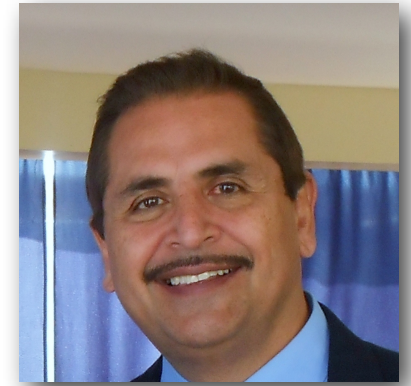


NLP Video Training

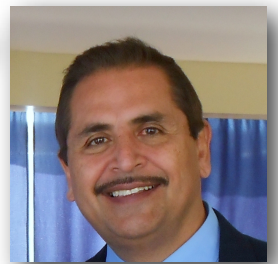
By Dale T. Diaz NLP MP
DaleDiaz.com



The New Language of Sales



MOTIVATION DIRECTION

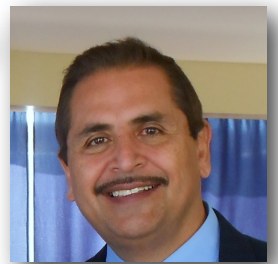


CHARISMA

[kuh-riz-muh], *noun*

a special personal quality or power making an individual capable of influencing or inspiring large numbers of people

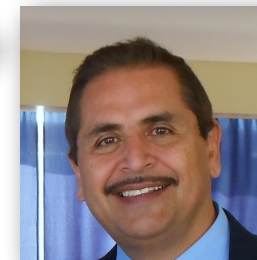




MOTIVATION DIRECTION

Purposeful
+ Rapport

= Charisma



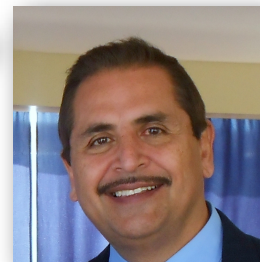
• QUICK TIP: EASY WORDS THAT HELP INFLUENCE

MOTIVATION DIRECTION

Words NOT to Use

CAN, COULD, WOULD, WILL, SHOULD / HAVE TO / NEED TO

Think, Analyze, Understand, Why, Consider, Clarify



• QUICK TIP: EASY WORDS THAT HELP INFLUENCE

MOTIVATION DIRECTION

Words NOT to Use

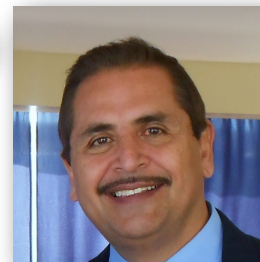
CAN, COULD, WOULD, WILL, SHOULD / HAVE TO / NEED TO

Hire me and you'll see I can do this job.

When you hire me I'm going to do this job.

When you hire me I'm going to sell this house, John.

When you hire me I'm selling this house.



• QUICK TIPS: EASY WORDS THAT HELP INFLUENCE

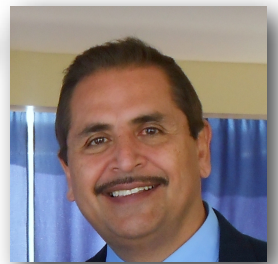
MOTIVATION DIRECTION

Words NOT to Use

Think, Analyze, Understand, Why, Consider, Clarify

Because that is everything you said was important to you,
I think we're ready to sell this house, John.

**Because that is everything you said was important to you,
certainly, you're ready to sell this house, John.**



QUICK TIPS - EASY WORDS THAT HELP INFLUENCE

MOTIVATION DIRECTION

REACTIVENESS
WHEN THEY ARE
REACTIVE

SPACE
MATCH

MIRRORING

AGREEMENT

LIKE

YES

MODELING

SAMENESS

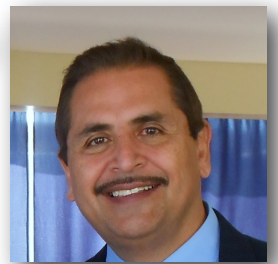
BACK

TRACKING

LEAD
MISMATCH

PROACTIVENESS
WHEN THEY ARE
REACTIVE

QUESTIONS REQUESTS TEACHINGS
CLOSING SELLING STATUS
SUGGESTIONS ANYTHING NEW



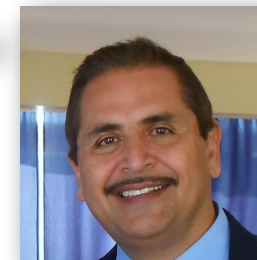
• QUICK TIPS - EASY WORDS THAT HELP INFLUENCE

MOTIVATION DIRECTION

1	Pace	Pace	Pace	Lead
	Pace	Pace	Lead	Lead
	Pace	Lead	Lead	Lead
2	Pace	Pace	Lead	Lead
	Pace	Lead	Lead	Lead
3	Pace	Lead	Lead	Lead

Convincer Mode

...of 3



WORDS THAT HELP INFLUENCE

To summarize, including me, you've seen three agents all together.
Two yesterday evening.
Now, you've seen all I came to show you.
Has it been a lot of info to look at?

Assuming you have a lot to think about...
Everyone you have interviewed probably thinks that they can sell your property.
The question at this point is your thinking.
Now, I can't help but think you may be thinking of trying one of us out.

As you know, you and your husband have sat here for over an hour.

Please, don't be impressed yet because I've just started.
Do you believe I can sell your property for you?
You certainly know I want the listing.

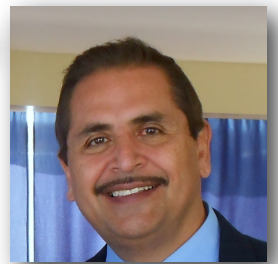
You believe in analyzing the market, and...
It's good for you to take a good look the agents, as you have.
Because of the timing of your new job, your most likely thinking about getting it on the market soon.
Thank goodness, it's a good time to sell.

I think you saw what you indicated was important to you... the price and timing.

Are there any other questions?
Because everything meets your criteria, you know what I'm thinking?
John and Mary, when you list with me I'll sell this property for you.

It's important that you've gotten an overall view of these things.

Do you remember clearly communicating that you would list tonight if everything met your criteria?
Imagine moving just on time John.
Because timing is everything, please list with me now John and Mary.



• QUICK TIPS - EASY WORDS THAT HELP INFLUENCE

MOTIVATION DIRECTION

Internal	Internal	Internal	External
Internal	Internal	External	External
Internal	External	External	External

**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 . . .**

**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.**



AWAY FROM

Sentence Structure:

- Will mention situations to be avoided, gotten rid of
- Exclusion of unwanted situations, things
- Problems

Body Language:

- Gestures of exclusion, shaking head, arms indicating that something is to be avoided, gotten rid of

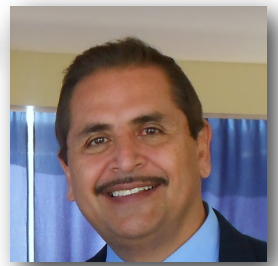
TOWARD

Sentence Structure:

- Talks about what they gain, achieve, get, have etc.
- Inclusion
- What they want, goals

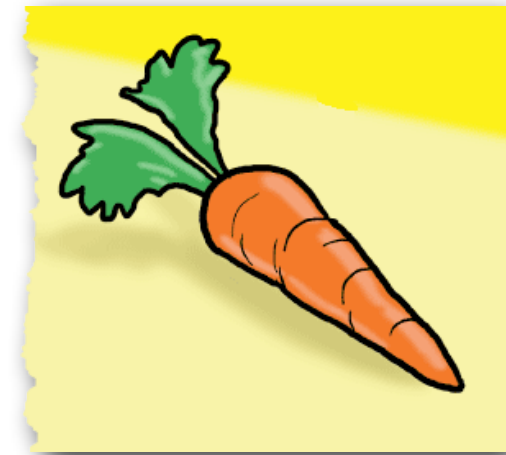
Body Language:

- Pointing toward something, head nodding, gestures of inclusion



■ META PROGRAM -- MOTIVATION DIRECTION

MOTIVATION DIRECTION



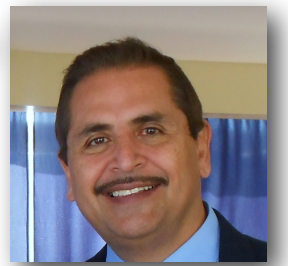
20%
EQUAL

40%

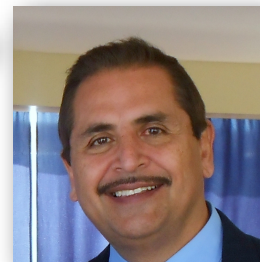
AWAY FROM

40%

TOWARD



- 1. What's important to you in...?**
(What do you want?)
- 2. Why is having that important?**
(What will having that do for you?)
- 3. And why is having that important?**



META PROGRAM -- MOTIVATION DIRECTION

MOTIVATION DIRECTION

1. What's important to you in moving?

That everything goes smoothly.

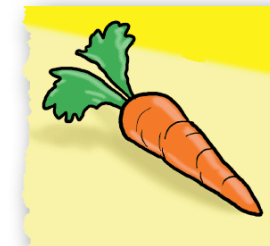
That everything goes smoothly. Great!

2. Why is having everything go smoothly important?

I don't want to get stuck with two houses.

3. Why is not getting stuck with two houses important?

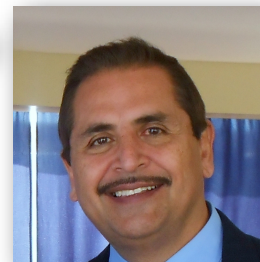
So that I can have a nice downpayment for my next house.



EQUAL

AWAY FROM

TOWARD



META PROGRAM -- MOTIVATION DIRECTION

MOTIVATION DIRECTION

1. What's important to you in a relationship?

That we are compatible.

That you're compatible. Yes, of course!

2. Why is it important that you're compatible?

If we have the same interests we'll be more likely to do things together.

3. Why is that important?

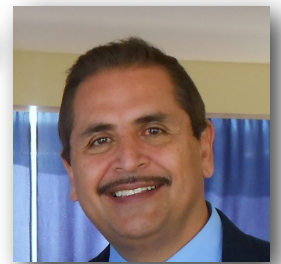
I don't like doing things alone. What would be the use in a relationship then?



EQUAL

AWAY FROM

TOWARD



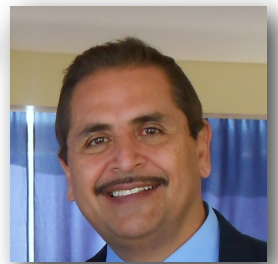
Influencing Language

AWAY FROM

won't have to; solve; prevent;
avoid; fix; prevent;
not have to deal with;
get rid of; it's not perfect;
let's find out what's wrong;
there'll be no problems

TOWARD

attain; obtain; have;
get; include; achieve;
enable you to;
benefits; advantages;
here's what you would accomplish



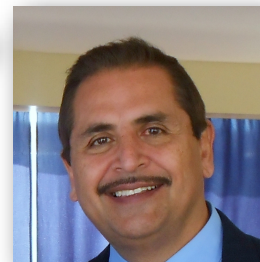
META PROGRAM -- MOTIVATION DIRECTION

MOTIVATION DIRECTION

CAN, COULD, WOULD, WILL, SHOULD/HAVE TO/NEED TO

MODAL
OPERATORS
OF NECESSITY

Have to Must Got to
Ought Need to Imperative
Should



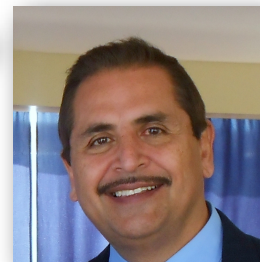
PRACTICE WHAT YOU LEARN

MOTIVATION DIRECTION

CAN, COULD, WOULD, WILL, SHOULD/HAVE TO/NEED TO

Think, Analyze, Understand, Why, Consider, Clarify





PRACTICE WHAT YOU LEARN

MOTIVATION DIRECTION

CAN, COULD, WOULD, WILL, SHOULD / HAVE TO / NEED TO

Think, Analyze, Understand, Why, Consider, Clarify

What is it I don't want here?

What prevents me from deciding?