

Authoritative Influencing

PACE MATCH

MIRRORING

SAMENESS

MODELING
LIKE

BACK
TRACKING

LEAD MISMATCH

QUESTIONS

REQUESTS

TEACHINGS

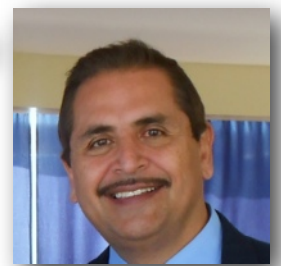
CLOSING

SELLING

STATUS

SUGGESTIONS

ANYTHING NEW



Authoritative Influencing

INCREASING SUPPORT

The Permissive Parent

is highly supportive but makes few rules and trusts rather than monitors.

"I trust you'll do the right thing."

The Authoritative Parent is highly supportive AND closely monitors and sets rules.

"I care, and I'll give you the freedoms you earn; but, for safety-related issues, you'll do as I say."

The Uninvolved Parent sets few rules, does not monitor, and offers little active support.

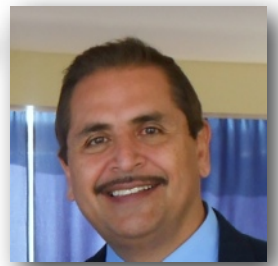
"Kids will be kids — you'll learn from your mistakes."

The Authoritarian Parent sets many rules and closely monitors but offers little support.

"You'll do as I say."

INCREASING CONTROL

**BACK
TRACKING**



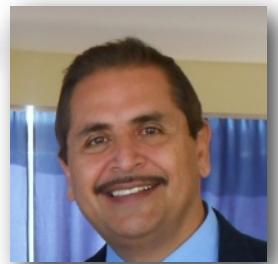
Authoritative Influencing

Step 1. Repeat (match) last few words they say.

Step 2. Confirm.

Step 3. *(Optional)* Answer their question.

Step 4. Question them.



**BACK
TRACKING**

Authoritative Influencing

Step 1. Repeat (match) last few words they say.

Rules for Step One

Do this only if you are NOT currently in Rapport

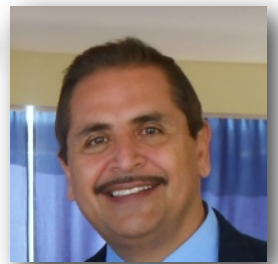
On first contact.

Up to three times in a row.

Use a Drill Sargent Down Swing

**Questions that sound like questions have no authority.
Questions or, Back Tracks, that sound like statements make you the unconscious authority.**





**BACK
TRACKING**

Authoritative Influencing

Step 1. Repeat (match) last few words they say.

Step 2. Confirm.

Rules for Step Two

Negative Confirmation

Excellent!

Great!

I conquer!

Ouch!

Oh-oh!

Yikes!

Awesome!

Absolutely!

Wonderful!

Okay...

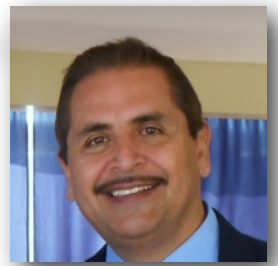
Oops!

Agreed!

Perfect!

Okay!

**BACK
TRACKING**



Authoritative Influencing

Step 1. Repeat (match) last few words they say.

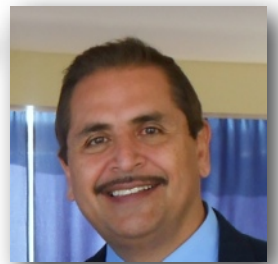
Step 2. Confirm.

Rules for Step Two

Negative Confirmation

Always after the match, never before.

**BACK
TRACKING**



Authoritative Influencing

Step 1. Repeat (match) last few words they say.

Step 2. Confirm.

Step 3. (Optional) Answer their question.

Rules for Step Three

Don't ramble. Brevity denotes authority. Be Brief.

Use a very short pause after answering their question.

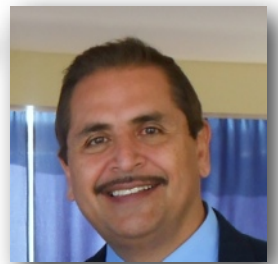
Outgoing Calls are Different than Incoming Calls

Pause and fumble a bit *initially* if incoming.

Be helpful and less authoritative, *initially*.

RULE OF THUMB: He who initiates the call is taking the lead.

**BACK
TRACKING**



Authoritative Influencing

Step 1. Repeat (match) last few words they say.

Step 2. Confirm.

Step 3. *(Optional)* Answer their question.

Step 4. Question them.

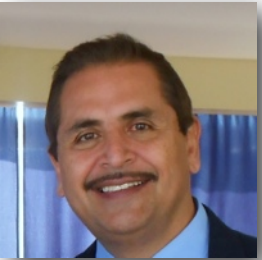
Rules for Step Four

Any question is better than a slow or no-question.

Use a down swing at the end of the question.

Let them answer the question. Allow time.

RULE OF THUMB: He who speaks first after a question, submits.



* Credible Signaling

Approachable vs Credible

Approachable		Credible
Bobs	Head 	Still
Rhythmic	Voice 	Flat
Curls Up	Intonation 	Curls Down