

## **Mistakes of Old School Persuaders**

Have you ever had someone try to persuade you with those old, outdated, offensive tactics? You know the ones I'm talking about. At some point in your life, before you were even close to purchasing a product, I am sure that you were asked something like: "Do you want it in green or black?" I am sure you've previously heard: "If I could show you how to become financially independent, you'd be interested, wouldn't you?" This type of persuasion backs you into a corner so that you don't even want to answer the question. You wonder, *Does this person really think I'm that stupid?* As a result, you don't buy from these people. You don't even like these people. In fact, you will never do business with these types of people again.

Do these old-school persuasive tactics still work? Sure they do. The law of averages ensures they will never completely disappear. Even a blind pig can find food. Eventually, old school persuaders can find someone who will bend to any outdated persuasive technique. Great persuaders are not smarter than ineffective persuaders; they just have the right tools at their disposal. You've heard the adage "If you are a hammer, everyone is a nail." The challenge is, when it comes to effective persuasion, you can't treat everyone exactly the same. You have to customize your sales presentation to every customer.

I want to arm you with a new set of tools that will help you do just that because one tool will not properly fit all your prospects. In other words, you can't use the old-school tactics to force every prospect into the same mold. The more tools you have to work with, the more successful you will become. Research has shown that most persuaders use three to four persuasive techniques. Even the highest producers still only use seven to eight persuasive techniques. Did you know, however, that there are over 100 persuasive techniques, tools and strategies from which you can furnish your toolbox? If you look at persuasion like it's a piano, most persuaders are playing "Chopsticks" when they could be playing Mozart. Why haven't many persuaders caught up with the times? Why are so many of them still using the old tools that would best be put to rest? Are you one of these old-school persuaders?

If you are, there is hope. First, you must understand that persuasion and influence have changed over the past twenty years. Your consumer, your prospect and your customer have changed. Today, they are bombarded with over five thousand persuasive messages a day. Your prospect is more educated and more skeptical than ever before. Think about it. When you are approached by a sales rep or called by a telemarketer, you automatically put up a huge wall as a barrier against their sales tactics. Before anything has even been communicated, you are already resisting their persuasive strategies. Your prospects are bound to do the same when they feel caught or misled by your tactics. In other words, if you try to employ those old-style tactics, you will lose prospects, which in turn will result in lost sales. What good is a sales tool that works only part of the time? Imagine if the brakes on your car only worked some of the time.

Let me ask you a question: Have you ever had a prospect with whom you were working who you knew needed your product or service, *wanted* your product or service, could afford your product or service yet still didn't buy from you? What happened? The odds were stacked in your favor; it was a perfect fit for both parties. The problem is we live in a fast-paced world in which we don't even have time to think. So, your prospect came in and everything was perfect but still s/he didn't buy. Instead, s/he said, "I need to think about it." We don't have time to actually do so, yet when backed against a wall, our knee-jerk reaction is to think about it. Do you want to know why your prospects aren't buying from you?

Learning how to persuade and influence others will make the difference between *hoping for* a better income and *having* a better income. It is the missing puzzle piece that will crack the success code. Proper persuasive skills will dramatically increase your income, improve your relationships, help you get what you want when you want and win you friends for life. Ask yourself how much money and income you have lost to date because of your inability to persuade and influence others. Think about it. Sure, you've seen some success, but think of the countless other times you couldn't seal the deal. Has there ever been a time when you did not get your point across? Was there ever a time when you were you unable to convince someone to do something? Have you reached your full

potential? Are you able to motivate yourself and others to achieve more and to accomplish your goals? What about your relationships?

Think about it.... When was the last time you didn't get what you wanted when you know you should have gotten it? What went wrong? Did it frustrate you?

The life-changing skills and techniques of Magnetic Persuasion are based on timeless, proven principles. They have been developed from countless hours of persuasion research and exhaustive studies into human nature. And now, for the first time, they are being unveiled to you. Most of us use the same worn-out persuasion techniques over and over again, achieving only temporary, limited or even undesired results. That's like having a whole toolbox full of tools and always reaching for the hammer.

Napoleon Hill said, "Persuasion is the magic ingredient that will help you to forge ahead in your profession or business—and to achieve happy and lasting personal relationships." As we all know, persuasion is the skill of the ultra-prosperous. It is how people gain power and influence. It is how people create staggering wealth and how businesses thrive. It is how properties are purchased and how Websites sell millions of dollars worth of product.

Understanding the theories of persuasion, motivation and influence will put you in life's driver's seat. Why? Because everything you want, or ever will want, from life comes from persuasion and influence. Did you know that less than 1 percent of the world's population understands and can actually apply the 12 Laws of Persuasion? As I reveal the secrets and science of persuasion to you, you will be able to persuade and influence others with complete accuracy. You will gain instant influence over others and you will inspire them to take action. All the while, you will be getting exactly what you want from life. You will win people over to your way of thinking and you will empower yourself with an unshakable confidence. See the additional reports on common mistakes of old school persuaders

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