and has them feeling pleasure again.

THE FIVE CORE ELEMENTS OF THE STRAIGHT LINE SYSTEM

1. The prospect must love your product.
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2. The prospect must trust and connect with you.
3. The prospect must trust and connect with your company.
4. Lower the action threshold.
5. Raise the pain threshold.

Is how a professional safecracker goes about plying his trade.

Old fashioned safecrackers, who puts his ear to the tumbler and listens for each click. Upon hearing the first one, he spins the tumbler in the opposite direction and waits for the next one, and then the next one, and then the next one after that. Finally, when he's gotten a click for each number in the combination, he'll pull down the handle to try and open the safe and voila! – if he's identified each number correctly, the safe will open.

That's precisely what you're doing when you're moving a prospect down the Straight Line.

That's all there is: five basic numbers to crack.

It's fair to say that this book is basically a universal safecracker's manual for the human mind.

To take immediate control of the sale.

It's like you're an amateur boxer stepping into the ring with Mike Tyson.

You have only four seconds to do it. Otherwise, you're toast.

3

THE FIRST FOUR SECONDS

In fact, it happens in less than four seconds over the phone, and in only a quarter of a second when you're in person. That's how fast the brain reacts.

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It takes only a quarter of a second for a prospect to make an initial decision about you when you meet them in person.

It still takes four seconds before a final judgement gets made. Need to establish in those first four seconds of an encounter, if you want to be perceived in just the right way:

1. Sharp as a tack
2. Enthusiastic as hell
3. An expert in your field

If you screw up the first four seconds, you have another ten seconds, at most to play catch-up ball, but after that, you're completely done.

The simple fact is that we all want to deal with pros or experts, and we also want to deal with people who are sharp and on the ball, and who are enthusiastic about what they do. Experts have a certain way of talking that literally commands respect. They say things like "Listen, Bill, you need to trust me on this. I've been doing this for fifteen years, and I know exactly what you need.

1. First, you're sharp as a tack. You must come across as someone who's totally on the ball, a born problem-solver who is definitely worth listening to because you can help them achieve their goals. In essence, you have to sound and act like someone who can help the prospect fulfill their needs and desires. You can accomplish this by demonstrating mental speed and agility, fast decision-making, and a unique pace of delivery that immediately impresses the prospect and builds trust. You must actually become an "expert in your field".
 2. Second, you're enthusiastic as hell. A subliminal message to your prospect, telling them that you must have something great to offer. You must sound upbeat, enthusiastic, and full of energy, and be a positive influence in their lives. I need to genuinely believe in that value before I sell a product or service, and then I'll describe it passionately.
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3. Third, you're an expert in your field – an authority figure and a force to be reckoned with. To demonstrate this authority, I translate features of the service or product into benefits and value for the prospect, while using technical industry lingo that I've taken the time to simplify – allowing the prospect to easily grasp what appear to be very complex statements. I'll also add value by offering a unique perspective during the sales conversation, demonstrating extensive knowledge and understanding of the market, industry, product, prospect and competitors.

SHOW THEM YOU'RE WORTH LISTENING TO

That you're a person worth listening to.

1. Get to the point quickly
2. Not waste the prospect's time
3. Have a solution to their problem
4. Be an asset to them over the long term

You can help them achieve their goals.

However, to truly become an expert listener, you first need to learn how to take immediate control of the sale. There's simply no other way. The million-dollar question is how?

4

TONALITY AND BODY LANGUAGE

Your tone of voice.

How you say.

Unconscious communication, we're talking and as we're listening.

And how about telling a secret?

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Intrigues

Now, in a sales setting, when you apply a whisper at precisely the right moment during a presentation, you will be shocked at the impact it has on your prospect, especially if you raise your voice back up right afterwards. The key here is modulation.

Power whisper.

Bottled enthusiasm, which sits just below the surface and literally bubbles over as you speak. It's about enunciating your words with absolute clarity and stressing your consonants so that your words have intensity to them. It's like you're talking with your fist clenched and there's an active volcano inside you ready to erupt at any second – but of course it doesn't, because you're an expert who's in total control.

Now, in terms of how to start using this in the real world, you'll find that with just a little bit of practice, you'll be applying the right tonality and body language unconsciously – meaning, automatically – whenever you find yourself in a situation of influence. But, until, you need to be extra vigilant about consciously applying the right tonality and body language to every word and every turn of phrase.

RAPPORT ON A CONSCIOUS & UNCONSCIOUS LEVEL

Some 200 million times more powerful than its conscious counterpart, your unconscious mind, with its blazing speed and near infinite storage capacity, is what keeps you alive as you move through the world. Working around the clock, it controls your entire autonomic nervous system – regulating your heartbeat, your blood pressure, your respiration, your digestion, your hormone secretions, and every other system in your body that seems to hum along effortlessly without you having to think about it.

Broadly speaking, the primary goal of your unconscious mind is to keep things the same, or, in scientific terms, maintain a state of homeostasis. Your weight, your body temperature, your blood sugar level, the amount of oxygen in your blood, the amount of light hitting your retinas; each of these things and countless

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others like them are constantly being adjusted to maintain a certain set point that a million years of evolution has deemed to be optimal.

Conversely, your conscious mind is literally starving for processing power as it tries to make sense of things while you move through the world. It can only focus on 3 or 4 percent of the surrounding environment, and it deletes the rest allowing it to focus 100 percent of its relatively meager processing power on a few key items that it deems most important.

5

STATE MANAGEMENT

Future pacing.

Future pacing their own success, and I also made them run the positive movie right there in their seats, allowing them to see themselves in the future already being rich and living the Life. "act as if."

Act as if you're a wealthy man, rich already and you will become rich. Act as if you have unmatched confidence and people will have confidence in you. Act as if you have all the answers, and the answers will come to you.

State management.

Managing your emotional state, you're temporarily blocking out any troubling thoughts or emotions that might normally make you feel negative – thereby allowing yourself to maintain a positive state of mind.

When you're in an empowered state – like "certainty," for instance – then you're able to access your internal resources, which then sets you up for massive success.

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An empowered state is the equivalent of the valve to your internal resources being fully open, allowing you to access them at will, while disempowered state is the equivalent of the valve being closed, blocking you from accessing your resources, no matter how badly you might need them. Let me give you an example.

As a salesperson – or as any success oriented person – you must learn how to start triggering the key empowered states; otherwise, you set yourself up for a lifetime of pain. There are no two ways about it.

The key distinction here is that once you've learned the technique for triggering an empowered state (I'm going to teach you the most powerful one in the world in a moment), you only want to use it at certain key moments, when it matters most, like before you enter a sales encounter, or try to close a business deal, or enter into a negotiation, or even if it's just an important decision you need to make in your personal life.

In terms of achieving success in sales, there are four key states that you need to learn how to trigger at will within state management. We call them the four C's:

Certainty, clarity, confidence, and courage.

State when you enter a sales encounter, versus knowing you will be because you have a surefire strategy to do it. The name of that strategy is olfactory anchoring.

The basic premise of NLP anchoring is that human beings have the ability to choose how they feel at a particular moment in time, as opposed to it being chosen for them by what's going on in their surrounding environment of their personal life.

We can be proactive when it comes to choosing our emotional state, as opposed to reactive, which is what most human beings have been conditioned to think this is our only choice.

NLP has distilled the entire state management process into two core elements, both of which are under a person's conscious control. The first of these two elements is:

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What you choose to focus on.

In essence, at any particular moment, you have the ability to choose the precise direction of your focus; and based on that choice, you'll fall into a state that's congruent with what you've chosen to focus on.

For example, if you spend the next few minutes focusing on everything that's great in your life – a recent business success, being in a loving relationship, the health of your children, a recent goal you achieve, a family getaway – then you'll quickly pop into a positive, empowered state that reflects all those wonderful things.

Wrong.

The second of these two elements is:

Your current physiology.

Comprised of the sum of all the possible ways that you can move and hold your body – your posture, your facial expressions, how you move your appendages, your rate of breathing, your overall level of motion – physiology of human beings as it relates to each emotional state is nearly identical across all cultures.

It's true that we can, in fact, make ourselves feel any way we want at any given moment, that moment is fleeting – giving us a window of opportunity that's anywhere from five minutes to maybe an hour at most.

The ringing sound of the bell is referred to as an anchor, the act of ringing the bell is referred to as firing off an anchor, and the process by which two formally unrelated items become linked together in this way is referred to as setting an anchor.

The most common state that salespeople will try to set an anchor for is a state of absolute certainty, and the most common anchor they'll choose to try to link it to is a combination of shouting the word “yes” and simultaneously clapping their hands.

Olfactory anchoring.

6

A SUREFIRE FORMULA FOR MANAGING YOUR STATE

The first vulnerability had to do with how intense you were able to get our state to at the precise moment when you introduced the anchor. Is that you have to be at the absolute tippy-top of the state, in terms of the emotional intensity you feel inside, in order to successfully set an anchor. Anything less than that, and the anchor won't set.

Difficulty of trying to artificially get yourself into a state of absolute certainty or, for that matter, absolute anything, as opposed to being there organically.

The second vulnerability had to do with the type of anchor you choose (the equivalent of the bell in Pavlov's experiment.)

Not only does the anchor need to hit you all at once, but it also needs to stand out in a dramatic way. It needs to be extreme – the more extreme the better, in fact – and the more unusual the better. Shock your senses. That's what a great anchor does, and it's absolutely crucial that you have one.

Step #1: Choose a state

This is where you set an intention for the emotional state you want to anchor.

Absolute certainty, as this is the state that you must be in when you enter any sales encounter.

Step #2: Choose your focus

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This is where you close your eyes and go back to a moment in your life when you were feeling absolutely, positively certain.

Once you've located that memory, I want you to create a vivid picture of it in your mind's eye. I want you to take in the whole scene, so you can see all the players who were there, looking just the way they looked, including how they were dressed, how their hair was styled, and even how the room looked.

Step #3: Choose your physiology

To match the exact physiology of the state that you're trying to anchor. Standing certain. Your head certain and walking certain and talking certain and even breathing certain, so that literally every aspect of your body, including your most minute gestures and facial expressions, is resonating with the emotion of absolute certainty.

Step #4: Intensify your state

Five senses – to take the picture you've created in your mind's eye in step two and use your brain to manipulate it in a way that intensifies the feeling of absolute certainty that it creates inside of you.

Visual: This is what you see, both externally, in the real world, and internally, in your mind's eye. In the latter case, the picture can be from a memory, or it can be something that you've created yourself using your imagination, or it can be a combination of the two.

Auditory: This is what you **hear**, both externally and internally, and with the same permutations as above.

Kinesthetic: This is what you **feel**, both externally and internally, and with the same permutations as above.

Gustatory: This is what you **taste**, both externally and internally, and with the same permutations as above.

Olfactory: This is what you **smell**, both externally and internally, and with the same permutations as above.

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The way to use the modalities in anchoring is to take the picture in your mind's eye and alter it so it becomes more powerful to you emotionally.

PUTTING YOUR BRAIN TO WORK

I want you to start by taking the still picture you created in your mind's eye and putting it into motion, so you can actually see yourself moving in the picture, and being your best self, as you go about closing this huge sale. If it helps, you can even put a frame around the picture and imagine that it's a flat-screen TV.

Still picture into a motion picture, you'll start feeling more connected to the scene and your state of certainty will start to intensify. So, do that right now: add on the appropriate dialog, as best as you can remember, and give yourself that same, perfect tonality and body language.

Each change should make the move seem more real to you and, hence, increase your level of certainty; so if you reach a point of diminishing returns with any of your changes (like when you are forced to sit in the front row of a theater or when you turn up the brightness on your TV too much or the volume is too loud).

And then you can intensify those feelings even further by imagining them occupying a certain part of your body, like just over your heart or your solar plexus, and then placing the palm of your hand over that spot and noticing how the feeling tends to spin or tumble in a certain direction.

Step #5: Set your anchor

What this entails is taking the intense state that you've just created and linking it to a word or mantra, or to some external sound or sharp feeling, like clapping your hands and screaming the word "yes" – which was when the entire process had begun to break down for me.

BoomBoom - - www.boomboomenergy.com

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To be truly at the ultra-intense level of absolute certainty that's required to set a legitimate anchor was to wait until I was actually in that state organically and set my anchor then.

All I had to do was wait until I closed a really big sale, in the real world, which caused me to pop me into a peak state of absolute certainty organically, and then, right then – and I mean right then, in that very instant – when I was basking in the afterglow of closing an awesome sale, and I knew in every cell of my body that I truly was in an organic state of absolute certainty, as opposed to an artificially manufactured imitation, I would bring out my BoomBoom and take a giant whiff up each nostril – boom! Boom! – and just like that, I'd have set myself one powerful anchor.

Anchor

With zero preparation, beyond simply choosing what state you want to anchor, all you have to do is wait for that awesome moment when you close a really big sale (or any situation that causes you to organically pop into a state of absolute certainty, or absolute anything, for that matter), and then, right then, in that very instant, when that moment hits, you whip out your tube of BoomBoom, unscrew the cap, take a deep, prodigious blast up each nostril so you can literally feel the rush of the mint and citrus bathing your olfactory nerves, giving you that pleasant, invigorating burn. Then ball your hands into a pair of fists and start squeezing tightly, with your fingernails digging into your palms so you can really feel it, and belt out the word “yes” in a forceful yet controlled manner, so the bulk of the volume and power is directed inward, right to your solar plexus, where it resonates with your heart and soul and liver and loins and your very gizzard itself. And that's it.

Very specific moment.

Then, ten seconds later, with the scent of BoomBoom still lingering but the initial rush gone, repeat the process again.

As anchors become stronger when they're stacked.

Z

ADVANCED TONALITY

Ten Core Influencing Tonalities

As if by magic, if at any point during the sale it behooves you to sound absolutely certain or utterly sincere, or caring and sympathetic or perfectly reasonable, or any of the ten core tonalities that drive human influence.

It's your words that move a prospect logically, and it's your tonality that moves your prospect emotionally.

The salesperson should address the prospect in the way they would respectfully address a friend.

Say in a very upbeat tone: "Hi, is John there?"

"I care" or "I really want to know" tonality.

Tonality is the secret weapon of influence, because it's an unspoken language.

1. Hi, my name is Bill Peterson
2. Calling from Acme Travel Company
3. In Beverly Hills, California

You can either phrase your statement as a question or, in some contexts, just use the exact words as you raise your voice again, again, and again, to which your prospect will hear: "Right? Right? Right?"

I want you to make sure that each word you've chosen is the absolute best one possible given your desired outcome (more on this later in the chapter on scripting).

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Language pattern.

Reason a justifier.

"Now, John, the reason for the call today is that we've been reaching out to a select group of home owners in your area to offer them.....," and then he'll go on to explain whatever that offer happens to be.

To just above a whisper and then hanging on the R in the word "reason" for an extra fraction of a second.*

Because you lower your voice to just above a whisper, a secret, creating a sense of urgency and scarcity. Scarcity.

*Go to www.jordanbelfort.com/tonality to hear exactly how it sounds.

Absolute certainty, then transitioning into a tonality of utter sincerity, and then transitioning again to the reasonable man tone*

1. Absolute certainty:

Your voice takes a firmer, more definitive tone, with a power that seems to come right from your solar plexus, in order to convey your absolute conviction about whatever you happen to currently be saying.

2. **Utter sincerity:** This is a calm, smooth, confident, low-pressure tone that implies that what you're currently saying to the prospect is coming directly from your heart, and that you're being absolutely sincere with them at the highest possible level.

*Go to www.jordanbelfort.com/tonality to hear the tonalities in action.

3. **The reasonable man:** "If you give me one shot, Bill, believe me, you're going to be very, very impressed. Sound fair enough?"
-

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Absolute certainty. "You give me just one shot, Bill, and believe me..."

Next we smoothly transition from the tonality of absolute certainty to the tonality of utter sincerity, which is applied to the words "...you're going to be very, very impressed....."

Lastly, we transition from the tonality of utter sincerity to the tonality of the reasonable man, which is applied to the words "...sound fair enough?"

"Does the idea make sense to you? Do you like the idea?"

Hypothetical, money-aside

Implied obviousness

I feel your pain – Bill Clinton tonality, due to his complete and utter mastery of it.

8

ADVANCED BODY LANGUAGE

The things a person will internally debate start with a very basic observation: your appearance. They'll be debating things like how clean-cut you are, if you're well-dressed or not, how much jewelry you're wearing. It all goes back to judging a book by its cover.

When a man wears a suit and tie, we immediately perceive him as someone who has his shit together: a person of power, so to speak.

Wrapping your package.

Anything more than a closely cropped beard or mustache, and you should have it.

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But generally speaking, unkempt facial hair is definite no-no.

It's called the Law of Congruency.

If you're a man selling to another man, then you want to do what's called cornering off – meaning you want to stand at a slight angle to another man, as opposed to directly in front of him.

If you're a man trying to influence a woman, the woman wants you to stand directly in front of her and keep your hands above waist level, where she can see them.

Either way, what you don't want to be is one of those dreaded space invaders – another's space bubble.

Cooperator's handshake. Neutral hand shake, where you meet someone's hand head-on.

Matching. World and being where they are.

If you don't make eye contact at least 72 percent of the time, people won't trust you. 72 percent is the number.

The magic number is 72 percent.

Pacing and leading. It's the next level up from matching, which is what I spoke about. With pacing and leading, you're basically kicking it up a notch, by pacing them, packing them and then leading them in the direction that you want them to go.

Active Listening and the Art of Matching

Active listening.

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When you nod your head, it shows that you get what that person is saying: that you're on the same page.

As for the audible cues, the ahas! and yups!, they're more effective at maintaining rapport than actually building it. The audible cues are even more important when you're on the phone and don't have body language to rely on.

Matching – essentially adopting the same physiology as your prospect to slide into rapport with them.

Likability – meaning that people want to do business with people who are basically like them – not different. You start that process by entering a prospect's world where they are, which sets you up to slide into rapport. Then you want to pace them, pace them, and then lead them in the direction that you want them to go.

2

THE ART OF PROSPECTING

A straight line salesperson, and for that matter any professional salesperson, would never consider shooting from the hip like that.

"Straight Line prospecting" and the primary method by which we do our sifting is through gathering intelligence.

You want to know everything there is to know about your prospect, so long as it's relevant to the closing the sale – including their needs, beliefs, values, hierarchy of values (meaning, the relative importance of each value), their past experiences with similar products, past experiences with other salespeople, personal financial situation (insofar as affording your product), and both their primary and their secondary pain points.

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Was the fact that your ability to gather intelligence will be directly related to how powerful a first impression you made on your prospect during those first four seconds.

The only way that your prospects will answer your questions honestly and forthrightly is if they perceive you as being a true expert in your field, and a person whose confidence and eloquence and bottled enthusiasm has left them no doubt whatsoever that you're definitely a person worth listening to, someone who can help them achieve their goals and resolve their pain.

When you are in control, the barrage stops. Realizing that they are in the presence of an expert in their respective field, the prospect feels compelled to defer to you, and allows you to ask as many questions as you deem necessary, without interruption.

Marketing on one side of the equation, and sales. The objective of marketing is to:

1. Research the marketplace to identify the best prospective buyers – prospects, for short – for a particular product.
2. Develop a cost effective strategy that gets the company's message in front of as many of these prospects as possible.
3. Embed the message with some sort of offer or hook or call to action that prompts as many of these prospects as possible to enter the company's sales funnel.
4. Coordinate with the sales department to ensure a seamless handoff of the funnel, so prospects can be turned into customers.

Ultimate objective is always the same: to bring as many qualified buyers as possible into the company's sales funnel, so they can be handed off to the sales department and turned into customers.

Buyers in heat. Basically your best, most motivated buyers.

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Buyers in power. Buyers in power aren't consciously feeling any major pain from their unfilled need, which causes them to lack the same level of urgency as buyers in heat.

Some 30 and 40 percent.

It's the prospects from these two categories – buyers in heat and buyers in power who will make it past the intelligence gathering phase and continue their journey down the Straight Line.

Lookie-loos.

"Tire Kickers". They disguise themselves as buyers in power – acting as if they're genuinely interested in buying your product – while they actually have no intention of doing so.

Between 30 and 40 percent of their sales funnel is filled with professional time wasters (disguised as buyers in power), salespeople end up spending the bulk of their time making sales presentations to prospects who have no intention of buying.

1. They tend to ask lots of questions that they seem to already know the answers to.
2. They make it a point to kick the tires of whatever it is you're selling, almost to the point of over-kicking them.
3. They let out a large number of oos and aahs and yups, to reinforce the sense that they're genuinely interested.
4. When asked about their finances, they either become boisterously overconfident or unnecessarily vague.

The mistakes. "The people who were dragged there."

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Rule #1: You are a sifter, not an alchemist.

Rule #2: Always ask for permission to ask questions.

- “John, just a couple of quick questions, so I don't waste your time.”
- “John, let me just ask you a couple of quick questions, so I can best serve you.”
- “John, let me ask you just a couple of quick questions, so I can see exactly what your needs are.”

Rule #3: You must always use a script.

Another major benefit of using a prospecting script is that since you already know what words you're going to say, your conscious mind is freed up to focus on applying the right tonality to your words, as well as on what your prospect is communicating back to you.

Rule #4: Go from less invasive questions to more invasive questions.

Rule #5: Ask each question using the right tonality.

Intelligence-gathering effort not only uncovers his primary pain point but also amplifies it, as this will be the key to closing the sale.

Biggest fear. What's really keeping you up at night?

Active listening.

1. **Nodding your head** – you're on the same page as them.
 2. **Narrowing your eyes** and compressing your lips, while nodding your head slowly, that's very important to them.
 3. Narrowing your eyes even more while compressing your lips more intensely.
-

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4. Leaning forward when you ask an emotionally charged question, and then continuing to lean forward while your prospect answers.
5. Leaning back when you ask a questions that's grounded in logic, and continue to lean back and nod your head in understanding and scratch your chin thoughtfully while your prospect answers.

Rule #7: Always follow a logical path.

All you need to do is take the time to engage in a little strategic preparation – which, in this particular case, means making a complete list of your prospecting questions, and then keep arranging them in different orders until you hit on the one that stands out as the most logical.

Rule #8: Make mental notes; don't resolve their pain.

When you're qualifying a prospect, all you should be doing is asking questions and making mental notes based on their responses. You do not want to try to resolve their pain at this point. In fact, if anything, you want to amplify that pain.

Instead, you want to amplify their pain by asking them a series of follow-up questions that actually future pace it – forcing them to experience the realty of being in even greater pain at some point down the road if they don't take action now to resolve it.

Rule #9: Always end with a powerful transition.

"Well, John, based on everything you just said to me, this program is definitely a perfect fit for you. Let me tell you why...."

Rule #10: Stay on the Straight Line; don't go spiraling off to Pluto.

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In truth, these sorts of compound answers, where the prospect starts by answering your question and then finishes by spiraling off to Pluto, are very common during the intelligence-gathering phase and are in no way problematic.

What is problematic, however, is the disingenuous way in which the salesman handled it.

"Let me tell you a little something about rapport," I said confidently. It is by far the single most misunderstood word in the English language. In fact, what most people think constitutes rapport is actually repulsive – meaning, it repels people instead of attracting them, which is the exact opposite of what you're trying to accomplish with rapport in the first place.

You see, experts are far too busy to waste time talking about things that aren't germane to the prospect's outcome. Their services are in demand, and an expert's time is his most valuable commodity.

Genuine rapport is based on two things.

First, that you care – meaning, that you're not just looking to make a commission; you want to help your prospect fill his needs and resolve his pain. Basically, you have his best interest at heart, as opposed to your own.

And, second, that you're just like him – meaning that human beings want to associate with people who are just like them, versus the exact opposite of them.

Instead, what you want to do in that situation is actually let your prospect spiral off the Pluto while you really step up your active listening, so he know that you understand exactly what he's talking about and that you find it exciting and interesting. Of course, you're not going to actually say those words; but your tonality and body language will be more than enough to carry the day.

Then, after he's finally done orbiting Pluto, all you need to say is something along the lines of 'Was, that's totally cool. It sounds really interesting. I can see why you feel that way. Now as far as your goal for

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learning how to trade currencies goes...' And then you lead him back to the Straight Line and pick up right where you left off by asking him the next question on your list. That's how you maintain control.

So, if at any moment you sense that you're falling out of rapport with your prospect, then you need to stop, regroup and make a conscious effort to get back into rapport, using the active listening protocol I laid out for you, along with two specific tonalities I went through this morning – 'I care (I really want to know)' and 'I feel your pain.'

"The simple fact is that you need to be actively building rapport throughout the entire sale, 100 percent of the time, without ever letting your guard down. Any questions?"

11

THE ART AND SCIENCE OF MAKING WORLD-CLASS SALES PRESENTATIONS

Charisma a learnable skill that can be mastered through practice?

Not only is charisma an entirely learnable skill but it also possesses that highly coveted Good Enough Factor – meaning, all you have to do is become reasonably proficient and you'll start seeing the benefits straightaway.

Starting with charisma's first component, which is the effective use of tonality – meaning, that you sound so good when you speak that you keep people hanging on your every word as opposed to them tuning out, or dividing their attention among other people in the room.

The second component of charisma is the targeted use of body language – meaning, you're being hypervigilant about applying all ten body language principles, with a heavy emphasis on active listening, to communicate an extraordinary level of attentiveness and empathy.

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And charisma's third component – which is typically the toughest one of all, for most people – is not saying stupid shit.

The true beauties of the Straight Line System is that it allows any salesperson, whether they're a stone-cold rookie or a world-class expert, to deliver a flawless sales presentation on a consistent basis, no matter how long the encounter drags on; and the system accomplishes that can be summed up in one word: scripts.

That's right – scripts.

Talking about Straight Line scripts – or, a series of Straight Line scripts that work together.

A Straight Line script is the well-thought out essence of the perfect sale. In other words, imaging taking the ten best sales presentations that you've ever made for a particular product and going through each one of them line by line, with an eye on choosing the best passages from each and then combining them into one, ultra-perfect presentation that will become your template for all sales encounters going forward. That's what I mean by a Straight Line script.

It's basically all of your best sales lines, arranged in exactly the right order – starting with those all-important first four seconds and continuing on straight through to the end, at which point your prospect will either buy, or you will end the sales encounter in a respectful way.

Since the time that you were old enough to talk, every single movie or TV show that made you laugh or cry or scream or shout, or that you got so deeply invested in the characters that you ended up binge-watching the entire series in a single weekend every last one of them scripted.

The key to success here is actually twofold: first, you need to become proficient in the art of reading from a script without sounding like you're reading from a script without sounding like you're reading from a script; and second, you need to become proficient in the art of writing a script that will allow you to sound perfectly natural when you read it.

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We refer to this process as strategic preparation.

First, your script must not be front-loaded.

Front-loading is when you disclose all your major benefits right up front, which leaves you with nothing powerful to say to change your prospect's mind when they hit you with the first objection.

Second, focus on the benefits, not the features.

Remember, people are not so concerned about every feature that a product might have. They want to know if it will make their life easier, or resolve their pain, or allow them to have more time to spend with their family.

Third, your script must have stopping-off points.

Lock it down by asking the prospect a simple yes-or-no question, such as: "You follow me so far?" or "Make sense?" or "Are you with me?"

Fourth, write in the spoken word, not grammatically correct English.

Fifth, your script must flow perfectly.

First by reading it out loud to myself, to identify and obvious glitches in the rhythm or flow of the various language patterns.

I will then rewrite the script, fixing the glitches I found, and then repeat the process again, until I'm absolutely certain that every single word flows like silk.

Sixth, your scripts must be honest and ethical.

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Your scripts need to be accurate, compliant, and reflective of your corporate culture, which is one of ethics and integrity. And they also need to be sexy as hell!

Seventh, remember the overarching equation of energy in, benefits out.

"Cash outlay" as a reframe, instead of cost; I used the word "only" as a minimizer, in relation to the \$3,000; I then quickly reminded the prospect of three major benefits, to balance out the \$3,000 energy expenditure; and then I reiterated the simplicity of getting started and transitioned into a soft close – using my tri-tonal patter of absolute certainty, collapsing into utter sincerity, and then moving into the reasonable man tone, as I said my last three words: "Sound fair enough?" Then I shut up.

And eighty, a Straight Line script is part of a series of scripts.

Five or six different scripts that take you through from the open to the close. For example, you'll have a script that starts with those all-important first four seconds, and then includes your qualifying questions and your transition. Second, you'll have a script that starts with the main body of your presentation and ends with you asking for the order for the first time. Third, you'll have a series of rebuttal scripts that include the well-thought-out answers you've prepared to the various common objections you're going to hear. And fourth, you'll have a series of looping scripts that will include the various language patterns that will allow you to loop back into the sale, in order to move your prospect to higher and higher levels of certainty.

What I'm referring to here is the issue of the type of call system you're using – meaning, how many times do you plan on speaking to your prospect before you ask them the first time for the order? One? Twice? Three times? Four times?

The two-call system.

When a prospect has exceeded the outer limit for the number of days between calls, the lead goes into a dead pile, which eventually gets redistributed to someone else in the sales force after the appropriate

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amount of time – usually three to six months, or maybe even a year; any longer than that and the close rate drop becomes negligible.

This includes sending your prospect testimonials from other satisfied clients; articles from trade journals, newspapers, and magazines that reinforce the idea that the prospect made the right decision; and occasional emails and regular schmooze calls to make sure that you stay in tight rapport as the process drags on.

The power of Language Patterns

- The product first
- You, the salesperson second
- And the company that stands behind the product third

In short, there is a pattern for everything.

We'll assume an outbound phone call:

- Be enthusiastic right from the start.
- Always speak in the familiar. "Hi, is John there?"
- Introduce yourself and your company in the first couple of sentences, and then restate the name of your company a second time within the first couple of sentences.
- User power words, like "dramatically," "explosive," "fastest growing," "most well respected." Power words go a very long way.
- Use your justifiers.
- Ask for permission to begin the qualification process.

What do you like or dislike about your current supplier?

What is your biggest headache with your business?

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"How long has this been going on?" "Do you see this getting better or worse?" "How do you see yourself in two years?"

What would be your ideal program if you could design it?

Of all the factors that we have just spoken about, what is the most important to you?

Have I asked about everything that's important to you?

"Is there anything that I have missed? Is there any way that I can tailor this solution for you?"

"If you recall, you sent in a postcard a few weeks back," or "We've been reaching out to people in your area..." In short, you are trying to link up this call with the time you first met our prospect, or when they took an action, like filling out a postcard or clicking on a website.

Your justifier.

"Just a couple of quick questions so I don't waste your time."

"Based on everything you said to me, this is a perfect fit for you." This should be an anchor for you; you should know it by heart.

When I'm hired by a company to do a sales training, I make each salesperson create three or four language patterns for each of the Three Tens, and then I pool them all together and pick the best of the patterns to create one master script.

1. The moment you finish the above transition, your first words in the main body should be the exact name of your product.
 2. The bottom line is that anytime you can leverage the credibility of a respected person or institution, you should try to bring it into your presentation.
 3. "You follow me so far?" or "Make sense?"
-

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4. Now, repeat steps two and three one more time. Remember, you're framing. I've found that the vast majority of salespeople don't ask for the order very much.

Three or four times should be more than enough when you're using the Straight Line System.

"Give me one shot, and believe me, if I'm even half-right, the only problem you'll have is that I didn't call you six months ago and I get you started then. Sound fair enough?"

Training and drilling.

I can't even begin to tell you how massive the payoff will be if you take the time to read your script out loud, and keep practicing and practicing until you get to a level of unconscious competence where you literally know your script by heart.

"When should I use my script?" and my answer to that is, "ALWAYS!"

How do you use a script n person? Very simple you have it memorized.

12

THE ART AND SCIENCE OF LOOPING

The sale doesn't truly begin until after your prospect hits you with the first objection; only then do you have the chance to finally roll up your sleeves and earn your paycheck.

After all, you will have already weeded out the prospects who indicated that during the intelligence-gathering phase.

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In other words, the only prospects you should be presenting to at this point are those whose answers to your intelligence-gathering questions dictated that they not only were interested in your product but also needed your product and could afford your product.

- Or maybe – meaning, the prospect is sitting on the fence and can still go either way. Maybe consists of all the common objections that salespeople typically get hit with during the back half of the sale. In total, there are somewhere between twelve and fourteen of them, although about half are just simple variations of two.

The Art of Deflection

Opposed to the five to seven minutes it takes to complete an initial call.

Stating your first and last name, the name of your company, and its location – and ask Bill how he's doing today. Remember from your very first word, your tonality must be positive and upbeat, with a hint of bottled enthusiasm slipping out around the edges.

I repeat, do not ask him if he actually received the information or had a chance to review it, as there's an excellent possibility that he'll say "no" to at least one of those questions, which gives him an easy exit ramp out of the encounter. The way to avoid this is to simply ask him if the conversation "rings a bell,; to which he will almost always reply with a yes.

If he replies no, then act a bit surprised, but chalk it up to the fact that he must get a ton of calls and emails each day, and then assure him that you did, in fact, speak to him, and that you did, in fact, email him some information; but there's no need to worry, as it was just a bit of background on your company. Then complete step three – reminding him that he asked you to call him the next time you had an investment idea.

Explain how something just came across your desk and that it's one of the best things you've seen in quite some time now, and if he has sixty seconds, you'd like to share the idea with him.

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Complete your introduction by saying "got a minute?" using eh reasonable man tone.

If you have sixty seconds, I'd like to share the idea with you. Got a minute?

"I hear what you're saying, Bill, but let me ask you a question: Does the idea make sense to you?
Do you like the idea?"

A 6

Moving forward and trying to close the deal, you're going to loop back to the front half of the sale instead – to the point on the Straight Line when you had just finished delivering the main body of your Straight Line sales presentation – and make a follow-up presentation that builds on the airtight logical case that you framed during your initial presentation.

IN essence, your follow-up presentation picks up right where your logical frame left off – using your most powerful benefits and coherent assertions to turn the frame into an irrefutable, inarguable, scream-from-the-hilltops airtight logical case, while you use the advanced tonality technique of pace, pace, lead to start building emotional certainty as well.

"you see what I'm saying here, Bill? Do you like the idea?"

Like all prospects, Bill has five numbers in his buying combination; and like all combination locks, not only do you need to know what all five numbers are, but you also need to know what order they go in.

"If I'd been your broker for the last three or four years, making you money on a consistent basis" – and now you switch your implied obviousness – "then you probably wouldn't be saying, 'Let me think about it right now, [your first name]. You'd be saying, 'Pick me up a block of at least a few thousand shares.'" And then you switch to the reasonable man tone and you add, "Am I right?"

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You've now cut to the heart of what the Straight Line System is all about, which is: pushing aside all the stalls and smoke screens (that cause the average salesperson to plunge into a rapport-breaking death spiral) so you get to the heart of what's really holding your prospect.

Real objection is that he doesn't know you, and therefore has no basis for trusting you; yet somehow you were able to bring that to the surface in a very elegant way. All you have to do now is figure out a way to get around that, which means convincing someone who you've only known for five or six minutes, and who you may have never met in person, and who may live on the other side of the country or, for that matter, the world, to trust you at a reasonable high level in the next sixty seconds.

The key to get it swinging is to take the time to write out a powerful Forrest Gump pattern before you enter the sales encounter.

"Yea, well, in that case, I would."

"Now, that I can understand. You don't know me, and I don't have the luxury of a track record; so let me take a moment to reintroduce myself.

"My name is [your first and last name], and I'm a [your title] at [the name of your company], and I've been there for [actual number] years, and I pride myself on...."

Citing any degrees you have, any licenses you have, any special talents you have, any awards you've won, what your goals are.

In addition, in the same way that you took as much time as you needed to write out the best possible version of yourself, you also wrote out a secondary and a tertiary version as well. This will ensure that you can keep talking about yourself intelligently if the sale drags on, forcing you to execute additional loops.

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Now it's time to resell the company that stands behind your product, which is the third of the Three Tens.

You're going to move straight into your new pattern for reselling the company – using the following seven words as your transition: “And as far as my company goes...”

And as far as my company, XYZ Securities, goes, it's one of the most well respected....

To be safe, I want you to create secondary and tertiary versions as well – ensuring that you can run additional loops without running out of intelligent things to say.

“We're the number one this.... We're the fastest growing that ... we're the foremost experts in this The chairman of the board, a man named so-and-so, is one of the most astute minds in the entire XYZ industry.... He's accomplished X... he's accomplished Y.... and he's built this company around on thing above all: [whatever that is].” “So Bill, why don't we do this...” or “So, all I'm asking for is this...” and then transitioning directly into your close, which will end with you asking for the order a second time.

- “If you give me 1 percent of your trust, I'll earn the other 99 percent.”
- “I'm obviously not getting rich here, but, again, this will service as a benchmark for future business.”

RUNNING YOUR SECOND AND THIRD LOOPS

A typical salesperson will respond with a canned rebuttal – one specifically designed to overcome that objection – and then they'll ask for the order again.

“I hear what you're saying, Bill, but let me just say that I've been doing this for quite some time now, and if there's one thing I've learned it's that when people say they're going to think about it, or call you back, what ends up happening is that they end up putting the idea in the back of their mind

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and deciding against it, not because they don't like the idea – in fact, in your case I know that you actually do – but the simple fact is that we're both very busy people, and you'll go back to your busy life and end up mission out on this; and I don't want to see that happen to you."

"In fact, let me say this: one of the true beauties of the situation is that right now, Microsoft is on the very cusp of ..." and, just like that, you've seamlessly transitioned back into the sale.

Fourth number in your prospect's buying combination – namely, their action threshold.

The first way is to offer your prospect a money-back guarantee.

The second way is to offer your prospect a cooling off or rescission period.

The third way is to use certain key phrases that paint a picture.

"I'll hold your hand every step of the way".... "We pride ourselves on long-term relationships"

"We have blue-chip customer service."

And the fourth, the most effective way by far, is to use a very powerful language pattern that allows you to temporarily "revers" a high-action threshold prospect's parallel movies – causing them to abandon their strategy.

Rewrite their respective scripts.

"Bill, let me ask you an honest question: what's the worst that can possibly happen here? I mean, let's say I'm wrong and the stock actually goes down a few points, and you lose two thousand bucks. Is that gonna put you in the poorhouse?"

But what this trade will do is serve as a benchmark.

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Namely, their pain threshold.

This is why you introduce pain in two spots: first, during the intelligence-gathering phase, you want to identify where your prospect's pain lies and, if necessary, amplify it to ensure that your prospect listens to your presentation from that perspective; and second, you're going to reintroduce that pain right now, at the beginning of your third loop, using language pattern that sounds something like this:

"Now, Bill, I know you said before that you're worried about your retirement in terms of Social Security not...." and so forth, and then you're going to raise the level of pain by asking your prospect what they think is going to happen with the situation if they fail to take action to fix it.

Using the empathetic tone, you would say: "Bill, let me ask you a question. Given how things have been deteriorating over the last twelve months, where do you see yourself in a year from now? Or, even worse, five years from now? Are things going to be even more intense, in terms of all the sleepless nights and the worrying?"

Resource*

www.jordanbelfort.com/rebuttal to read about proven rebuttals
