

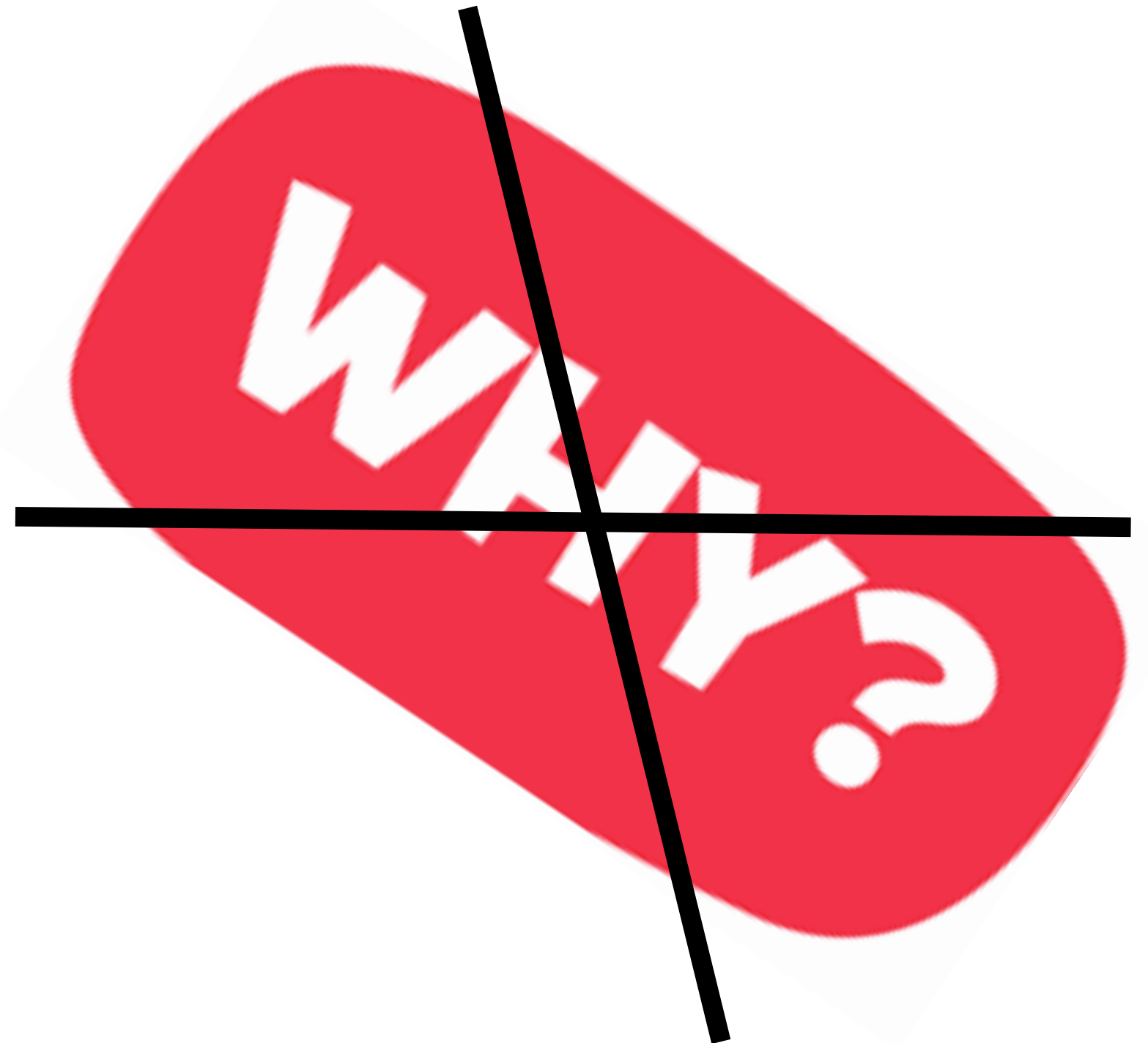
• Quick Tips – Easy Words That Help Influence

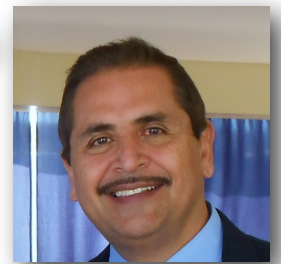
Motivation Source

~~Why can't I lose weight?~~

What prevents me
from losing weight?

**What causes me to
be at my ideal weight?**



**Motivation Source**

• Quick Tips – Easy Words That Help Influence

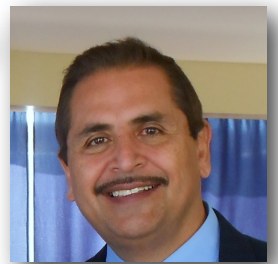
**BE
CAUSE**

To Policeman: “I was 15 miles over the speed limit. Ouch! Officer, may I just get a warning this time? Because I’ve never had a ticket before.”

To Girl Friend: “I’m excited to go out tonight, babe. And it’s your turn to pick the restaurant. Honey, can I pick the movie this time... because you picked the last one.”

To Friend: “Joe actually said he would like to take me out tonight. Jane, can you do me a big favor and watch my kids... because this is so rare for Joe?”

To Customer: “Why is everyone saying this the best time to buy. Good question! They probably are telling you that because the market is in your favor. I certainly can explain further. Can I visit with you and your wife tonight at about 6 or 7... because Wednesday evenings is the time I meet with clients?”



Motivation Source

- Practice What You Learn

Unconscious Incompetence

You don't know that you don't know how to do something.

Conscious Incompetence

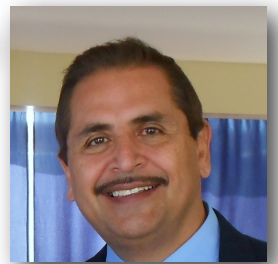
You know that you don't know how to do something and it bothers you.

Conscious Competence

You know that you know how to do something and it takes effort.

Unconscious Competence

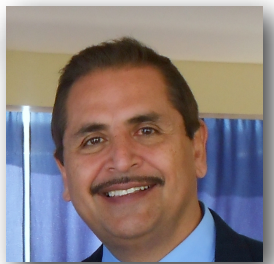
You know how to do something and it is second nature; you rock at it.



Motivation Source

- Practice What You Learn

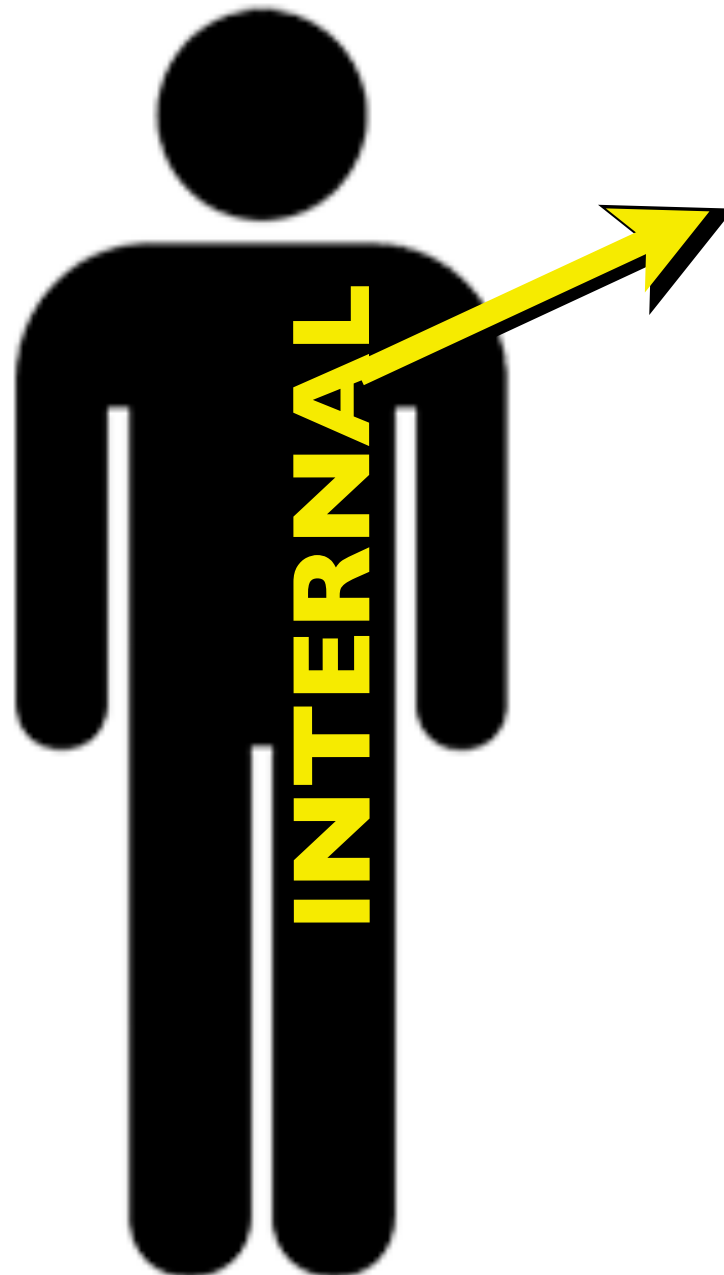




Motivation Source

● Meta Program – Motivation Source

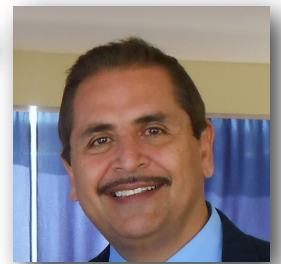
Internal: They are motivated to decide based on their own internal standards.



VS

External: They seek outside feedback to know how well they are doing and to stay motivated.



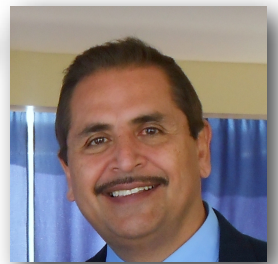


• Meta Program – Motivation Source

Motivation Source

Get Them to Be External to You

- *Establish credibility and rapport*
- *Wear clothes that are one notch more formal than your client's*
- *Show credentials and references*
- *Slip in expressions such as "In my experience" or "If I were you, knowing what I know today ..."*



• Meta Program – Motivation Source

Motivation Source

HOW DO YOU KNOW THAT YOU HAVE DONE A GOOD JOB? (at work, at choosing a car, etc.)

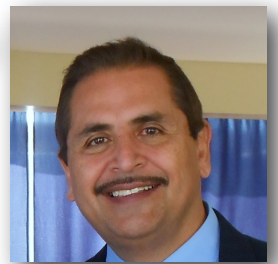
External: “My clients are happy. My boss is happy. I met my quota.”

Mainly External: “Usually, when I meet the quotas set by my boss and my clients seem happy. And also I can tell when I am working well.”

Equally Internal and External: “Sometimes I know and sometimes my clients tell me.”

Mainly Internal: “I usually know. I appreciate it when my boss compliments me, but generally, I know when I have done well.”

Internal: “I know when I have done a good job.”



• Meta Program – Motivation Source

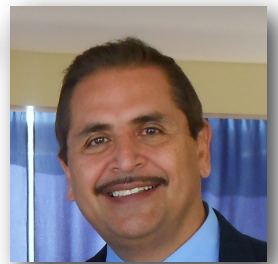
Motivation Source

External—sentence structure

- other people or external sources of information decide or judge for them
- seek to compare their work to an external norm or standard i.e., a checklist or a quota
- outside information is taken as a decision or order

External—body language

- leaning forward watching for your response
- facial expressions indicating they want to know from you if it was all right



• Meta Program – Motivation Source

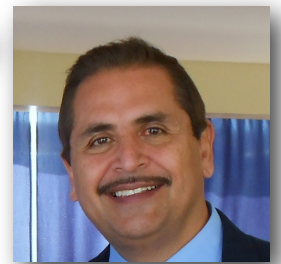
Motivation Source

Internal—sentence structure

- they decide or know themselves; “I know”
- they evaluate their own performance based on their own standards and Criteria
- they resist when someone tells them what to do, or decides for them
- outside instructions are taken as information

Internal—body language

- sitting upright, pointing to self
- may pause before answering a judgment from someone else while they evaluate it
- minimal gestures and facial expressions for their culture



• Meta Program – Motivation Source

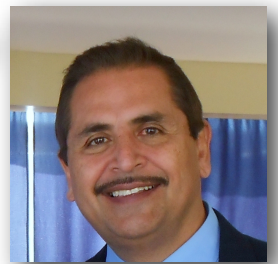
Motivation Source

Alternate Questions

- How would you react to regular feedback from peers in (a specific Context)?
- Whom do you involve when you make a decision?
- If you felt you had done good work and someone you respect criticized your work, how would you react?

Listen if the person criticizes, judges, or attempts to persuade the other person (Internal), or if they question the value of their own work (External).

- Where do you know that?



• Meta Program – Motivation Source

Motivation Source

Influencing Language

**External: others will notice; the feedback you'll get;
demonstrate results; give references;
so-and-so thinks, you'll get good feedback; others will notice;
it has been approved by; it's well-respected;
you will make quite an impact; I would strongly recommend;
the experts say; give references;
scientific studies show; etc.**

**Internal: only you can decide; you might want to consider;
it's up to you; what do you think? I suggest you think about;
try it out and decide what you think;
here's some information so you can decide;
for all the information you need to decide, just call . . .etc.**