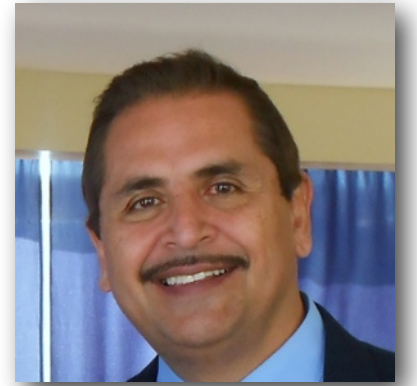


NLP Video Training

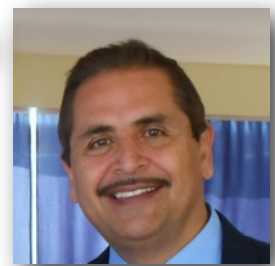
By Dale T. Diaz NLP MP
DaleDiaz.com



The New Language of Sales

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCD**EMBEDDED**COMMANDSWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

АВCDEFGHIJKLMNOPQRSTUVWXYZ



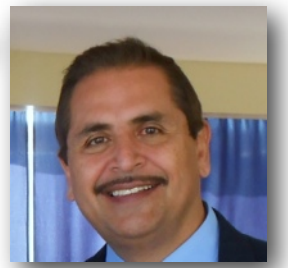
BENEFITS

It's how we talk.

SURFACE
STRUCTURE

SUB
STRUCTURE





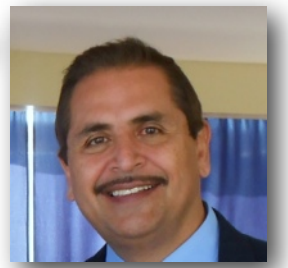
ABC EMBEDDED COMMANDS XYZ

BENEFITS

It's how we talk.

‘Analog Marking’

We “mark off” what’s important to us
with analog (non-digital) communication.

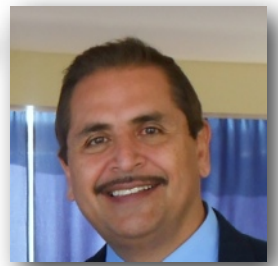


ABC EMBEDDED COMMANDS XYZ

What is a command?

One to four word “imperative”.

Smile	Like me	Connect with me	Open up with me
Laugh	Trust me	Feel good now	Build rapport with me
Talk	Feel cmfrtbl	Confide in me	Focus on my words
Listen	Feel happy	Feel at ease	Hear us in harmony
Stay	Believe me	Feel at home	Approve of me now
Relax	Accept me	Accept my frndshp	Follow what I say



ABC EMBEDDED COMMANDS XYZ

What is a command?

One to four word “imperative”.

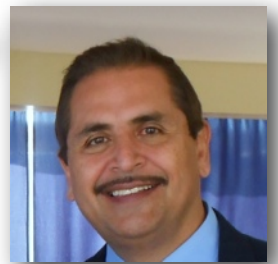
Don't be late tomorrow.

Don't drop that Jane!

Don't hate me for what I'm about to say!

As your friend, you can't
fall in love with me now or ever.

**I wouldn't ask you to
trust me because we just met.**

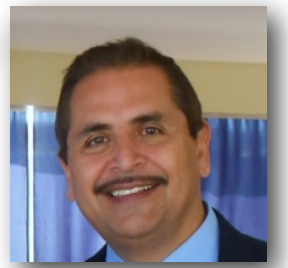


Sub Structure

Do you feel comfortable when we talk, John?
Because if you don't open up with me how will I feel
at ease with you?

You know I can't help but smile and feel happy when
you do. I really feel at home and I start to relax when
I think you accept me how I am.

So, like me, I'm sure you want to really talk and listen and
communicate well. I'm not asking you to trust me because
you want to connect with me at your own pace. We're all
like that.



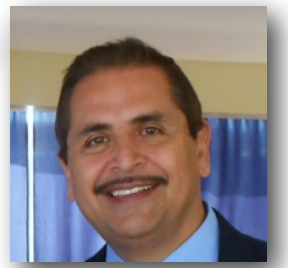
ABC EMBEDDED COMMANDS XYZ

You Can You CAUSE Someone TO Do Something...

If it's in line with their set intent

Unlikely, if it crosses their (higher) value system

If you want something more than they don't want you to have it

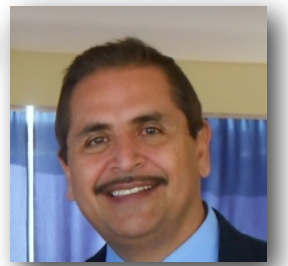


THREE RULES

Use commands to control outcome.

Decide two things...

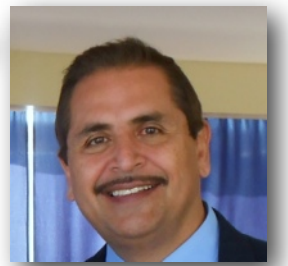
- 1. Your Best Case Scenario*
- 2. Minimum You Can Live With*



What Makes it Effective:

Rapport = 3 Times More Effective in
whatever you're doing.

Analog Marking = Commands Become
10 Times More Effective



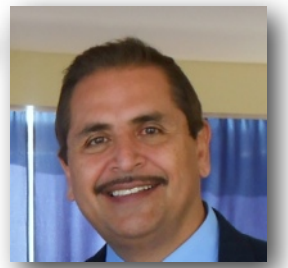
Analog Marking:

Volume Change

Pause Before and After

Down Swing

Non Verbal Marking



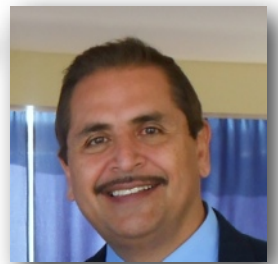
FOUR RULES

Use commands to control outcome.

Not at the beginning or end of sentences.

Use 'Analog Marking'

High Volume of Commands



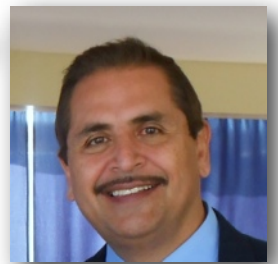
Tip:

Operators:

- You can/can't
- To
- You
- You (may) want to/don't want to
- Why not
- Don't
- Will/Would

Noun Substitutes:

Use their name directly before or after the command.



Real Estate Agents:

Lead Generating

Phase 1: Get Them to Talk to You

Talk, talk to me, listen to me, give me three minutes, like me, stay on the phone with me, stand here and talk to me, be interested, give me your time, give me your interest, get in rapport with me

Phase 2: Get Them to Reveal Their Intent

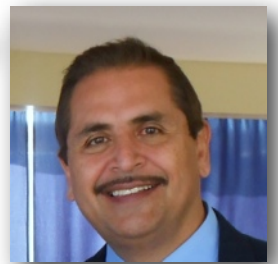
Tell me everything, open up to me, tell me the truth, reveal the truth, tell me when you're moving, tell me when you're selling, keep talking, be forthcoming, be candid, be open, tell me your timeframe, tell me your true intention, stay in rapport with me, trust me

Phase 3a: Get Them to Set an Appointment with You

Meet with me, make an appointment with me, set an appointment with me, meet with me Thursday, allow me to come over, come to my office, get together with me, talk to me in person, talk to me person to person,

Phase 3b: Get Them to Give You a Lead

Give me a lead, share with me, tell me who's moving, give me permission to call your friends, tell your friends about me, tell others about me, pass



Real Estate Agents:

Buyers

Buyers Agreement

Commit to me, commit to use me, sign with me, sign my agreement, sign the contract, contract with me, sign my buyers agreement,

Instructions

Do what I tell you, follow my instructions, follow my directions, obey my instructions, follow my lead,

Look at Houses

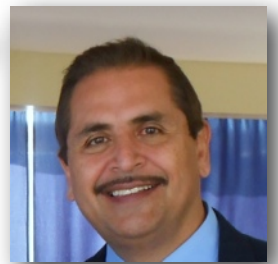
Go tomorrow to see houses, look at houses Wednesday, look at the inventory, go shopping for a hous

Write an Offer

Write an offer, write up an offer, allow me to write an offer for you, submit an offer today, make an offer now, buy this house, purchase this house today

Negotiate

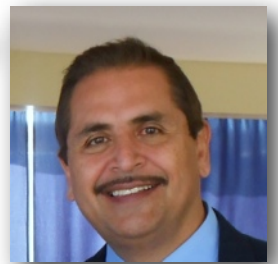
Accept the sellers terms, agree with the seller, make a counter offer, continue to negotiate, negotiate with the seller



Real Estate Agents:

Listing Presentation Modules

1. Introduction
2. Sharing the Process (Tell Them What You Are Going To Tell Them)
3. Information Gathering (Criteria/Hot Button Analysis)
4. Who You Are (The Company)
5. What You Do To Market Their Property
6. What You Expect From Them
7. Their Expected Net
8. The Expected Time Frame
9. Summary (Tell Them What You Told Them)
10. Close (Tell Them What To Do)



Real Estate Agents:

Listing Presentation: Seller Commands Part I

1. Introduction –

Sample: Mr. and Mrs. Jones, I want to ... pay attention ... to your needs. So, please, be ... like me ... as we start to ... focus ... on the most important things to you.

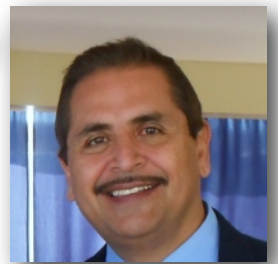
Pay attention, focus, prepare to decide, concentrate, recognize my authority, set intent to list tonight, like me, trust me, believe me, see me as an authority, fear me, feel comfortable, follow along

2. Sharing the Process (Tell Them What You Are Going To Tell Them) –

Sample: I will do my best to ... follow the presentation process ... Mr. Seller, because I want you to ... get excited ... about how it all works.

Follow the procedure, obey the process, follow the listing process, follow along, listen to the end, get excited as we proceed, become convinced as we proceed, stay on track, keep on track, follow through, continue with me

3. Information Gathering (Criteria/Hot Button Analysis) – Backtrack and questions only.



Real Estate Agents:

Listing Presentation: Seller Commands Part I

4. Who You Are (The Company) –

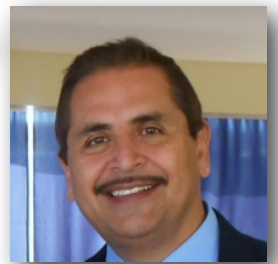
Sample: “I would never ask you to ... trust me ... without knowing something about my track record. Some people ... select me ... Mrs. Hernandez, because ... like me ... they want someone that can prove that they reach their objectives.”

Trust me, believe me, listen to me, want me, like me, accept my company, do what I say, pick me now, select me, have confidence

5. What You Do To Market Their Property –

Sample: “So that you are inclined to ... accept this process ... allow me to answer the most common questions.

Accept this process, believe in my system, trust the sales process, choose my approach, accept these action steps, embrace my system, trust in my way, believe my way works, you want me, you want to list with me, agree with me, desire my approach



Real Estate Agents:

Listing Presentation: Seller Commands Part II

6. What You Expect From Them –

Sample: “John, if you think you should ... paint this house ... go ahead because it only means more money in your pocket.”

Clean this house, paint this house, start packing, set intent, get motivated, prepare for showings, list today, get started, wait for my calls, allow me to negotiate, do as I say

7. Their Expected Net –

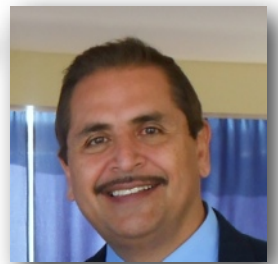
Sample: “What ever you do, don’t ... price this home at \$200,000 ... unless it works for you. Let’s look at the options, then John ... price it at my price ... only if it make sense. Let’s look at those comps again.”

Price your home at \$XXX,000, choose my suggested price, give in to me, do as I say, price your home to sell, price competitively, choose a low selling price, list at my price, list to sell by September first

8. The Expected Time Frame –

Sample: “If you should ... begin immediately ... you have a good chance of meeting your time line.”

Accept a six month contract, price to sell now, get motivated, sell this month, exercise patience, start now, begin immediately, move by September first



Real Estate Agents:

Listing Presentation: Seller Commands Part II

9. Summary (Tell Them What You Told Them) –

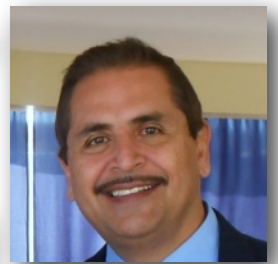
Sample: “Let’s briefly summarize because I don’t want you to ... believe in me ... unless you fully understand.”

Become excited, realize I’m your agent, start believing in me, decide to chose me, decide on me, list with me, feel good about me

10. Close (Tell Them What To Do) –

Sample: “At this point most people ... feel comfortable .. because now that we’ve seen it all here tonight, it’s time to ... make a decision ... that works for you, Ralph. Ralph, ... sign the contract ... only if you ... feel good about me ... I won’t have it any other way, okay?”

Sign the contract, get me started, decide on me, feel sure about listing now, list now, sign now, say yes, give me your okay, feel comfortable with me, choose me now, go ahead



Hi Xxxx,

Because of your experience with this kind of opportunity, you certainly will agree that this is what you've been searching for.

Please read this brief message now that caught my attention twenty-three months ago, to the day. Surely, like me, you can't help but see the potential here; it is heads and shoulders above any other you could ever find.

How would you know this opportunity is good, Xxxx?

Interestingly, please notice that every aspect of a good service or product is covered here. It's called the, "Five Dynamic Advantages" that cause products to sell almost automatically.

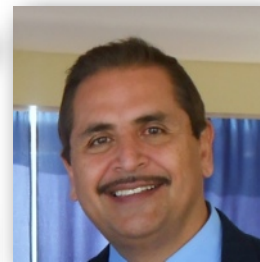
As your read, please imagine yourself profiting with the edge these benefits give you...

1. ...

Obviously, the best business is always when you can get paid to save people money on something they already buy and can't live without and something as easy to strike up a conversation on as mentioning the weather.

Are you starting to see the implications here for you?

Finally, an opportunity that arrives just at the right time!



The great book 'Outliers' by Malcolm Gladwell was so revealing when it pointed out that every now and then when you already feel motivated and have drive, ambition and you have desire to succeed, rare opportunities and advantages will at some point pop up that are the last piece of the puzzle needed to cause you to excel to your full potential.

The more you think about it, the quicker you start to realize this is it, this is that rare advantage we all hope we see cross our path when it finally does! Cease it now. This the opportunity that so rarely drifts by!

And you've only been given a tiny peek so far for you to see the potential for quick success. Instead of this message going on and on about the incredible marketing edge this has built into it and how your referrals come on auto pilot, etc. etc., the best thing for you to do now is to check it out for yourself.

The quicker you jump on this, the sooner you'll proudly be hearing the appreciation of thankful customers and team members.

Now, move that mouse down and click on the link so that you can immediately start becoming fully aware of your bright financial future awaiting you. Look at it now while the time is ripe.

Please take a moment and visit: <http://xxx.com>

Signed,

P.S. Soon you will be seeing how to truly maximize and leverage your time and effort. Start now by visiting the link below. As your interest grows ask me to demonstrate how easy it is to get started today. Thank you.