

NLP and Presuppositions

Using expectations, we can create immediate reactions to stimuli so that the prospects don't even have to think—they just perform the requested action. Discounts, closeouts, going out of business sales and coupons are used to draw traffic to stores. Consumers receiving such offers assume they will receive a reduced purchase price by presenting the coupon or by going to a “going out of business sale” and act accordingly, whether or not they really will receive a better price. One company made an error in printing their coupon so that the misprinted coupon offered no savings whatsoever to its recipients. However, despite its lack of savings, the coupon produced just as much customer response as did the error-free coupon. Presupposition uses words and language to indicate the assumption that your offer has already been accepted. It is a technique that your prospect may or may not process, but it is still effective either way. Consider the following examples:

Spoken

“When do you want your furniture delivered?”

“Should I call you Tuesday or Wednesday?”

“Your first class will start next Monday.”

Implied

You want the furniture.

You want to receive the phone call.

You're signing up for the class.

It's amazing how often people will go along with your proposal, even if it's quite far from what they were originally thinking. They often don't even stop to think about responding to you because their subconscious has already processed the deal as being finished.

Another way to use presupposition is to put it in writing. People always think that if something is in writing then it must be true. We often go along with something we see without questioning it, just because it's what the directions say to do. For example, a particular *Candid Camera* stunt involved a stop sign placed on a sidewalk, even though there was no reason to stop there. The sign was in an odd place and there was no danger of oncoming traffic, but everyone obediently stopped and waited at the sign just because it said to do so. In another spoof, a sign reading “Delaware Closed” actually made people start asking how long Delaware was going to be closed for!