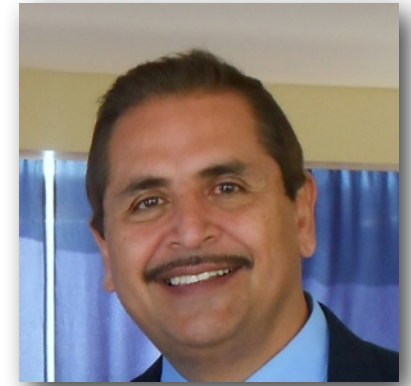


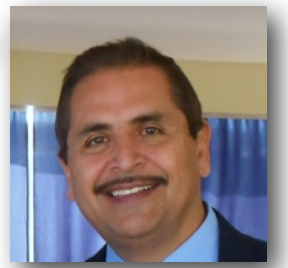
NLP Video Training

By Dale T. Diaz NLP MP
DaleDiaz.com



The New Language of Sales

Motivation Reason



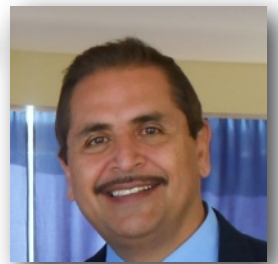
Motivation Level

Motivation Decision (Factors)

Motivation Source

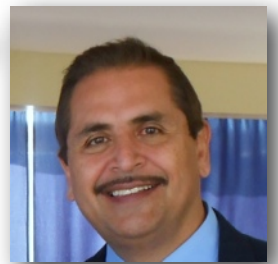
Motivation Direction

Motivation Reason



Motivation Reason

WHY?



Motivation Reason

Motivation Reason

Behaviors

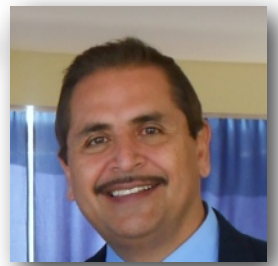
Tasks

Activities

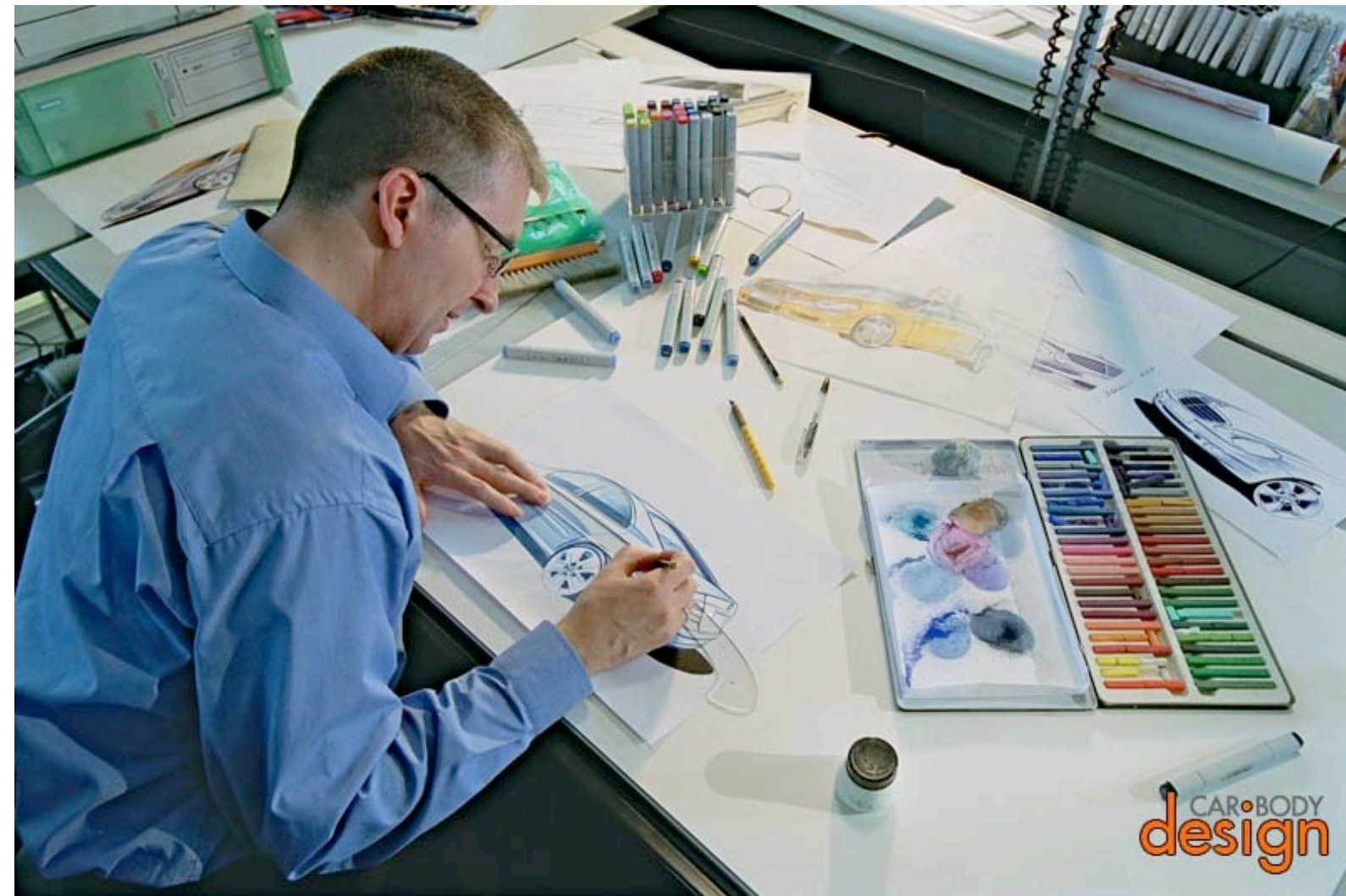
Doings

Actions

Labors

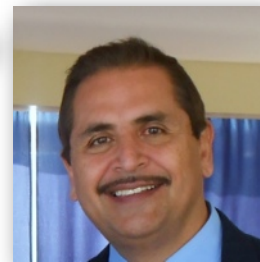


OPTIONAL



PROCEDURAL





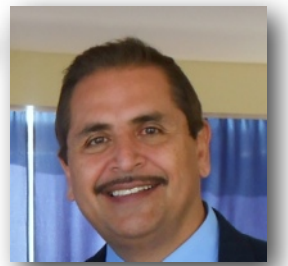
WHY DID YOU CHOOSE...?

Find Alternatives OPTIONAL

- list of Criteria
- opportunities, possibilities
- expanding options and choice

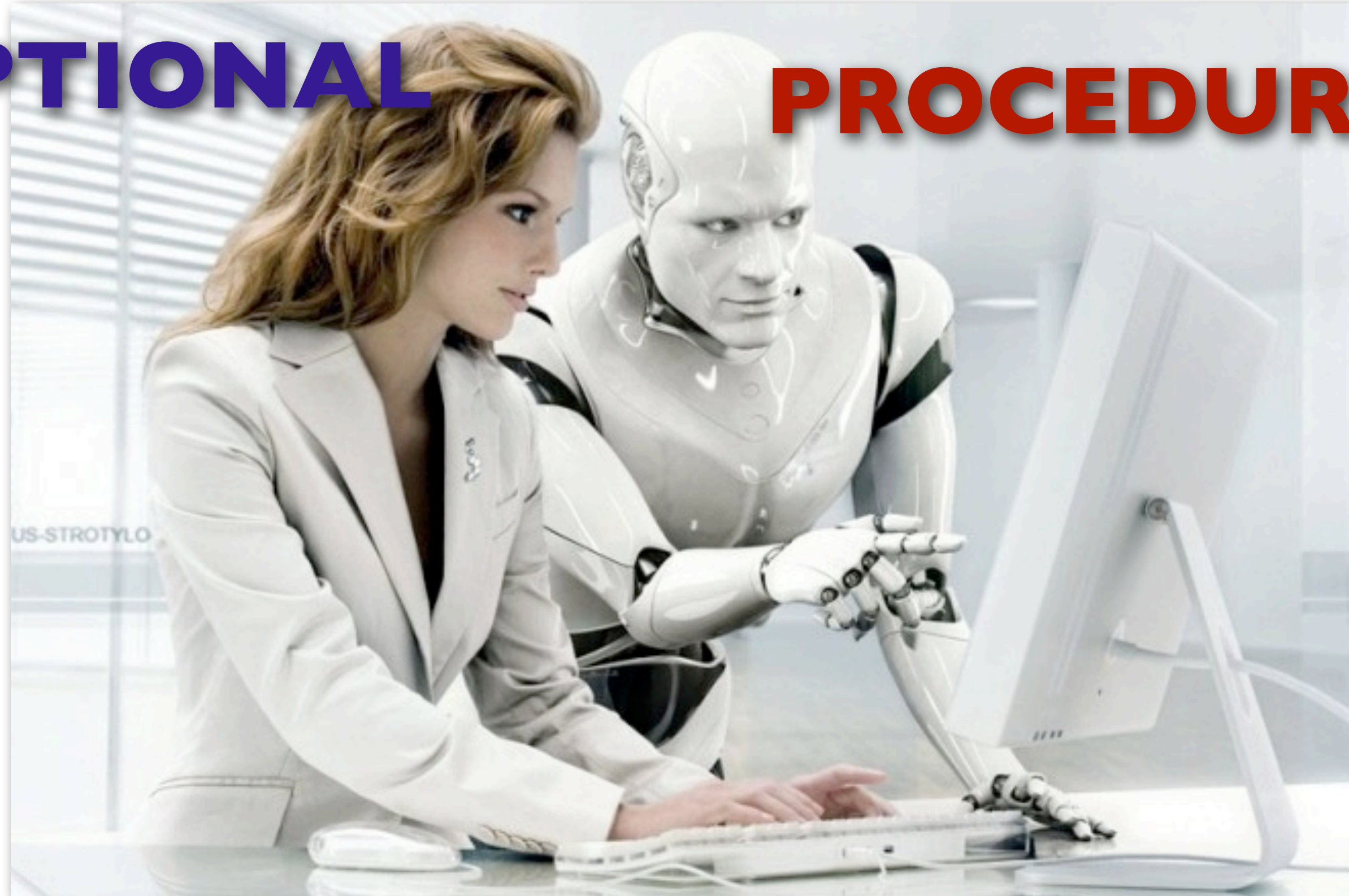
Follow Procedures PROCEDURAL

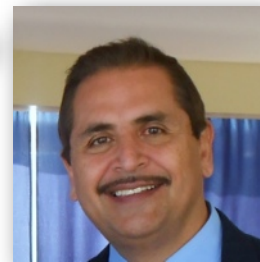
- did not choose
- answers the question “why” by telling “how” it came to pass
- the facts, events leading to, a story



OPTIONAL

PROCEDURAL

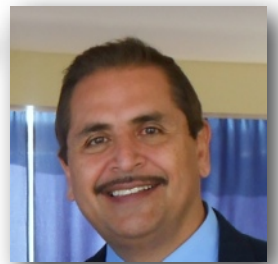




OPTIONAL



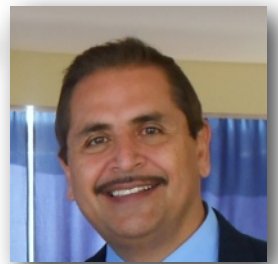
- Thrilled by unlimited possibilities and ideas.
- There is always another (better) way to do things.
- Motivated by opportunities and possibilities to do something in a different way.
- Create procedures and systems but have great difficulty following them.
- Motivated to break or bend the rules.
- Like to start a new idea or a new project. Usually, do not feel compelled to finish it.
- Development and setup rather than maintenance activities.
- Sometimes difficulty committing because they believe this will reduce their options. Alternatively, they can be totally committed to an idea or project, until the next new idea comes along.



Motivation Reason

- Follow set ways.
- Believe there is a “right” way to do things. Once they have a procedure they can follow it over and over again.
- Interested in how to do things, not in why things are the way they are.
- Feel lost or get stuck without a process to follow.
- A procedure has a beginning and an end. Once begun, the most important thing is to get to the end of the procedure.
- Tend to complete and finish what they start.
- Can feel personally violated when it is suggested to break, or go around the rules.
- Once they know the procedure to follow, they are happy doing that.



**Motivation Reason**

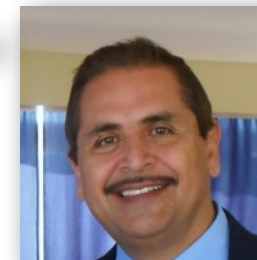
Influencing Language

Options

- opportunity
- choice
- break the rules just for you
- another better way
- unlimited possibilities
- an alternative is
- that's one way
- here are the options
- there has got to be a way
- the sky's the limit
- here's why

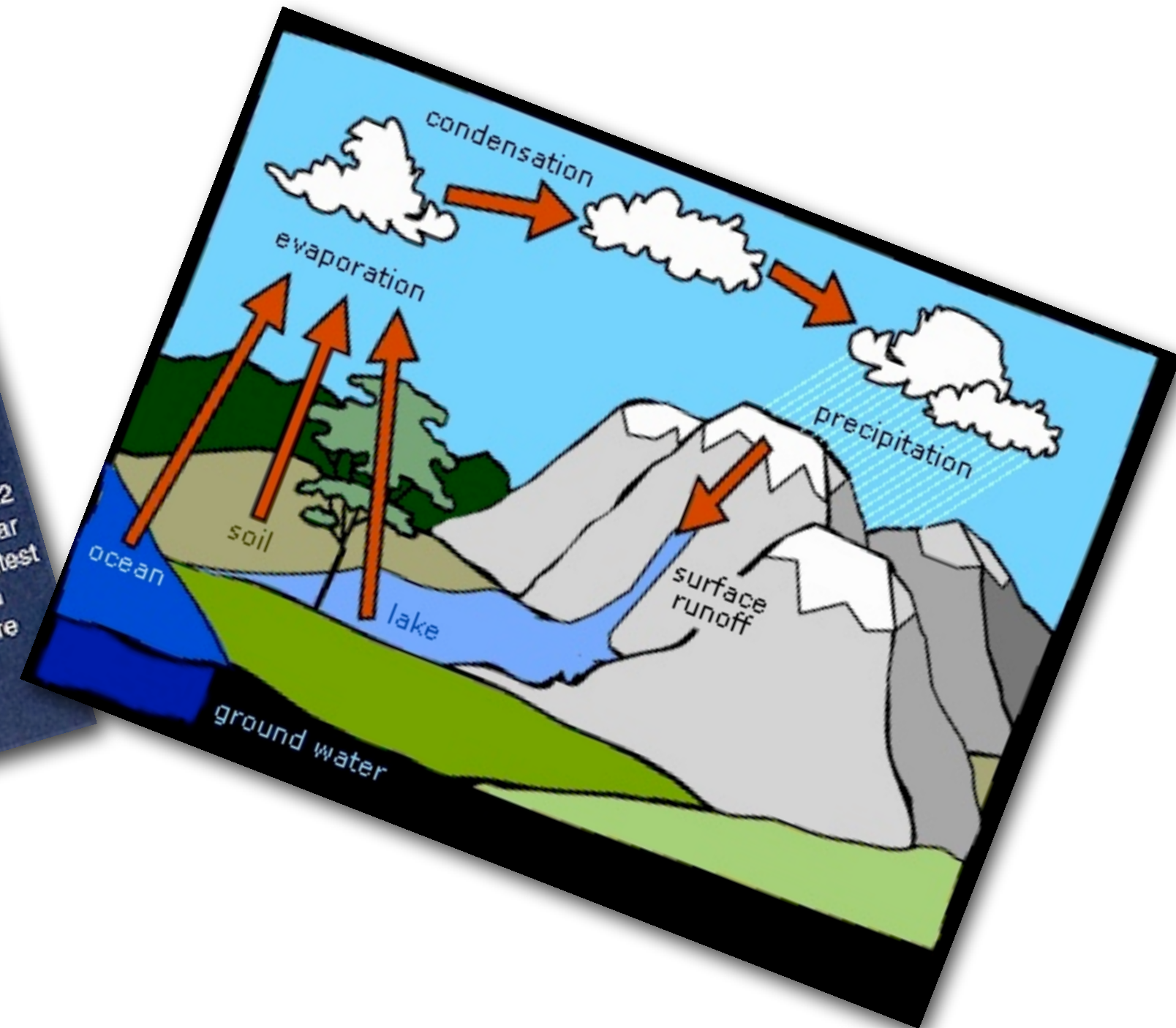
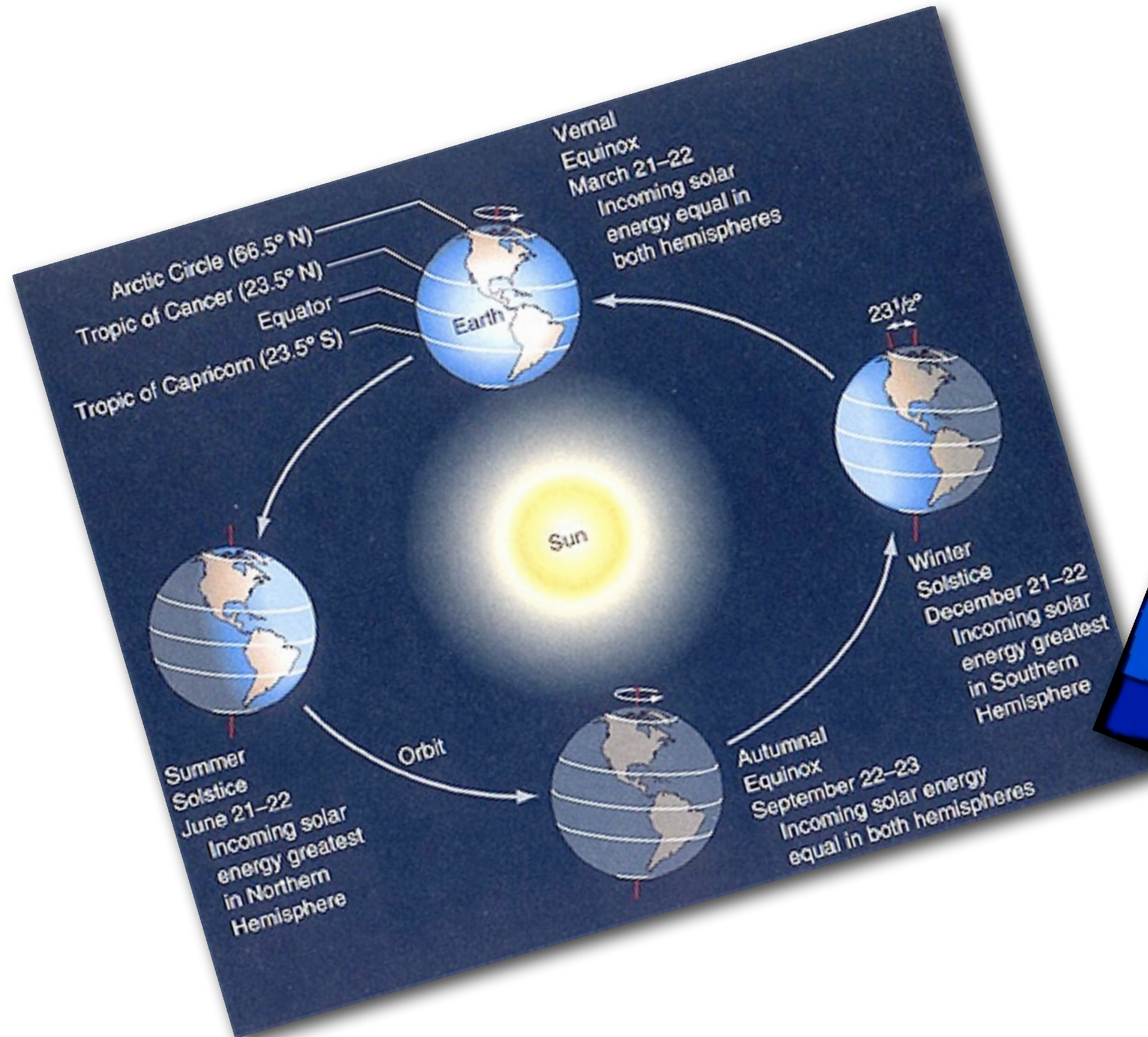
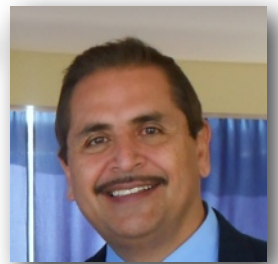
Procedures

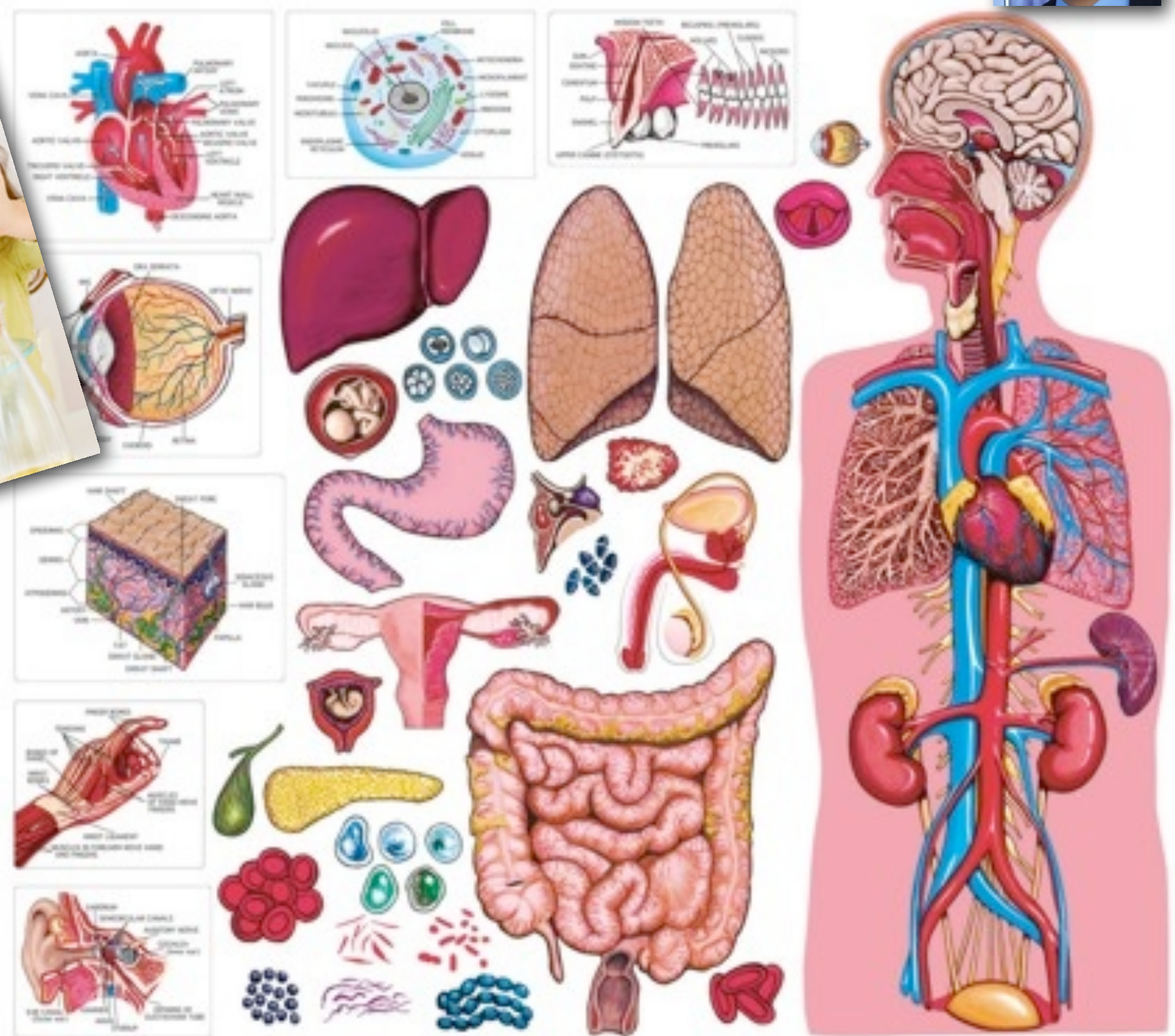
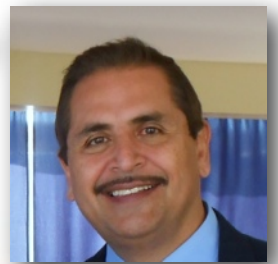
- the right way
- speak in procedures: first... then... after which... the last step
- tried and true
- reliable
- how to use this
- just follow the procedure
- the procedure is
- proven methodology
- here's how

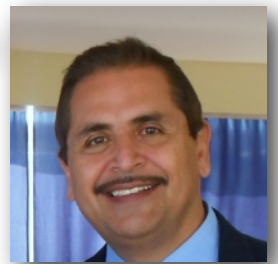


Motivation Reason

Process Procedure
System Habit
Tradition Pattern **Routine**
Rut Ritual Ceremony
Groove Niche Cycle



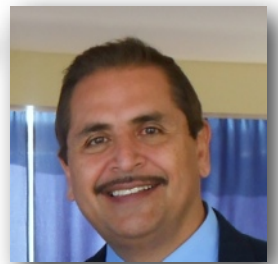




Motivation Reason

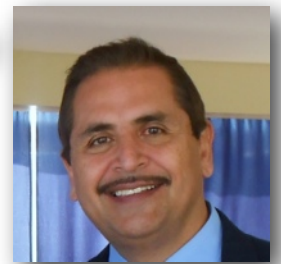
```
-(void)avoidingRetainCycles{  
    self.block = weakifySelf(^{  
        // self may be nil here  
        [self doSomeWork];  
        strongifyAndReturnIfn  
        // we are sure self  
        self->_i = 42;  
    });  
}
```





Motivation Reason





Motivation Reason

BE IT AGREED

upon this date, the ____ day of the month of ____ in the year ____ of the common reckoning, as follows between the signatories BORIN GRIMBEARD (a dwarf of Dwalin's realm of the Blue Mountains) and the Companions called by the names following:

FIRST, the signatories shall endeavour to embark upon an Expedition to recover Treasures belonging to the family of BORIN GRIMBEARD from a tribe of goblins and orcs and perhaps other foul creatures who engage in banditry upon the High Pass of the Old Road through the Misty Mountains.

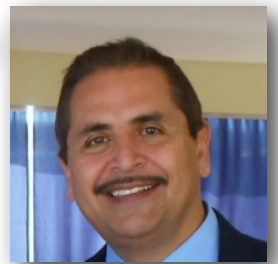
SECOND, upon recovery of said Treasure, a portion equal to ____ of the value of the amount recovered, as adjudged in fair value by BORIN GRIMBEARD (a Dwarf of widely respected Fairness, Shrewdness and Goodwill), shall be distributed to the Companions in recompense for their aid, and the balance shall remain with BORIN GRIMBEARD.

THIRD, if any additional treasures or Items of Value shall be recovered during the Expedition, those treasures or Items of Value shall be distributed in shares of equal value, as adjudged in fair value by BORIN GRIMBEARD (a Dwarf of widely respected Fairness, Shrewdness and Goodwill), among the Companions and BORIN GRIMBEARD.

Agreement hereof is acknowledged by the signatures or marks of each of the several signatories, each in witness of the others.

Borin Grimbeard





Motivation Reason

