

Understanding how your client's brain will make decisions. Part 2

What will trigger a client into action? What direction do they move? How do they find motivation?

Quick Review: In NLP, we call the filter for making decisions metaprograms. These are the filters that direct and focus our brains as billions of bits of information enter our senses. All information is collected through the 5 senses:

The visual system – sight

The auditory system - hearing

The kinesthetic system -feeling

The olfactory system - smell

The gustatory system – tasting

These metaprograms or patterns operate on an unconscious level. They take over in every decision making process (How you do one thing is how you do everything). In the process of looking at the filters we are going to discuss, you will begin to observe your own ways of making decisions and how they may match or mismatch your clients.

Today we will focus on an important motivation pattern, Towards or Away From.

Towards and Away From

This motivational pattern is key to understanding how your clients will react in making large purchases and critical decisions like selecting an agent. The direction that people are headed and the direction that YOU are headed will open up a new world of understanding behaviors.

Toward: People who move toward are focused on their goals and what they want to achieve. They will speak in the language of have, get, achieve, attain. This group gets excited about their goals. They often have problems observing what should be avoided, or identifying problems. They are sidelined by problems and obstacles. An example of this is the buyer who is over the moon with the house they are purchasing and becomes deflated over the problems on the home inspection.

Away From: This group NOTICES what should be avoided, gotten rid of, and is energized by threats. They become highly motivated when there is a problem to be solved. "If I don't get out there and start door knocking, I won't be able to pay my bills." Deadlines get these people moving. They are good at trouble shooting, solving problems, and pinpointing where there may be an obstacle. An example of this is the seller who wants to know "what if" the house doesn't appraise. People who are motivated by an Away From pattern can have a hard time focusing on their goals because they have a need to respond to negative situations. They will drop everything to fix something. Example: The agent who runs their business like a crisis management center. "Heres' what went wrong and we have to fix it."

Distribution Study: Toward 40%, Equally Toward and Away 20%, Away From 40%

How can you tell? Listen to what a person says after the word BECAUSE. It will either be a toward or away statement.

Toward: I would love to sell 100 homes this year **because** it would make me so happy

Away: If I sold 100 homes this year, I would have to work really hard **because** it couldn't happen with my nose to the grindstone.

Toward: I want to get at least \$200,000 in my pocket **because** it will get me to my new house.

Away: I have to get at least \$200,000 in my pocket or I will feel like I'm losing money **because** everything I've done to this house will be for nothing.

As an agent, how would you handle each type of seller?

A good language pattern to motivate the moving away from seller is Double Bind with lessor of two evils. "Do you feel bad enough now to make a change in your price, or would you rather feel even worse."

At the beginning of each year, as coaches, we ask you to set goals. It's been proven many times over that without goals, chances are you will not get where you want to be. Knowing how you are motivated not only helps us keep you focused and clear over the course of a year, it helps you understand yourself. When we can see a person's motivation direction, we are talking about what will move them into action. If you are a moving away from person, you will get distracted by the squeaky wheels. A good question for moving away from agents is, "How does this activity fit in with what I want to accomplish?" If you can't see that this is happening, your coach might ask you, "How does this activity fit in with what you want to accomplish?" so that you can step out of a situation and observe it.

Toward people would ask themselves, "Are my goals going to work?" "What else do I need to predict?" A towards person might set a pie in the sky goal without considering the reality of a structure to support it or the real life actions that will be required.

Fear of Success or Motivation Direction?

Whether it's a client who seems to sabotage their own deal with problems or an agent who has stopped prospecting just when they seemed to be on track for their goal, the motivation direction could be the key factor.

Example: An agent who says they were doing very well and now their business is going down the tubes. So what's the problem? Observing whether this pattern is a familiar one with a coach, will allow the agent to see that perhaps they have a moving away from pattern. A moving away from agent may see an increase in their income as less motivating than a declining bank account.

A seller who will create their own problems in the sale of their home. They may call and say, here's another problem with the way you are marketing. Or they may be motivated by thoughts that things aren't perfect or things need to be fixed. These are things that will motivate them to action.

Studies have shown that top performing sales people are mostly motivated by the fear of not having enough money to pay their mortgage, rather than the carrot of hitting their goal.

We have been told to 'think positive'. And yet, we see that many famous people were motivated by Away From. Mother Teresa was quoted as saying that she started her work when "I discovered there was a Hitler in my heart." . Doctors tend to have a culture of move Away From sickness and dying. Can you imagine rushing to your doctor when you are sick and the doctor ignores your problem and asks you about your health goals? When you call AAA are you calling to avoid problems with your car? The vast majority of members have a move Away From pattern. Tony Robbins became a powerful motivational speaker by using the visualization of what would happen to people if they didn't allow him to help them.

When you hire someone, think about what the day to day activities include. Is it mostly troubleshooting and problem solving? Or is it the attainment of goals.

And how do you know whether someone is Toward or Away From? Ask the question, “What’s important about....or Why is that important?”

Listing Presentations

In sales, we are often trying to show a prospect the benefits of working with us, or the benefits of getting a home sold. This works well if your prospect is motivated toward a goal. But what if they are Away From? They are not connecting with you because all they want is someone to ease the pain they think they are in AND they often want to be acknowledged for the pain or problems they see.

Influencing Language

Present solutions in their language preference, not yours.

Toward: attain, obtain, have, get, include, achieve, let’s go for it, look ahead, keep your eye on the ball, pleasure, fun, outcome, hit the target, that’s not a problem, this is what I want.

Away From: avoid, prevent, eliminate, solve, let’s get away from this, let’s get rid of this, pain, problems, difficulties, we don’t want that to happen, this is missing from the file, I wouldn’t do that if I were you.