

FROM THE BEST-SELLING AUTHOR OF MAXIMUM INFLUENCE...

PERFECT PERSUASION

UNLOCK THE SECRETS TO THE
SCIENCE OF PERSUASION!

Workbook

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10 Common Mistakes Questions

1. How can you tell when you have pushed your prospect too hard?
2. What can you do to increase the trust level between you and your prospect?
3. How can you open up your prospects during your persuasive presentation?
4. List your top (or most likely) 3 objections? .

5. List three ways to solve each objection.

6. How can you increase your ability to listen to and read your prospects?

7. List three ways in which you can increase the value of your product or service?

8. What main weakness is holding you back?

9. Why do we make decisions with our subconscious mind?

10. How can you go from presenting your product to closing your product without shifting gears?

11. List three things you can do to increase your persistence level.

12. Define your personal development program for the next 12 months.

5. If you could do anything with your life, what would you do?

6. What price are you willing to pay? What might you have to endure, give up, etc.?

7. What is your favorite excuse for staying in your comfort zone and not changing?

8. How can you eliminate this excuse?

9. Are you willing to risk failure? Why or why not?

10. Are you being honest with yourself? Why or why not?

11. List three good things you have done with your life.

12. List the five people who are closest to you and denote whether they are helping or hurting your ability to achieve success.

Motivation Questions

1. Analyze the four areas of the Motivation Quadrant. When you are giving your persuasive presentation, how can you address all four quadrants?

External Desperation (Fear)

Internal Desperation (Obligation/Duty)

External Inspiration (Love/Respect)

Internal Inspiration (Passion)

2. What is your passion? Are you doing it? Have you found your passion?

3. If not, find the three elements of passion (i.e., belief, enthusiasm and emotion) in your product, service or cause.

4. Where do your prospects rank on Maslow's Hierarchy of Needs?

Self-actualization needs: realizing one's own talents, gifts and potential

Ego needs: respect, status and recognition

Social needs: affection, companionship and inclusion

Safety needs: protection from physical harm

Physiological needs: food, sleep and safety

To what level do you want to take them?

What will it take to get them there?

5. Fill in the Motivation Equation for your future prospects or clients:

$$\frac{(\text{Want} \times \text{Reward}) + \text{Tools}}{\text{Difficulty} - \text{Timeframe}} = \text{Degree of Motivation}$$

6. Answer the following questions about your target audience:

What knowledge and information do they need to take action?

Are they more motivated by inspiration, desperation or a combination of the two?

What is the cost of staying the same, or what will happen if they don't change?

What are the benefits they'll receive when they make the change you are requesting of them?

Do they feel capable and competent enough to make the change?

7. You will find that people tend to get motivated for the short term, they will lose steam and that they then fall back into their rut. As a persuader and motivator, you have to understand what pulls your prospects away from inaction into action. What causes them to lose excitement, vision and energy? When you notice your prospects are losing motivation, these are the most common reasons why:

- **They have not found their passion.** – They are going through life using desperation as a motivator, or they haven't found anything that really inspires them.
- **They have a poor attitude.** – They are run down with a negative attitude. Their expectations and beliefs are not congruent with their goals.
- **Their intent is diminishing.** – They have previously been on the right track but they have lost their drive for success. They have forgotten the real reasons why they were motivated.
- **They are indifferent.** – They just don't care anymore. They have lost their ability to care and to make a difference in their own lives or in the lives of others.
- **They have become creatures of habit.** – They have not replaced their old habits with new ones and, as a result, have fallen back into the old ones.
- **They lack persistence.** – They have given up and stalled at the first obstacle.
- **They have no sense of urgency.** – They have set no timeframe for achievement of their goals. The pain of not changing doesn't hurt badly enough that they've got to act *now*.
- **They have succumbed to peer pressure.** – The people around them are more motivating than you are. They have not found the support they need to continue on among the peers whose esteem they value.
- **They lack vision.** – They have sacrificed long-term success for short-term pleasure.
- **They lack knowledge.** – They don't know how to make the necessary changes in their lives or they are not doing it right.
- **They lack confidence.** – Confidence comes *after* action, knowledge and success.
- **They have no game plan.** – They are overwhelmed or waiting for everything to fall into order. They have no action plan.

- **They simply don't want to do it.** – They don't want to pay the price. Their goal is only a dream and nothing more. They are using external desperation, or they are performing a task simply because others want them to.

Identify the one area where your audience or prospect has lost their motivation. How will you get them back on track?

8. Ask yourself the following questions as you prepare to tap into your audience's inspirations. Once you tap into this amazing source of motivation, you can create your call to action. These questions will work for you on a personal level or they can be adapted to your audience. I have intentionally kept them in the second person so you can understand what it takes to tap into your own passion and inspiration.

- a) What do you love to do?
- b) What would you do with your life if you could do anything?
- c) What inspires you?
- d) What do you want to achieve in this life?
- e) If you had all the money in the world, what would you do with your life?

9. Bob Stone suggested that people respond either to “gain something they do not have or to avoid losing something they now possess.” He created the following list of basic human wants to explain his theory:

The desire to gain

To make money
To save time
To avoid effort
To achieve comfort
To have health
To be popular
To experience pleasure
To be clean
To be praised
To be in style
To gratify curiosity
To satisfy an appetite
To have beautiful possessions
To be an individual
To emulate others
To take advantage of opportunities

The desire to avoid loss

To avoid criticism
To avoid loss of possessions
To avoid physical pain
To avoid loss of reputation
To avoid loss of money
To avoid trouble

Find ten wants that you can use with your product, service or cause. How will you implement these wants into your persuasive presentation?

10. In his book *The Hidden Persuaders*, Vance Packard identifies eight hidden needs that motivate people into action:

- a) The need for emotional security: We live in uncertain times. Terrorism lurks around every corner, the happenings on Wall Street are shaky, we are surrounded by illness and disease, etc. We need safety, comfort and stability.
- b) The need to feel self-worth: Much of today’s society is cold, competitive and uncaring. We want to experience a place in the world where we know we’ve made a difference.

- c) The need for ego-gratification: We want recognition and praise. We all want to feel important.
- d) The need for creativity: We feel more satisfaction and fulfillment when we can work creatively through hobbies, sports and other forms of recreation.
- e) The need for love foci: Life is richer when we have someone to share our love with, for example, friends, children, grandchildren, a spouse or pets.
- f) The need for control: We need to feel a sense that we have some control or power over our environment, our surroundings and/or our conditions.
- g) The need to belong: We want to feel that we are an important part of the world and that we are important to the people we love, respect or admire.
- h) The need for immortality: We fear dying or being forgotten. We buy life insurance because we want to leave something behind when we're gone.

Identify each hidden need within your product, service or idea. Which needs are you missing? What is your action plan to include these needs in your next persuasive presentation?

Trust Questions

1. Does your prospect perceive you to have **character**? (Integrity and Trust)
2. How can you enhance your character?
3. How will your audience know about your **competence**? (Knowledge and Ability)
4. How can you enhance your competence?

5. Do you exude **confidence**? (Conviction and Belief) How can you increase your confidence about your product, service or cause?

6. How can you enhance your confidence?

7. How is your initial **credibility** with your prospect or audience? (History and Experience) What can you do to increase your credibility?

8. How can you enhance your credibility?

9. Do you feel and can your audience sense your **congruence**? What are you doing during your persuasive presentation that lacks congruence?

10. How can you enhance your Congruence?

Story Selling Questions

1. Identify one story you want to tell during your presentation.
2. How will this story help you connect with your audience?
3. What do you want to accomplish with this story?
4. What mood do you want to create?

9. What is it about this story that will make your message clear?

10. Will your audience identify with this story? Why or why not?

11. What do you want your prospects to feel?

12. How will the story enhance your audience's desire to make a change?

Influence Questions

1. Do you possess charisma? If not, why? Define charisma and how it will affect you and your ability to influence.

2. Do you possess and manifest enough passion and enthusiasm for your product, service or cause? Is your prospect able to sense your passion and enthusiasm? Are you transferring this passion and enthusiasm to your audience?

3. Are the pictures you paint or your frame of reference optimistic or pessimistic? Why?

4. Your attitude is based on your expectations. What do you expect to happen (most of the time) when you meet or present to a prospect?

5. Do you really have empathy? Do you demonstrate unconditional acceptance toward your prospect or audience? Does your audience sense this from you?

6. What is your vision of your prospects using your product or service? Can they see themselves as part of this vision?

7. When you have a skeptical audience or prospect, analyze and implement 3 of these ten points:

- a) *Be sure your appearance is polished and professional. How do you appear to your audience? Do you appear self-assured and in control of the situation? Do you maintain good eye contact?*
- b) *Use highly credible and believable sources, facts, statistics and stories. Cite evidence, identify sources and give source qualifications. Write and publish relevant articles or a book.*
- c) *Research your audience. Be sure you explain your product or service's issues in terms that are relevant to them. Demonstrate that you have your prospects' best interest in mind.*
- d) *Explain your background, expertise and qualifications so your audience knows why you have the credibility to even speak to them about the subject. Display or promote your qualifications. They confer status and expertise.*

- e) Adopt a language and style that is suitable to the listener, the topic and the setting. Watch vocal fillers like um, er and ah. They detract from the message and from your credibility. Use assertive language.
- f) Emphasize your similarities in a way that makes them relevant. Listeners find it easier to identify with sources they perceive as similar to themselves. Use similar industries, colleges, home states and professional sports teams—anything to strike a chord of familiarity. Remember that familiarity breeds rapport.
- g) Have another high-credibility individual (in the eyes of your audience) introduce you. Testimonials substantiate your expertise. Find third-party testimonials that endorse your position.
- h) Be prepared, be organized and know your position. Make that great first impression. Make sure your presentation is rehearsed and polished. Educate, inspire and entertain with passion, compassion and purpose.
- i) Make sure any printed material or literature has been carefully proofread and presented in a neat and professional manner. Nothing detracts from your credibility more than sloppy supplemental material. Make sure all your material is appropriate and understandable to your audience.
- j) *Be prompt. People who are always showing up late are considered less competent, composed and sociable than people who arrive on time.*

8. Following are eight ways to develop your charisma. Analyze each point then determine which two you will improve for your next persuasive presentation. How will you make that improvement?

- a) Develop self-confidence in yourself and your message. Don't appear nervous or out of balance. Know that you have self-worth and that your audience needs to know your message.
- b) Show a lighter side. Find your sense of humor and happiness and have fun. Don't take life too seriously. Learn to laugh at yourself.
- c) Exhibit great presence and energy. Project a presence of the Five Cs of Trust: character, competence, confidence, credibility and congruence.
- d) Have a definite opinion about your subject. Be knowledgeable and ensure that your knowledge is based on a solid foundation. Develop a sense of your audience's emotion and conviction for your subject.

- e) Look good. Make sure your clothing, hair, shoes and jewelry are polished and match. Dress the part.
- f) Be able to inspire and uplift. Be sensitive to people and their needs. Develop rapport with your audience. Connect with your audience members and become a great listener.
- g) Be organized and easy to follow. Make your points connected and your structure clear.
- h) Be dramatic, unique and exciting. Be interesting to be around. Make sure the things you talk about are exciting. Tell spellbinding stories.

9. If you need to find ways to develop empathy, ask yourself the following questions:

How would I feel if I were that person?

Why are they feeling that way?

How can I help?

How would I feel if that happened to me?

Lasting Change Questions

1. What is the root cause of the habit you are trying to change?

2. Honestly, what three things do you need to change for increased success?

a.

b.

c.

3. What will it cost you if you don't make these changes in your life?

a.

b.

c.

4. What resources can you bring together that will help bring these changes about?
a.

b.

c.

5. What is the price you will pay for your new success?

6. What are the consequences of this success?

7. What is the reward you will receive for this success?

8. What might be a temporary setback to success?

9. What is your greatest obstacle to change?

10. What knowledge do you need to gain in order to make this change?

Power Questions

1. What do you have in your arsenal that can create power?

Is it something your prospect wants, needs or desires?

What do you control?

What do you have in your persuasive toolbox that will enable you to create power? (e.g., safety, information, rewards, freedom, avoidance of punishment, etc.)

2. How can you create Authority Power?

Title

Authority

Strength

Status

Background

Rank

3. How can you stop using Coercion Power? Why are you using this short-term power instead of a more effective long-term power?

4. How can you create Legitimate Power? How does your prospect view your reputation and your history together?

5. What type of Knowledge Power do you have?

Information

Resource

Expertise

6. What do you possess or offer that can create Reward Power?

7. Power is situational. In what situations do you have the most power? When do you have the least?

8. How will your prospect or audience react to your authority? With...

Confidence?

Indifference?

Suspicion?

How will you customize your presentation to each situation?

9. Reinforcement is a combination of Reward Power and Coercive Power. Basically, if a person knows a positive consequence will follow a certain action, then s/he will willingly perform that action. In a nutshell, consequences influence behavior. The type of consequence influences what actions people will take and what actions they will avoid. Three main rules of consequence exist. They are:

(1) Consequences that provide rewards increase behavior.

(2) Consequences that provide punishments decrease behavior.

(3) Consequences that provide neither rewards nor punishments extinguish behavior.

Identify each of these rules in your persuasive situations. Which ones are you using?

Is it helping or hurting your ability to persuade and influence in the long term?

10. Acting with boldness will not only emit the perception of confidence to others, but it will also actually help you feel more confident. What's more, when you exhibit assertiveness, you come across as brave and bold. Hence, people will rally behind you.

How can you become more bold, confident and assertive in your day-to-day persuasive encounters?

5. List 3 personal funny stories that will connect with your audience.

6. What can you do if your audience/prospect refuses to smile or laugh?

7. What does your audience have in common with each other?

8. What would be funny to *this* particular group of people?

9. Have you considered some of the external factors that affect humor? Choose 3 items below that affect your ability to use humor and then devise a solution for each of those you've chosen.

Time of day
Audience size
Type of audience
Do your audience members know each other?
Location
Purpose of the meeting
Layout of the room
Lighting
Temperature
Chair setup
Amount of time your audience has already been there

10. What can you use to create humor during a presentation? Choose 3 strategies and then develop working examples for your presentation.

Joke
Story
Embarrassing moment
Exaggeration
Pun
Comic
Irony
Self-depreciation
Metaphor
Put-down
Silliness
Surprise
Anecdote
Satire
One-liner
Innuendo
Embellished story
Witticism
Outrageous statement

Presenting Questions

1. What is triggering your fear of public speaking?
2. Why are you so concerned about what people think of you?
3. What is the common background or interest that brings your audience together to hear you speak?
4. Who are these people as individuals (business professionals, students, mothers, etc.)?

9. What things will your audience want to get out of your message?

10. In terms of your key point(s), are your prospects likely to agree, disagree or be indifferent?

11. How much time is allotted to you to speak?

12. What will the presentation's setting be (auditorium, office, classroom, etc.)?

13. How large will your audience be?

14. Will you be speaking from a platform, in front of a microphone, or will you be sitting in an intimate circle?

15. During what time of day will your presentation take place? Will your audience be tired, refreshed, hungry, preoccupied, etc.? Should you/can you consider having a break in your presentation?

16. Will there be any possible distractions that could be avoided by knowing in advance? For example, noise from neighboring rooms, outside distractions, children, traffic, noise as people move from one room to another, sunlight producing too much glare, etc.

17. Can you see the presentation venue ahead of time? Where will you present from and what will your audience's seating situation be?
18. Will props be accessible, if needed, like an overhead projector, a portable microphone, a flip chart, computer, internet, a blackboard or dry erase board (along with chalk or markers), etc.?
19. What kind of sound system will be used, if any? Can you come to the venue early to do a sound check and get familiar with the equipment?
20. Who can you model? Do you know someone who is able to educate, inspire and entertain with passion, compassion and purpose?

Negotiation Questions

When you find yourself sifting and sorting through all these negotiation issues, consider taking yourself through a written exercise like the one below. This outline will help you organize the key negotiation points that need to be addressed.

1. Needs Assessment

- What are my needs?
- What are my client's needs?

2. Create Options

- What are some different ways in which the most desirable agreement can be reached?

3. Three Alternative Proposals

- What would I be happy with?
- What will I be satisfied with?
- What can I live with?

4. Establish a Standard of Fairness

- What has been done in the past?
- What is fair in the market value today?

5. Which one of the following common errors are you committing? Circle the one you want to improve. How will you fix it?

- Being politically incorrect
- Showing disrespect
- Employing any form of miscommunication
- Using the wrong word choice
- Having an irritating style
- Having no or a poor agenda
- Personalizing the negotiation
- Revealing too much information
- Committing cultural blunders
- Becoming emotionally involved
- Desiring to destroy
- Exhibiting perceived cockiness

6. Which one of the following common strengths is your weakness? Circle the one you want to improve. How will you fix it?

- Being firm
- Using silence
- Staying focused and perceptive
- Not rushing the negotiation
- Having plenty of energy
- Understanding that it's OK to lose a few battles to win the war
- Avoiding unnecessary humor
- Getting plenty of sleep

7. What type of Legitimate Power do you have during the negotiation?

8. What type of Authority Power do you have during the negotiation?

9. What type of Psychological Power do you have during the negotiation?

101 Ways to Inspire, Motivate and Energize Your Team Questions

1. Where do you rank yourself in the hierarchy of persuasion? Is this position acceptable to you? Why or why not?
2. How do you inspire *your team* to have a vision for the future?
3. Why is the mindset of your sales force the foundation of your success?
4. How can you increase your team members' belief in themselves?

12. What exactly do you want to accomplish with your incentive program?

13. Does your team understand what's expected of them?

14. Think of 3 incentives to reward your team in each of the following areas:

Group Building

Company Socials

Esteem Building/Awards

Simple Compliments

Friendly Gestures

Individual Building

Personal Development

Travel Incentives

Monetary Rewards

Closing Questions

1. How can you begin your close earlier in your sales process?
2. What are some ways in which you can be more aware of your *prospects'* reasons for showing interest in your product?
3. What are some different ways in which you can determine what your prospects' resources are?
4. Think of three different types of open-ended questions that you can use to uncover a prospect's "hot button."

13. What are the five different types of objections? List one objection (in your industry) in each area.

14. Why is contrasting the current situation and the desired situation so crucial?

15. Write out three sample qualifying statements.

16. How can taking ownership of your weaknesses strengthen you as a closer?

17. Why is it crucial that you personally believe in your product or service?

18. How will honesty help you make strides in your selling?

Neuro-linguistic Programming (NLP) Strategies Questions

1. Why do you think NLP will work together with your persuasion skills?

2. What types of NLP do you already use on a daily basis?

3. Define, explain and give one example of embedded commands.

4. Define, explain and give one example of meta-programs.

5. Define, explain and give one example of pacing and leading.

6. Define, explain and give one example of presuppositions.

7. Define, explain and give one example of mirror and matching.

8. Define, explain and give one example of using anchors.

9. Define, explain and give one example of using aromas.

10. Define, explain and give one example of using symbols.

11. Define, explain and give one example of offering choices.

12. Define, explain and give one example of engaging the dominant sense.

5. How do those people/businesses find you, and how do you find them?

6. How often do you market to your prospect database? What is your dollar per lead?

7. How often do you market to your client database? What is your dollar per lead?

8. What kinds of “upsells” are made in your business?

9. Describe your front-end product(s):

10. Describe your backend product(s):

11. What are usually the main things your client is thinking about when considering your product or service?

12. Who would be the perfect joint venture for your company? Explain

13. Who are your main competitors? What are their strong points? Weak points?

14. What mediums do you use to advertise? How do you track their success?