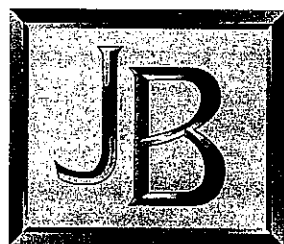


JORDAN BELFORT  
**STRAIGHT LINE**  

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**PERSUASION**<sup>TM</sup>

**Action Book**



JORDAN BELFORT  
**STRAIGHT LINE**

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P E R S U A S I O N <sup>TM</sup>

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Dear Friend,

Welcome to my Straight Line Persuasion System and to the beginning of a powerful journey to transform the quality of your life and the results you produce. You're holding in your hands the keys to the kingdom, if you use them, to create massive wealth and success.

This program is the result of more than two decades of not only research, but more importantly, the practical application of these tools, tactics and resources in real business environments. First developed and employed on New York's *Wall Street* (the most dynamic and cut-throat sales environment in history), the strategies in this program will take any individual or any organization's sales force to the next level.

This Straight Line Persuasion System is designed to align the key forces necessary for success in any sales environment: the elements of the *inner* game of sales as well as the specific strategies and techniques necessary to effectively prospect, maximize lead sources and close sales at the highest level.

If you're not in business, you'll learn powerful strategies to influence yourself, and those you care about in the direction that serves them most.

The program is designed to be a 10-step process. In each session, you will learn new tactics and skills that build on the previous session and that literally take you down the Straight Line to the promised land of wealth, success, freedom, and fulfillment. Throughout the program, there are also strategically placed sections on the mindset and psychology of persuasion: the foundation upon which the strategies are built.

The core of the program is comprised of the DVDs and the Action Book. While you can learn the content from the CDs, they are mostly included for reinforcement—to support you in going back to master the key concepts that will move you forward. The Flash Cards are provided so you can take them with you on key sales calls or meetings and have the most important elements of the system available at your fingertips.

All I ask is that you commit to not only completing the sessions but to taking action each day to practice what you've learned. I also ask that you commit to use the system ethically, and only in situations where you are influencing others to make decisions or take actions that truly support them.

I believe that persuasion is the most important and powerful skill there is, not only to create massive wealth and success, but to influence those you care about to take the necessary actions to improve the quality of their lives. What could be more important than the ability to persuade and influence those we care about most for the greater good?

I'm excited to embark on this journey with you and look forward to someday hearing the story of your success.

All my best,  
Jordan Belfort

# **THE STRAIGHT LINE PERSUASION SYSTEM**

## **THE X-FACTOR**

The Straight Line Persuasion System is designed to align the key forces necessary for success in any sales environment: the elements of the *inner* game of sales as well as the specific strategies and techniques necessary to effectively prospect, maximize lead sources, and close sales at the highest level.

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# NOTES

# 1

## **The 3 Tenets of Straight Line Persuasion**



# NOTES

# INTRODUCTION TO THE STRAIGHT LINE SYSTEM™

The Straight Line System is the ultimate sales, negotiation and persuasion method that allows you to influence anyone—regardless of age, sex, race, creed or socio-economic status—to take action in the direction that serves them.

This is not just about sales; the Straight Line System will hit on every aspect of your life. It will enable you to establish intimate relationships, control conversations for the greater good, and negotiate in your home life.

## 3 ATTRIBUTES OF SUCCESS

1. The desire to be really wealthy.
2. To be able to take advantage of an opportunity when it comes knocking at your door.
3. A commitment to work your tail off after it does (not forever, but for a brief period of time).

## GIVE YOURSELF 60-DAYS OF STRETCHING FOR THE SYSTEM TO TAKE HOLD.

Remember, everything in life requires selling; there's nothing evil about it.

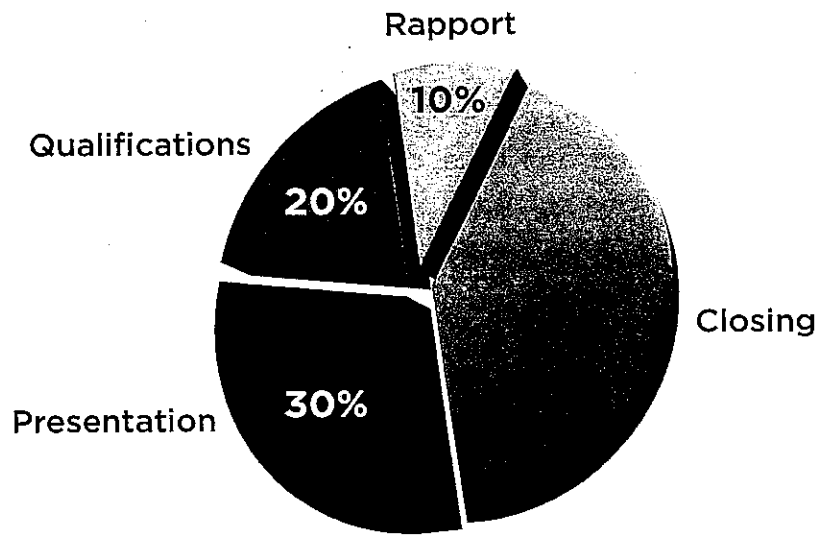
You may have to start over from scratch, but if you commit to doing whatever it takes for the next 60-days and work harder than you've ever worked, you will see profound results.

There are certain windows of opportunity in life when you have to work twice as hard. If you do, you'll be able to seize the opportunity and reap the benefits for years to come.

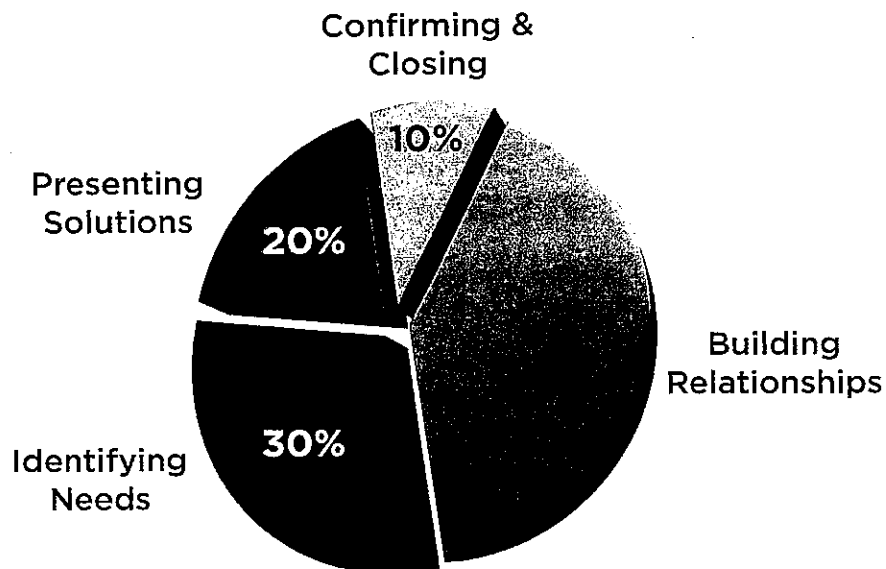
*Opportunity is missed by most people because  
it is dressed in overalls and looks like work.*

— THOMAS EDISON

## THE OLD SALES MODEL



## THE NEW SALES MODEL



### THE TRUTH

Neither one of these systems works long-term.

The reality is it's all about *closing*: building relationships, qualifying, and closing from the first word you say.

# THE STRAIGHT LINE SYSTEM

## GOAL-ORIENTED SELLING

VS.

## RANDOM CONVERSATIONS

The key to effective persuasion is to approach it as goal-oriented selling.

Most organizations use scripts and presentation sheets that often force the salesperson to go around in circles vs. having a definitive start-point and end-point along the straight line.



You're not picking up the phone or going face-to-face with a prospect for your health. You're there for one reason: to close the sale!

Your goal is to create a **customer** for life. In order to get to the promised land, every single word out of your mouth has to be deliberate. It has to be taking you down the straight line so your prospect can get what he wants and you can get paid.

# NOTES



*A-B-C. A - Always. B - Be. C - Closing.  
Always Be Closing.*

— BLAKE, *GLENGARRY GLEN ROSS*



## ETHICAL GUIDELINES

The tools you will learn in the Straight Line System are so powerful they will make you unstoppable. Once you master them, you will have these skills forever, to use in any job you decide to do and in any situation in your personal life.

The challenge is that there are unconscious buying triggers and certain tonal patterns that can make people buy things they shouldn't if used the wrong way.

Therefore it's important that you self-police:

### TWO RULES

1. Never pressure a client to *do* something they shouldn't *do*.
2. Never pressure a client to *buy* something they shouldn't *buy*.

The Straight Line System is only designed to be used in an ethical way: to get people to buy things they *should* buy to improve the quality of their lives and to overcome obstacles that are limiting them and preventing them from having the things they should have to make their lives better.

We all have buying obstacles, which are limiting beliefs we have about buying and making decisions. They hold us back from taking action. The job of the Straight Line Persuader is to help people overcome these obstacles so they take action in the direction that serves them most.

*The most important persuasion tool you  
have in your entire arsenal is integrity.*

— ZIG ZIGLAR

# NOTES

# THE 3 TENETS OF THE STRAIGHT LINE

There are three tenets of the Straight Line you have to know to be effective.

**1**

**You have to develop instant rapport on both a conscious and an unconscious level.**

The biggest mistake of novice persuaders is that they start talking about their lives. This is not how you develop rapport with someone!

You develop rapport with someone by getting them to instantly realize you're an expert. When they understand that you're a person who can help them achieve their goals and take control of their lives, they will want to do business with you.

## KEY POINT

You are always developing rapport. Even when the prospect is signing the order and you are walking out the door, you're still developing rapport.

**2**

**You must learn to gather intelligence effectively.**

There are certain specific questions you need to ask someone (and they are slightly different based on what you're selling), but the problem with many salespeople is that they talk a lot more than they listen.

Asking the right questions is crucial to understanding exactly what your clients need.

You can't accomplish this by barreling through the conversation and hard-selling someone. The Straight Line is about elegance; using a consistent, specific methodology to move the prospect down the straight line, a step at a time.

Remember, if you're qualifying the prospect and you find out the product doesn't suit his needs, end the encounter right there. If your product isn't good for them, try to find one that is. Send them to your competitor if that's what it takes.



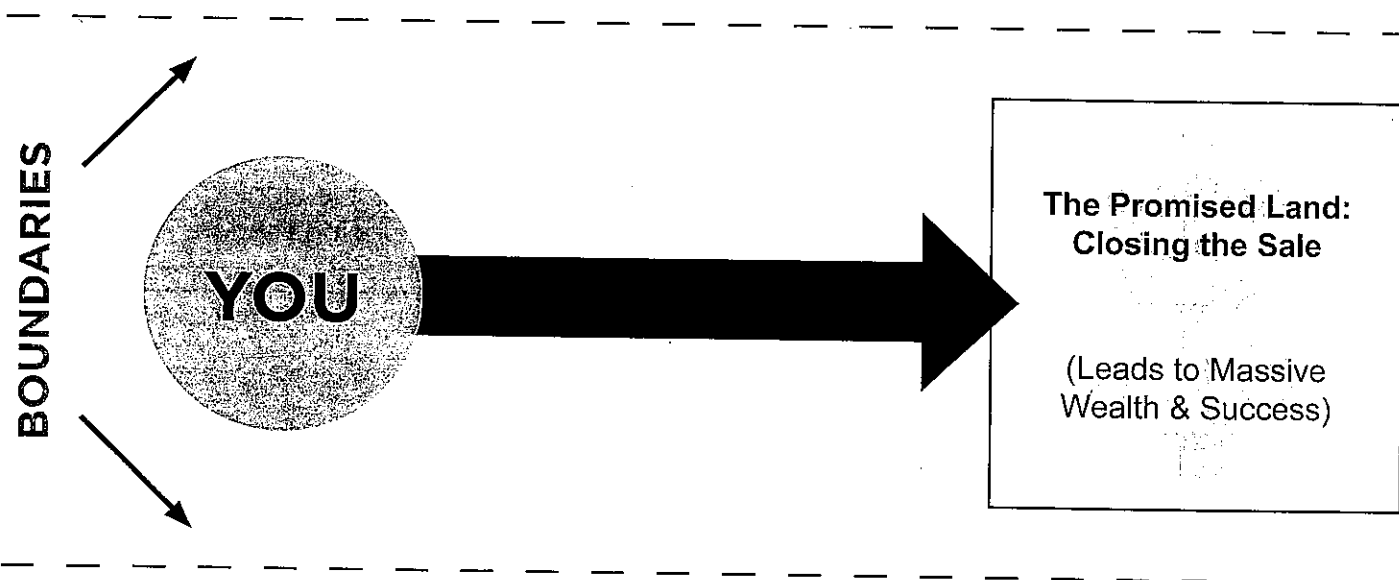
### 3 Always control the sale by keeping it on the straight line.

The Straight Line represents the perfect sale. For example, when you walk in the door, the client instantly loves you and says, "Oh yes everything is great." You ask them if they are interested and they say, "Yes, I would love to hear." You tell them what your product is about and they say, "That sounds wonderful." You say, "It costs X dollars," and they say, "Great, how do I get started?"

Now, the perfect sale doesn't happen too often!

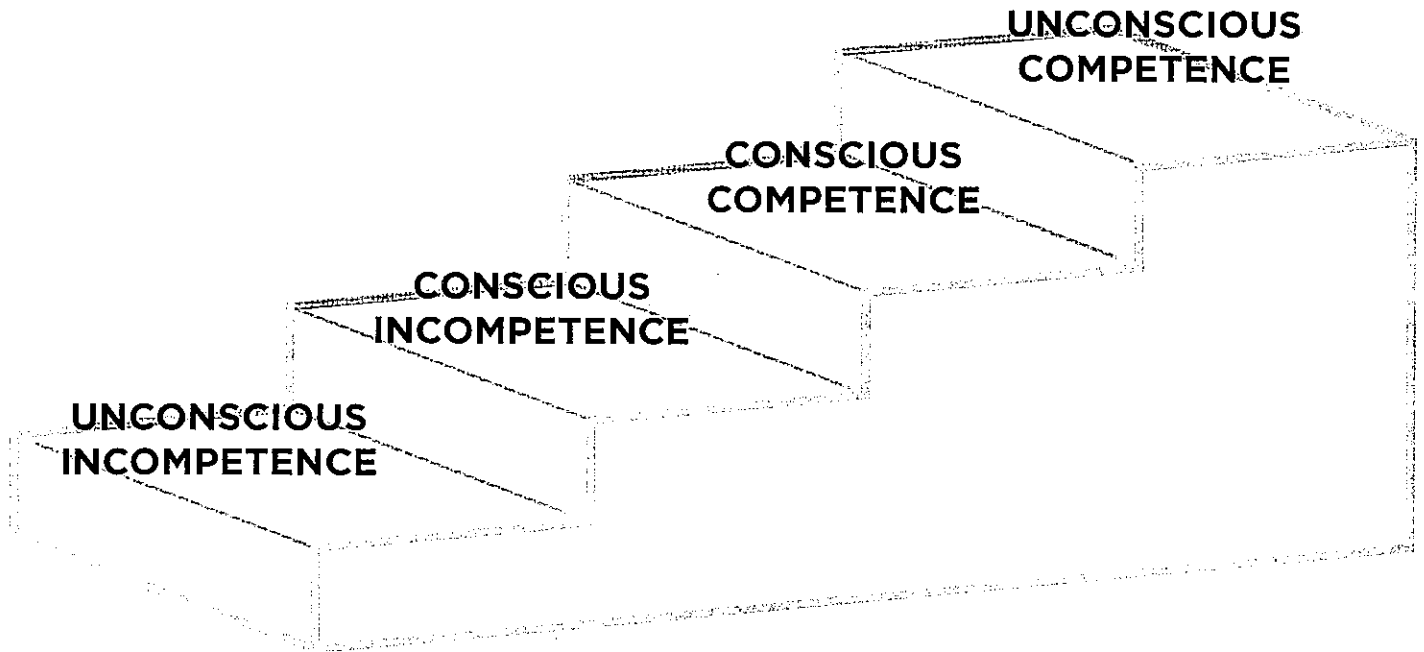
What happens more often is that you try to move the prospect down the straight line and they keep trying to move you off the straight line and out into Pluto! The client rarely says what you want and he doesn't typically follow your preconceived notion about what the sale should be.

Every time the prospect tries to take you off the line, your goal is to elegantly keep him on the line (or close to it) in a way that empowers him. Your goal is to keep the conversation within the boundaries of the straight line.



If you find the conversation moving off the straight line, simply do two things: (1) develop rapport and (2) gather intelligence.

# THE 4 LEVELS OF LEARNING: THE POWER OF THE UNCONSCIOUS MIND



## **Level 1: Unconscious Incompetence**

**(You don't know that you don't know something)**

At this level you are blissfully ignorant. You have a complete lack of knowledge and skills in the subject in question. You are unaware of this lack of skill, and your confidence may therefore far exceed your abilities.

## **Level 2: Conscious Incompetence**

**(You are now aware that you don't know, or are incompetent at, something)**

At this level you find that there are skills you need to learn, and you may be shocked to discover that there are others who are much more competent than you. As you realize that your ability is limited, your confidence drops. You go through an uncomfortable period as you learn these new skills when others are much more competent and successful than you are.

## **Level 3: Conscious Competence**

**(You develop a skill in that area, but you have to think about it)**

At this level you acquire the new skills and knowledge. You put your learning into practice and you gain confidence in carrying out the tasks or jobs involved. You are aware of your new skills and work on refining them. You are still concentrating on the performance of these activities, but as you get more practice and experience, these become increasingly automatic.

## **Level 4: Unconscious Competence**

**(You are good at it; it comes naturally to you).**

At this level your new skills become habits, and you perform the task without conscious effort and with automatic ease. This is the peak of your confidence and ability.

# NOTES

# THE 4 “MUSTS” OF MASTERING THE STRAIGHT LINE SYSTEM

The Straight Line System is mostly about tactics. Here are four that will help you master this system:

- 1 Learn to make your Goals bigger and brighter.**  
You have the ability to use your neuro-psychology to make your goals more powerful. Remember the example of raising your hand. You have to set your goals slightly above what you think is possible.  
  
Once you set these goals, make them bigger and brighter in your head so that they are powerfully associated in your conscious and unconscious mind.
- 2 Run positive thinking Language Patterns.**  
The language you use with yourself and your clients is the most powerful persuasion tool you have.

## KEY POINT

Who is the first person you have to sell when you go out into the field?  
**YOURSELF.**

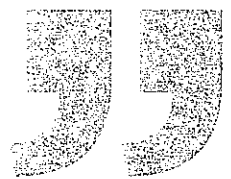
The proper language patterns can help you: (1) empower yourself (2) get yourself into a peak selling state any time you want, and (3) empower your prospect to take action.

- 3 Find Your “Why.”**  
Having compelling reasons to master this system will not only keep you on target, but will give you the reasons to follow through, especially when things get tough and you are in the stage (conscious incompetence) of putting it all together.
- 4 Shed all the Old Programming about sales being evil.**  
Sales is the most empowering profession in the world. Nothing of value happens in the world without it!



*Intense desire not only creates its own possibilities,  
but its own talents.*

— KOBI YAMADA



# EXAMPLES OF POWERFUL PERSUADERS



## 1

**Bill Gates:** Gates is a business magnate, philanthropist, and chairman of Microsoft, with a net worth of approximately \$53 billion.

Early in his career, Gates sold a product that didn't exist yet for the Altair Computer. He and Paul Allen contacted MITS founder Ed Roberts, told him they were developing a BASIC interpreter, and asked if he wanted to see a demonstration.

Of course neither Gates or Allen had an interpreter, much less an Altair System on which to develop and test one. So they went out and created it (testing it on the Altair for the first time during the demonstration), ultimately selling it for cash plus a royalty for each copy of BASIC sold.

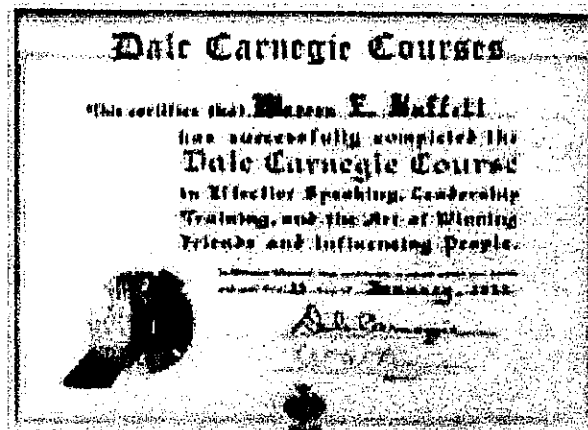
Gates sold himself as the expert and as the person who could help MITS achieve their goals. If there's one skill that defines his success besides his vision, it's his ability to persuade.



## 2

**Warren Buffett:** Buffett amassed a net worth upwards of \$47 billion and has consistently been listed as one of the top three wealthiest people in the world on the Forbes list.

He also has an M.S. from Columbia Business School, where he studied under Benjamin Graham. However, he only has one diploma hanging on his wall in the office: the one from the Dale Carnegie course he attended on personal development.



# THE ONLY THING THAT CAN STOP YOU

Making progress and mastering something new is a process; you don't wake up suddenly an expert in the art of persuasion or anything else.

## KEY POINT

You must vanquish your fear of failing or looking stupid in the process.  
Sometimes you have to look foolish in the name of progress.

When you start focusing on the external (the excuses), you lose your power.

Remember, it's not how well you actually perform that earns you the respect of your peers. Respect comes from the fact that you went out and actually did something and tried your best.

**There's no embarrassment in struggle. The embarrassment is if you quit or don't try your hardest.**

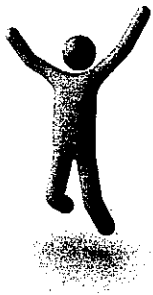
We all have excuses at times for why things aren't the way we want them, and we hold onto them as part of our story about why we're not moving forward.

The only way to get where you want to go is to know precisely where you are, precisely where you want to go and how you're going to get there. But you have to be honest with yourself in the process. Don't blame the boss, the leads, your job, or the industry you're in.

If you can sell one product, you can sell anything!

# NOTES

## TWO TYPES OF PEOPLE



**1** THOSE WHO GET EVERYTHING  
THEY WANT.

**2** THE OTHER 95% WHO  
GET NOTHING.



Those who get everything they want in life are the influencers. They are the people who get a vision in their mind, then step into that vision, and go for it.

The people who get nothing are the creatures of circumstance with no strategy for success. They go through life thinking that life happens to them. So they don't take action and then don't get what they want. They end up barely scraping by, and can't retire with pride or dignity.



# NOTES

# LAYING DOWN THE STRAIGHT LINE

## MODULE 1: ACTION PLAN

- 1** Write down your **why's**. Why is mastering this program a 'must' for you? What is it going to give you? What are you willing to do to make it happen? Focus on the "why" at a higher level. What would you do with the money? Who could you help (i.e. children/college fund, buy house, retire parents)?

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- 2** Write down two actions you will take as a result of what you learned in this session.

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# NOTES

*We are not creatures of circumstance  
we are creators of circumstance.*

— BENJAMIN DISRAELI

# 2

## **The Art of Prospecting: 5 Keys to Sales Mastery**

# NOTES

# THE ART OF PROSPECTING

The art of prospecting is just that—an art. Quite often, prospecting is one skill that goes ignored or is undeveloped. However, it's important to lay the proper foundation to prospect elegantly and effectively.

Prospecting is not just about finding people who are interested in buying your product or service, but about weeding out the people who are not interested or who don't qualify.

Out of group of a hundred prospects, you will find that they can typically be classified into four different buying archetypes.

## THE FOUR BUYING ARCHETYPES



### Archetype I: Ready

On average, 20 people out of a 100 prospects are actually in the market for your product. They know they need it and want to buy. These are the people that know they have to make a decision quickly and are stressed about it. Hands down, these people are your best buyers.



### Archetype II: Still Shopping and not at Action Threshold

Out of your 100 potential prospects, these 30 are motivated and still shopping. They know that they want to buy a product or service, however, it may not be today—it might be in three or six months. They are in power right now.

## THE FOUR BUYING ARCHETYPES



### Archetype III: Curious

These people are “kicking the tires.” They are thinking about buying your product or service but are apathetic about it. They could buy today or they could buy tomorrow—they basically don’t care! They are not very good buyers.



### Archetype IV: Dragged and Won’t Do It

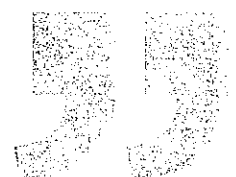
These are the 20 people that were “dragged” and will never buy from you. Their credit may not be bad, but they have no need for your product. Alternatively, their credit may be bad but they just don’t care. This is the lowest group within your pool of 100 prospects.

Out of a group of 100 people, 50% are potential buyers and 50% are a waste of your time and energy. You want to qualify them out quickly and only make presentations to people who have a shot of buying. Don’t try to twist somebody’s arm into buying when they shouldn’t.



*Everything has its limit—iron ore  
cannot be educated into gold.*

— MARK TWAIN



## KEY 1: THE ART OF SIFTING

There are two things you must consistently do in order to successfully qualify your prospects and determine who the individuals are that you want to actually make presentations to.

**1** You **MUST** be quick, elegant, and non-alienating.

**2** You **MUST** use a script.

These two "MUSTS" are just the first stage of prospecting. Even if you are quick, elegant and non-alienating through the use of your script, it's still highly likely that people will not want to immediately buy.

### KEEPING YOUR POWDER DRY

You can tell people wonderful things about your product, but there are other issues that stop them from buying that still need to be uncovered. As a result, don't just throw your best pitch out there right away. Instead, as in old military terms, keep your powder dry. This phrase alludes to the gunpowder that soldiers with black powder weapons had to keep dry in order to be ready to fight when necessary—in other words, hold back your best stuff and be prepared!



### KEY POINT

You do not want to be making presentations to people who A, do not really want your product; B, do not really need your product; and C, can't afford your product.



# NOTES

## KEY 2: THE ACTION THRESHOLD

The Action Threshold is perhaps the most important concept when it comes to influencing people. Human beings are not random creatures. We don't do things by accident. We do things for a reason and we generally have positive intent with what we do.

This doesn't mean we always do things that empower us. Sometimes we make lousy decisions, but we do it because we think it's in our best interest. The Action Threshold represents this.

**The Action Threshold is the unconscious set point  
that somebody has to be motivated to in order to take action.**

The Action Threshold is merely someone's beliefs about buying. Through life experiences people build up a resistance, or limiting buying beliefs, that lead to a higher set point for buying. Past experiences buying a car or other product, a negative experience where a company didn't stand behind their warranty, or even the advice our mothers gave us while growing up have created voices in our heads that tell us "Don't Buy!"

The best way to combat these limiting buying beliefs and lower someone's action potential is through the use of:

1

Language Patterns

2

Belief Busting

3

Making Logical Cases

*All human action, whether it has become  
positive or negative, must depend on motivation.*

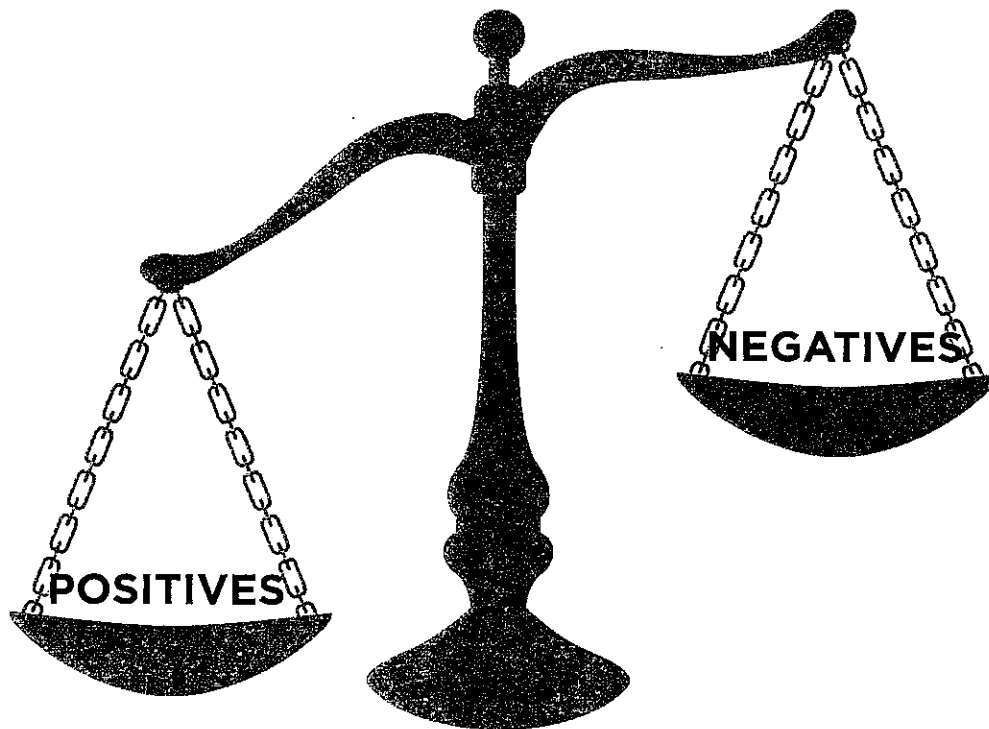
— TENZIN GYATSO, THE 14TH DALAI LAMA

# NOTES

## KEY 3: TIPPING THE SCALES

Think about a person's **Action Threshold** as a big scale. The fulcrum in the middle of the scale is the person's action set point, with all of the **positives** (good things that will happen if the decision is made) on the left-hand side and all of the **negatives** (bad things that will happen if the decision is made) on the right-hand side. And then you have the invisible force, which is limiting beliefs about buying, affecting whether the scale tips to the negative or the positive.

**Tipping the scales is where the positives outweigh the negatives and vice-versa.**



When you're going through the Straight Line from open to close, you're knocking out negatives, building up positives, and changing the client's beliefs about buying all at the same time without the client even knowing it. That's what the core of selling is—to get someone to a point where they say "yes."

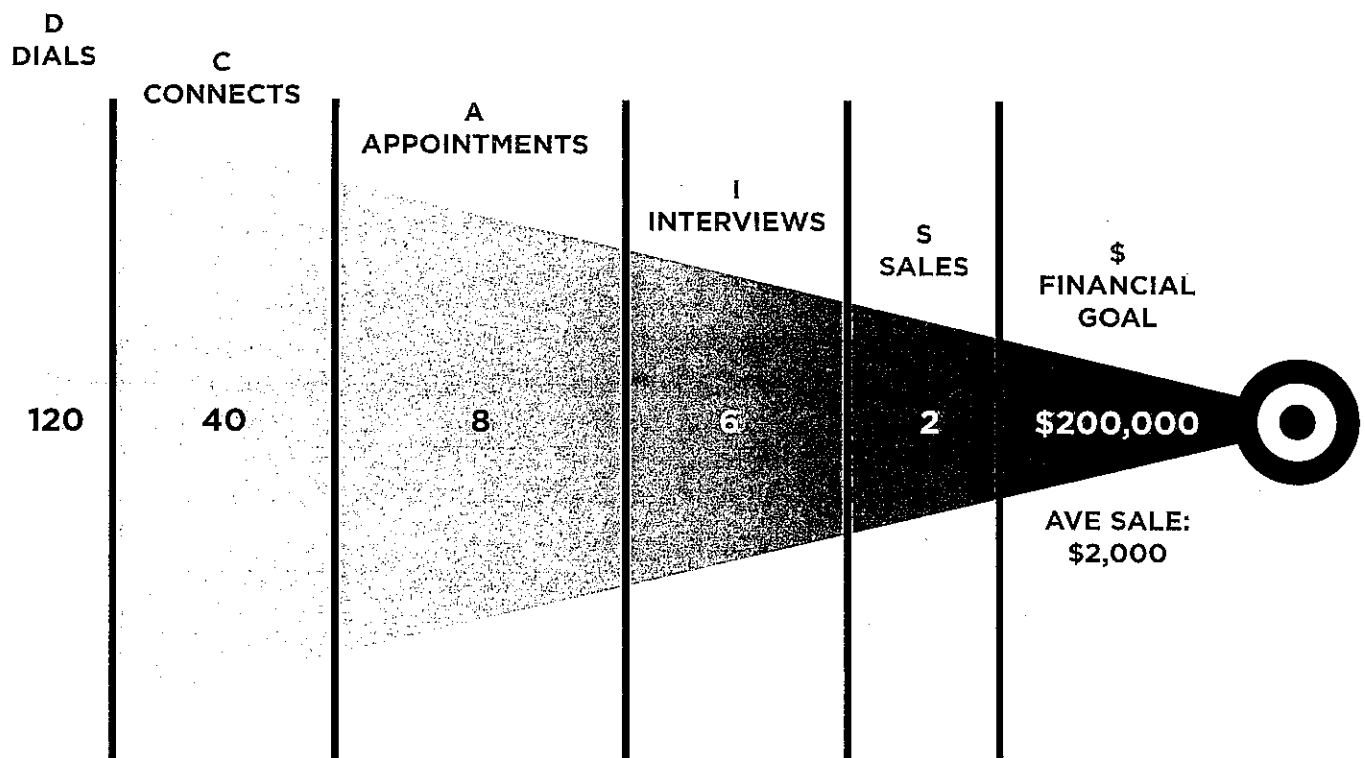
Again, please only do this ethically! You *will* close with the Straight Line, but only anybody who is closable. That is your goal.

# NOTES

## KEY 4: THE SALES FUNNEL

When quantifying sales and quotas, people always say, "I make a lot of calls" or "I make lots of sales." However, the only way to effectively reach your goal is to know precisely what your goal is and what it will take to get there.

Since your "a lot" will differ depending on the industry and territory you are in, it's important to understand the actual numbers needed to reach your own personal outcome and work backwards from there. What exactly is "a lot" to you?



The image of the sales funnel, originally conceptualized by Warren Greshes, creates a powerful visual representation of the step-by-step nature of a sales process.

# CREATING YOUR "A LOT" CHART

Utilize the funnel on the following page and work backwards. Start out by asking yourself, "How much money do I want to make this year to live the lifestyle I want?"

**1**

Calculate: average commission per sale and divide by the amount you want to make.

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**2**

Now break it down to number of sales per week.

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**3**

How many presentations or interviews do you have to make based on your closing ratio?

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**4**

How many appointments do you have to make before cancellations?

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**5**

How many people do you have to contact connect with, to get the requisite appointments?

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**6**

How many cold calls and dials does it take to get to the decision maker? This is your activity goal, and it is the only part of the process that is 100% within your control.

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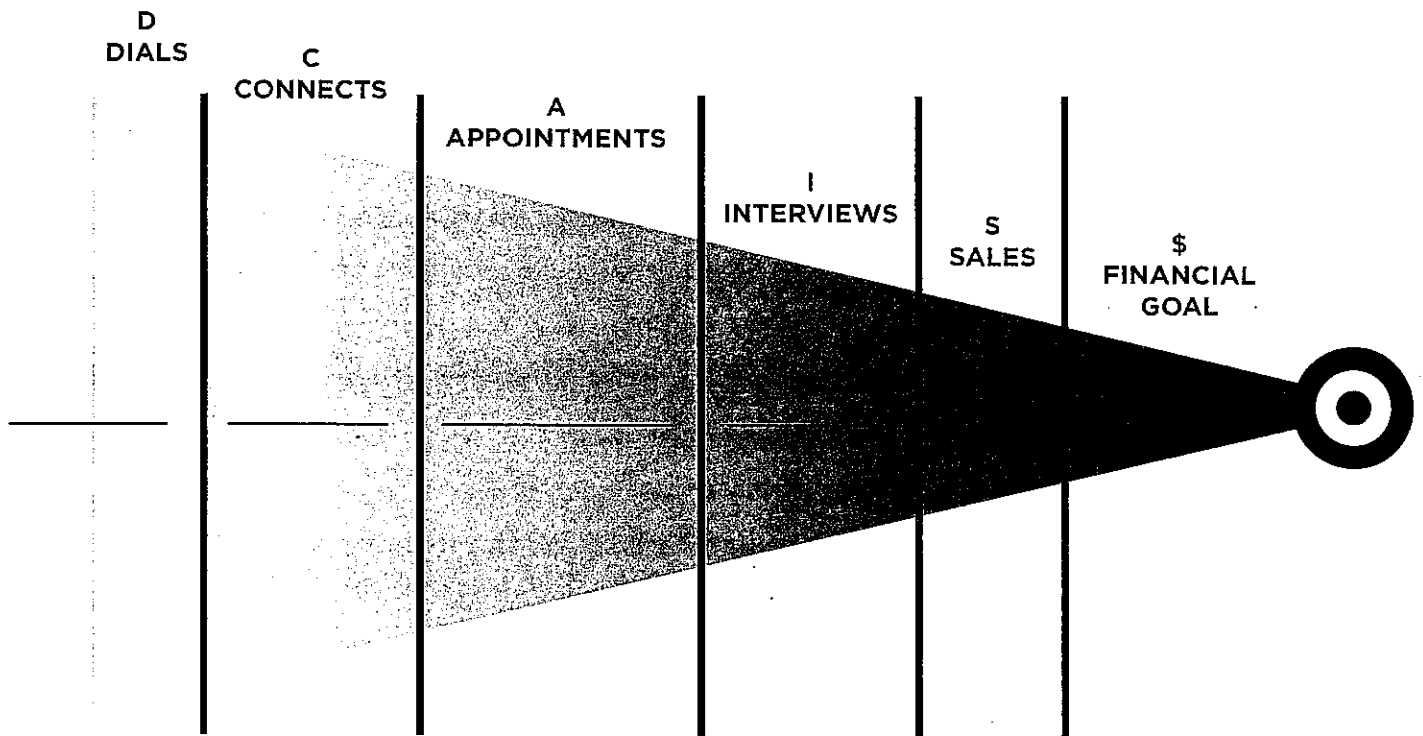
After you create your activity goal, calculate your 13-week average.

If you keep track of this you will see where your challenges are if you are not hitting your numbers. When you continually monitor your "A Lot" chart, you will be able to adjust what's not working for you and make any needed changes to achieve the financial goals you have set out.

# YOUR PERSONALIZED SALES FUNNEL

Create your own personalized sales funnel—establish your financial goal and calculate the sales, interviews, appointments, connects and dials needed to reach that goal.

Going forward, use this chart to visually stay on track with your goal and monitor your progress.





# NOTES

## KEY 5: THREE THINGS IN 4 SECONDS

You've probably heard the phrase "you only get to make a first impression once." What you may not know is that this applies whether you are in person or speaking on the phone.

Everybody thinks in pictures, so that when people hear your voice, they form a mental picture of you in four seconds flat!

Therefore, the moment they hear your voice you **MUST** establish that you embody the following three things:

You **MUST establish** the following three things in **4 seconds**:

- 1** You're as enthusiastic as hell. This tells the prospect you have something really great to offer.
- 2** You're sharp as a tack. If they don't think you're sharp as a tack, you're wasting their time.
- 3** You're an authority figure and a force to be reckoned with. People are taught to respect and listen to authority figures from a young age.

**This all rolls up to one simple fact: you are a person who can help them get what they want and achieve their goals.**

To take this one step further, this ultimately translates to: **you are a person who can help them take control of their lives.** This is important because people have a desire to gain control. When they're feeling out of control, they'll take action to get back in control.

This is part of what your Action Threshold is all about. It's a point to get back in control.

For example, when someone has bad credit, do they feel in control or out of control? When somebody wants to buy a new car because their old car looks like junk and they drive down the street with people looking at them, do they feel in control or out of control? When somebody is looking to find an investment advisor and they are looking to develop some kind of path to have a secure financial future, do they feel in control or out of control?

They are looking to get in control by identifying someone that can fill a need and help them achieve a goal.

**Your job as a salesperson is to help people achieve their goals and gain control of their lives.**

If you don't establish these three things in 15 or 20 seconds, you're done. You should hang up the phone and move forward.

Just because you do this does not mean that your prospects will automatically buy from you. However, by establishing these three things, you've prepared yourself to close the sale and you've moved significantly down the Straight Line.

### **IN PERSON**

In person you have only 1/24th of a second before you've been judged by the way you look and the way you carry yourself.

In that time, you've been dissected, assessed, and re-assessed. You've been packaged and compartmentalized, and they've put you in a cubbie hole. From that point on, you're fighting your way out.

## AN INTRODUCTION TO TONALITY

Tonality is the secret weapon of Straight Line Persuasion. The next session (Module 3) will focus on this in more detail, but here is an introduction as to why it's so important.

From the very beginning, you're going to start lowering the client's Action Threshold by the way you talk (i.e. the tonal patterns you run). Tonality is also crucial to not only closing a sale, but to establish the three things in the first four seconds: that you're enthusiastic, sharp as a tack and a force to be reckoned with.

Through tonal patterns you can make more powerful connections than what you convey with words alone. For example, when you're talking, the listener is running an unconscious dialogue against your words. He hears what you say and he's narrating your words, either agreeing or disagreeing with them.

The listener is literally making connections about what you're saying.

**Tonal patterns are powerful because they can be used to literally control the listener's internal dialogue so they're thinking exactly what you want them to be thinking without having to say a lot of words.**

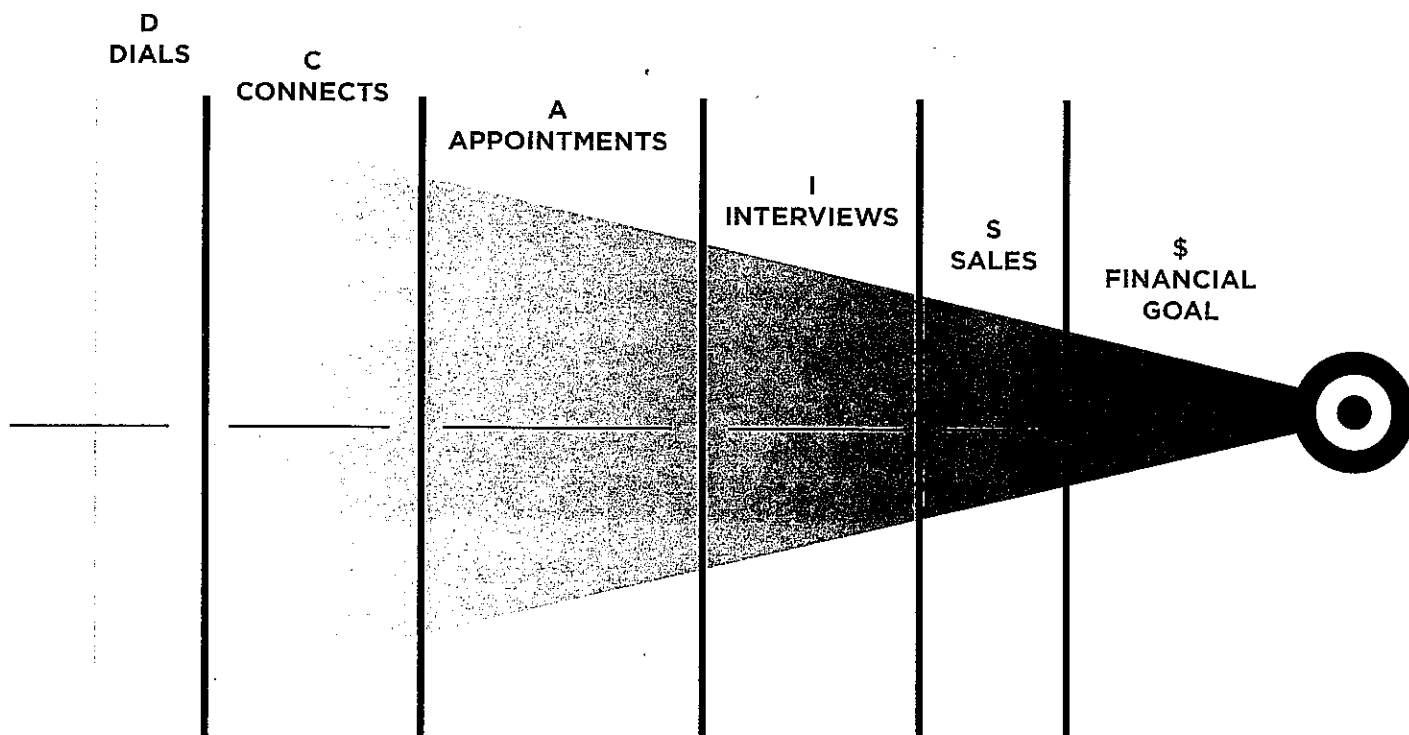
What's the most important thing in sales? TRUST. If they don't trust you, they won't buy from you. In the next session, you'll start to learn how to use your tonality to influence the sale in an ethical way.

# NOTES

# LAYING DOWN THE STRAIGHT LINE

## MODULE 2: ACTION PLAN

- 1** Create your ultimate 'A Lot' Chart. Take what you started on page 39 and refine it. Working through the sales funnel, how many calls do you have to make, how many letters do you have to send out, and how many contacts do you have to make on a daily basis to meet your financial goal? What areas do you need to improve upon? What are you going to do in order to reach your financial goal faster and more efficiently?



- 2** Write down two actions you will take as a result of what you learned in this session.

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# NOTES

*There is only one way... to get anybody to do anything.  
And that is by making the other person want to do it.*

— DALE CARNEGIE

# 3

## **Mastering Tonality: How to Capture Attention in 4 Seconds Flat**



# NOTES

# MASTERING THE ART OF TONALITY

Many aspects of Straight Line Persuasion are truly an art form. The good news is that they can all be learned. Even if you are not a born closer, you can make yourself into a trained closer!

**Tonality is the most important thing you can learn to master when it comes to influencing and persuading another human being.**

Mastering the art of speaking like an influencer involves learning to elegantly apply tonal patterns to control somebody else's internal dialogue without having to use a lot of words. Attached to every word is a hidden tonality and power that registers with the person on an emotional rather than a logical level. This is the hidden language of influence.

Through the use of a script and tonality you will establish (within four seconds) the three things you **MUST** accomplish in order to close the sale.

**That you are...**

- 1. Enthusiastic as hell.**
- 2. Sharp as a tack.**
- 3. An authority figure and force to be reckoned with.**

And ultimately, that you are a person who can help them and who cares! Remember, people want to do business with people that they like and that they know care.

From the beginning, the language you use and the tonal patterns you run will start to lower your prospect's Action Threshold and set you along the path of the Straight Line.

# NOTES

In communication, 9% is words and the other 91% is tonality and body language.

# THE ART OF TONALITY EXERCISE

Tonalities, when coupled with a customized script, are very powerful. The best way to master tonality is to practice. There is power in using your client's first name and in the first enthusiastic "pop" out of your mouth.

This exercise will teach you how to use tonal patterns properly, so that you say things you never thought you were saying. You will learn to read sales scripts in a way that the client is literally hanging on your every word. You will establish that you care about them, that you're a reasonable, empathetic, trustworthy person, and that you have their best interests in mind—all in one paragraph!

## KEY POINT

**If you speak like an average person, you'll be average.  
To be extraordinary in sales, master the *Art of Tonality*.**

Use the opening script (on the following page) to lay the groundwork for your prospects to follow you throughout the sale—whether it's a one-call close, a five-call close, or the longest relationship sale at the highest level of business. This system is specifically developed to flex to your needs. The tonal patterns you use will translate to the entire sale and to everything you do, even after the sale is closed. It all starts here, with pacing and leading.

*We are not won by arguments that we can analyze but by the tone and temper, by the manner which is the man himself.*

— SAMUEL BUTLER

# THE STRAIGHT LINE: OPENING SCRIPT

**When read in a specific tonality, the opening script will capture virtually every single prospect within the first couple of seconds.**

With this first script, you enter the client's world. Most people's worlds are full of boredom, tediousness and "average-ism" rather than excitement. So it's critical to come in with excitement and positive energy. Remember, the sale starts the moment you pick up the phone.

## **FIRST SCRIPT: You have 4 seconds...**

Hi, is John there?

Hi, John! This is \_\_\_\_\_, calling from Global Capital, in Tampa, Florida. How's it going today?

Great! Now, if you recall, you attended a seminar last Thursday night over at the Marriott Hotel, with one of our top Forex traders, James Arnell. Does that ring a bell?

## **OPENING SCRIPT DISTINCTIONS**

While you are listening and watching the exercise on the video, pay attention and take note of the following tonal distinctions:

1. **Use up-tones to pace and lead.**
2. Raise your voice at the end of "Global Capital, in Tampa, Florida" to infer a **micro-agreement**.
3. Use a **tone of "mystery"** at "Now if you recall."
4. How's-it-going-today (**contracted**) says, "I really want to know!"
5. The **power of the pause**, not before "at the Marriott Hotel."
6. **Five beats is the "kill zone" of the pause** in the script.
7. **Raise your tone** to say, "Does that ring a bell?"
8. The words, "One of our top traders" are **grouped/said together**.
9. Use **hypnotic patterns**.

# THE STRAIGHT LINE: CLOSING SCRIPT

## SECOND SCRIPT: And one last chance

Okay, great. Well, the reason for the call today is that you're one of the last of the group who hasn't actually enrolled yet, and if you have sixty seconds, I'd like to share an idea with you. You got a minute?

## CLOSING SCRIPT DISTINCTIONS

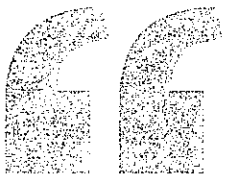
While listening to and watching the exercise on the video, take note of the following tonal distinctions:

1. **Use transition words:** Well, now, and but.
2. **Slight drop in tone** at "Well, the reason for the call" implies you have a **secret and scarcity**.
3. Emphasize that it's scarce; that there's not a lot around. Your tone must be congruent with this!
4. Use transition words to go up and down in tone and volume.
5. **Whisper** and they'll see you as **someone worth listening to**—especially coupled with "bottled enthusiasm."
6. Your "**bottled enthusiasm**" is **rooted in absolute certainty**; it's still there when your tone drops, and the prospect knows it.
7. "Got a minute?", stresses the "**reasonable guy**."
8. **Building rapport is in your tone.**

When practicing and using your scripts, remember that you're managing tonality within a range. Part of the skill is learning your own personal tonal range, or "Kill Zone" so that you can gauge when and how to effectively apply these tonal patterns.

Always keep your script in front of you, but *never* sound like you're reading from a script. As you work with your own customized script it will constantly evolve.

# NOTES



*Tonality is a natural force, like gravity.*

— PAUL HINDEMITH



# MONEY MATTERS

If you use these scripts consistently and effectively, you will likely become massively wealthy. Money matters! Anyone who says they don't care about it never had any.

Some people have the misconception that money is evil. Money is not evil and it doesn't corrupt people. **Money is a beautiful, wonderful thing.** *Wealth* is good!

When you're wealthy you can do things to help people. You can be the person that donates the X-ray machine or who builds the new wing of the hospital. You can take care of your family, retire the people that you love, and have a real impact on the world.

Conversely, the most disempowering state is poverty. No amount of poverty in your life can make another person wealthy. No amount of sadness can make another person happy. No level of illness can make another person healthy.

## KEY POINT

**To make the world a happier, healthier, wealthier place—obtain as many of those gifts as you can for yourself and spread them around.**

You may still have problems when you're wealthy, but that's because you have more going on to have problems with. The beauty is that you get to show up to your problems in a limousine. When you have wealth, you show up to your problems in style!

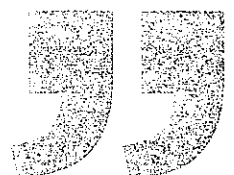
Live in a state of abundance versus scarcity. Instead of shying away from it, get money and then give it away. Take as much as you need for yourself and then spread it around. When you do, more money comes to you.

Make a vow to squash any limiting beliefs you might have about money. How you perceive money, and your goals for getting it, will dictate where you go in life.



*So you think that money is the root of all evil.  
Have you ever asked what is the root of all money?*

— AYN RAND





# NOTES

# LAYING DOWN THE STRAIGHT LINE

## MODULE 3: ACTION PLAN

- 1** **Take tonality to the streets.** Now that you've gone through Module 3 and watched the Art of Tonality exercise, it's time to take action. Personalize each of the scripts to your industry and territory and go out there and practice. Remember that there are certain key moments where you pause and group your words together. Make notes on your scripts or below about any nuances that you notice. You're well on your way to becoming a person that speaks like an influencer!

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- 2** **Write down two actions you will take as a result of what you learned in this session.**

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# NOTES

*All feelings have their peculiar tone of voice, gestures and looks, and this harmony, as it is good or bad, pleasant or unpleasant, makes people agreeable or disagreeable."*

— FRANÇOIS DE LA ROCHEFOUCAULD

# 4

## **Being a Visionary: The True Secret to Success**

# NOTES

# THE POWER OF VISION

Goals are an integral part of attaining wealth and happiness. Setting a goal activates your conscious mind to focus on a certain outcome and then causes you to take actions that will move you in the direction of that outcome.

However, in and of themselves, goals are not enough to get everything you want. To get ahead in life, you need something infinitely more powerful and personal than a goal, and that's your vision for your future. It's your vision of how you see you and your family living out your lives. Setting goals is important. But your vision must sit on top, pointing the way to where you want to go.

## **A Vision is More Important than Goals for Three Reasons:**

- 1. Goals are temporary.** You set one, achieve it, and move on to the next one. A vision is long-term.
- 2. Goals are individual.** To get ahead in life, you need to enlist the support of others. People won't buy into your goals, but they will buy into your vision.
- 3. Goals are not your destination.** They are merely the steppingstones along the way to realizing your vision.

When setting goals, investing your happiness in the outcome is a sure recipe for failure. Instead, detach yourself from the outcome. Obviously you want to achieve the goal, but don't make your happiness dependent on the outcome.

**GOALS ENABLE YOU TO ACHIEVE OBJECTIVES.**

**A VISION HELPS YOU REALIZE YOUR DREAMS!**

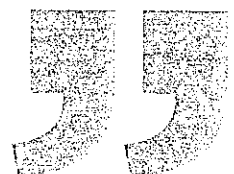
Once you have a compelling vision, you are ready to continue down the path of learning the Straight Line System. If you are struggling with any of the concepts so far, always come back to your vision as the place to start.

# NOTES



*I have failed over and over again  
in my life and that is why I succeed.*

— MICHAEL JORDAN



## THE THREE “MUSTS” OF THE CLOSING PROCESS

Before you can close a sale, you must accomplish three things with the client:

- 1** The client has to love your product.
- 2** The client has to love and trust you.
- 3** The client has to love and trust your company.

If you fail to accomplish any one of these, the client will not buy.

Think about it. Let's say that you are interested in buying a car. You've known me for years; you trust me and know that the dealership is the same way. But you think the car stinks. Will you buy? No! They have to love the product, like and trust you and trust your company.

Getting clients to love your product is the logical part of the sales process. Getting them to love you is more emotional. In addition to loving and trusting you, clients have to know that you care.

You can't just come out and say, "I'm a trustworthy person, so love and trust me." But you can imply it with your tone and language and the way you build rapport. When you use the Straight Line System properly, the client will be hanging on your every word. That's the level you need to get to in order to close everyone who's closable.



# NOTES

## BODY LANGUAGE

A key element in getting clients to love and trust you is body language. Body language is more than just how you stand or the gestures you use. It's the management of space and time around you. For example, the way you move through the world when you enter a room to meet the client.

Many salespeople overlook the importance of body language as a selling skill. However, it is such an integral aspect of the Straight Line System that it's important to introduce the concept early in the workbook. These are concepts and skills you will be using throughout the process.

### KEY POINT

**Body language is very different  
for men and women!**

If you're a man selling to a woman, stand directly in front of her. Do not stand off to the side. Stand at least two and a half feet away so the woman can see your hands. If you invade a woman's space, she will immediately withdraw.

If you're a man selling to a man, it's the opposite. Never stand directly in front of a man; always stand off to the side. Confronting a man head-on is adversarial. It makes the client uncomfortable.

Eye contact is also an important component of body language. When selling in person, make direct eye contact at least 72 percent of the time. Less than that and the client's trust in you significantly drops off. Making strong eye contact builds trust and positions you as an authority figure.

Even small details can make a big difference. For example, salesmen should not wear pinky rings. Studies have shown that wearing a pinky ring dramatically reduces that person's closing ratio. Facial hair, especially goatees, can be a problem unless they are well trimmed and conservative.

# HANDSHAKES

How you shake someone's hand says a lot about who you are.

In a business setting, the best handshake is your basic, neutral handshake. Shake hands at the waist level, using the same pressure as the other person. Grip the hand firmly, but not too tightly. Lightly pump the other hand once or twice and let go. This called the "cooperators" handshake.



Avoid the "nice to" handshake, as it is too aggressive and will intimidate the client. People will not buy from someone who shakes their hand too aggressively.

The passive handshake, where you loosely grip the other person's hand and barely shake it, is the ultimate power handshake. Studies have shown that when someone gives you a wimpy handshake, they're trying to show that they're in power over you, which is the last thing you want to do with a client.

Bottom line: don't be too aggressive or passive with your handshake. Use the cooperators' handshake to make a good first impression.

## DRESS FOR SUCCESS

How you dress is an important part of using the right body language.

Think of it as wrapping a package to give to someone you love or want to impress. You wouldn't just hand it to them in a brown paper bag. You would wrap it up in nice paper with a ribbon or bow to show that you care about presentation. When dressing for success, you want to look sharp, but not too frilly or ostentatious.

Take the time to consider what you look like and how you have chosen to dress and groom yourself for the day. How good you look determines how good you feel.

Certain colors are more suited for closing sales. When you're in front of the client, you want to come across as an authority figure. That means a nicely tailored suit, usually a dark color or maybe pinstripes, but nothing flashy. It also means a solid color shirt, matching tie and maybe a handkerchief for the pocket.

For women, remember that sex does not sell in matters of legitimate persuasion because it takes the prospect's mind off the subject. Therefore, high neck collars are preferable to plunging necklines. When influencing, women should wear a dark (black or single color) business suit with either a skirt, hemmed below the knee, or slacks, with a solid colored blouse that contrasts the suit: either blue, red, yellow, pink or white. The best color for closing? Pink. For informal engagements? White. When you already own the mindset of the room? Blue.

The key is to dress in a style that fits you, so you feel comfortable with what you're wearing.

**To get ahead in life, wrap your package!  
Always dress for success. Never dress for failure.**

*Any road to achieving one's maximum potential must  
be built on a bedrock of respect for the individual, a  
commitment to excellence, and a rejection of mediocrity.*

— BUCK RODGERS

# NOTES

## MATCHING AND MIRRORING

Matching and mirroring involves using body language to develop massive rapport with another person. It does not mean to do exactly what they do right after they do it. For example, when someone crosses their arms, don't do it as they're doing it. Instead, wait a few seconds, move around a bit, and then cross your arms.

Or, if someone is sitting with their legs crossed and you sit down to talk with them, wait a few seconds, then cross your legs and settle into the same posture in the chair. This is a very powerful technique for gaining rapport. It operates on an unconscious level, but never underestimate its power to build rapport and connect with another person.

### THE IMPORTANCE OF MATCHING AND MIRRORING

Matching and mirroring enable you to create the appropriate emotion that allows the client to make the right decision, which is to buy your product. That's the power of body language!

Matching and mirroring is all about getting into the other person's world so that you can lead them through the sales process. You enter at the same level, and then slowly move that level up or down depending on where you are in the presentation or close.

When you're selling on the phone, obviously you can't use body language in the same way. You have to accomplish those goals through tonality, paying special attention to pitch, energy level, and tone of voice. In the absence of physical communication, nine percent of your impact comes from your words and 91 percent comes from your tone. With more and more sales taking place by phone, using proper tonality is an increasingly important skill for salespeople.

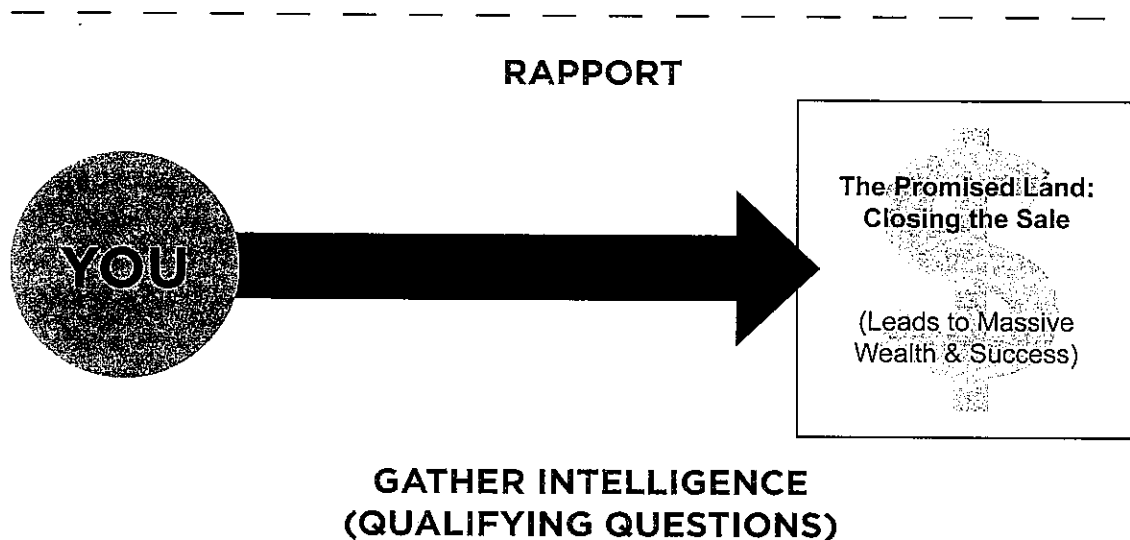
# NOTES

*You can't build a reputation on what you are going to do.*

— HENRY FORD

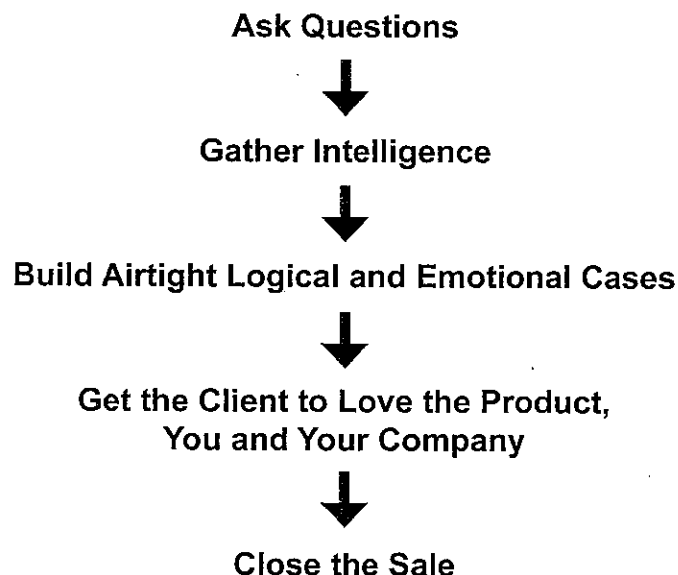
# GOAL ORIENTED SELLING

The boundaries just above and below the Straight Line are the areas where rapport is developed and intelligence is gathered. When you stray outside those boundaries, you get completely out of rapport with the client and lose control of the sale. You're not pacing, leading, mirroring or matching. Nothing is being accomplished, and chances are you will lose the sale.



So the idea is to use all the elements of the Straight Line System to gain rapport and gather intelligence.

## USING GOAL ORIENTED SELLING TO CLOSE THE SALE





Building rapport and asking questions enables you to move the sale forward and gather the intelligence needed to close the client farther down the line.

Gathering intelligence is critical because that's what you will use in the back half of the sale and identify what is really holding the client back from buying. It allows you to use his needs to make an airtight logical case and an airtight emotional case for why the client should buy now. Both are essential to closing the sale.

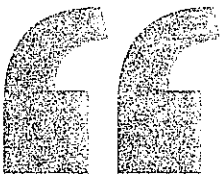
Making an emotional case for why the client should buy requires a technique called "future pacing." This involves describing what will happen after the client buys the product. Using words and tonal patterns, you paint a picture of how great the client will feel using your product, and how they will be known as a smart person who makes smart decisions.

People don't just want to feel good about using the product; they want to feel good about themselves for having made a smart decision. They want to look good in the eyes of their family and the people in their neighborhood. When they do, it creates a fundamental shift in their thinking. No longer do they need to be held back from making decisions because of limiting beliefs they have had since childhood. The power they get from making a good decision in the present is awesome, and it all comes along the straight line.

Finally, you need to accomplish the Three 10's: Get the client to love the product, love you and love the company.

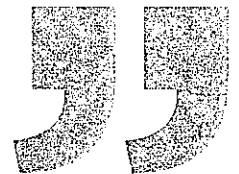
This is the essence of goal-oriented selling—building rapport and gathering intelligence. Every word you use is deliberate. Every tonal pattern you run is designed to elicit certain emotions, and each one brings the client along the line and closer to the sale. If at any point you realize that they can't afford it, you stop and don't force the sale.

**GOAL-ORIENTED SELLING IS NOT ABOUT MANIPULATING  
PEOPLE TO BUY PRODUCTS THEY SHOULDN'T BUY. IT'S  
ABOUT HELPING PEOPLE WHO SHOULD BUY YOUR PRODUCT  
TO MAKE THE RIGHT DECISION.**



*Underpromise, overdeliver.*

— TOM PETERS



# LAYING DOWN THE STRAIGHT LINE

## MODULE 4: ACTION PLAN

- 1** Go on a personal “vision quest” to develop your vision. Smell it, feel it, taste it. Take the “why” and make it real in your life. Spend 15 minutes clarifying the vision, write down your vision, and share it with someone that supports you and that you can trust.

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- 2** Write down two actions you will take as a result of what you learned in this session (and/or that will help you achieve your goals). Remember, these can be baby steps because a series of baby steps yields massive action!

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# NOTES

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*Man is born to succeed, not fail.*

— HENRY DAVID THOREAU

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# 5

## **The Inner Game of Sales: Aligning the Forces that Create Lasting Results**

# NOTES

# **THE INNER GAME OF SALES:**

## **ALIGNING THE FORCES THAT CREATE LASTING RESULTS**

In business, there's no such thing as an overnight success. Behind every successful entrepreneur is a long history of hard work and persistence. Success comes from doing what others are not willing to do. Most people say they want to be successful, but very few are willing to go the extra mile.

Doing what most people are not willing to do starts with changing the way you think about yourself and what it takes to succeed in life. It consists of five specific activities that will remove the primary obstacles to your success:

### **5 WAYS TO OVERCOME OBSTACLES**

1. Getting rid of old patterns.
2. Mastering your emotional states.
3. Understanding how the brain works.
4. Mastering your fear.
5. Setting lofty goals.

Success comes from being willing to do whatever it takes, as long as it is ethical, doesn't harm anybody and is productive to humanity. If you're not achieving wealth and happiness in your life, it's not the economy. It's not the government. It's not your boss. It's not back luck or circumstances. And it has nothing to do with the fact that you weren't born with a silver spoon in your mouth.

Ninety-four percent of rich people were not born that way. They earned their wealth and happiness. Are you ready to start earning yours?

# NOTES

*Obstacles don't have to stop you.  
If you run into a wall, don't turn around and  
give up. Figure out how to climb it, go  
through it, or work around it.*

— MICHAEL JORDAN

# IDENTIFYING OLD PATTERNS OF BEHAVIOR

The first step in aligning the forces that create lasting results is to identify old patterns of behavior that create roadblocks to your success.

## 1 Eliminate the word “should.”

The most destructive word in the English language is “should.” “Should” is the favorite word of procrastinators. It tricks us into confusing intentions with actual behavior. We tell ourselves, “I should have done this” and “I should have done that,” and yet nothing ever gets done. To remove a major barrier to success, stop “shoulding” all over yourself.

## 2 Get rid of your problems.

The second most destructive word is “problems.” Problems are disempowering. They drain you of creative energy and overwhelm you. They make you focus on where you are rather than where you want to go. When you focus on problems, you can’t focus on solutions.

Eliminate the word “problems” from your vocabulary and change it to “challenges.” Challenges encourage you to rise up and meet them head-on. They bring out your best and most resourceful thinking. They keep you focused on where you’re going instead of where you have been and why you are stuck there. Stop thinking of everything standing in your way as a problem and learn to think of it as a challenge. You will never get rich by focusing on problems.

## 3 Stop letting past mistakes control your present thinking.

You are not the mistakes of your past! Quite the opposite, *you are the resources and capabilities you’ve gleaned from those mistakes.* Your mistakes and failures represent your greatest asset. As long as you learn from them, it doesn’t matter what you have done in the past. It doesn’t matter how many times you have failed or fallen short. It doesn’t matter how many goals you have set and failed to achieve. All that matters is learning to use them as an asset going forward rather than an anchor that keeps you locked in the past.

## 4 Focus on the right things.

More than any other factor, focus represents the key to success. Most people focus on what they are afraid of (problems) and then wonder why they get the results they do. Rich people focus on where they want to go and what they need to do to get there. Where focus goes, energy flows. What you focus on expands in your life. If you’re not getting what you want out of life, shift your focus to something more in alignment with where you want to go.



# NOTES

*You are not the mistakes of your past—you are the resources and capabilities that you have gleaned from them.*

— JORDAN BELFORT

# BREAKING OLD PATTERNS

Newton's Law states that an object in motion tends to stay in motion. If your life is going in the wrong direction, it will keep going in that direction unless you do something about it. That requires breaking old, ineffective patterns and developing new ones.

We are conditioned to look at problems rather than solutions. But when we focus on problems, we become paralyzed with fear and crash right into them. We get stuck in our old, ineffective patterns and go bankrupt, get sick, lose relationships and anything else that can get destroyed. Breaking your old patterns and developing new ones requires a simple two-step process.

## **1 Step One: Interrupt them.**

First become aware that your old patterns are getting in the way of achieving your goals. For example, your old pattern is to define everything as a problem rather than a challenge. Or to focus on what's going wrong in your life rather than what's going right. When you notice yourself engaging in an old pattern, interrupt it. Tell yourself, "This is an old pattern that does not serve me well." Then make a conscious decision to think or act differently.

## **2 Step Two: Condition a new pattern.**

You can't just throw out old patterns. You have to replace them with new and more effective patterns or they will keep coming back. Start looking at solutions rather than problems. Focus on your goals, your vision and where you want to go.

Think of it like driving a speedboat on a huge lake. You're motoring along at a high rate, and there's a huge wake coming off the back of the boat. The wake is your past. It doesn't control the boat; the captain does, and the boat goes where the captain focuses his attention. You are the captain of your life.

Don't allow yourself to be a creature of circumstance. Instead, be a creator of circumstances. Set a goal and focus on it with laser precision. Condition new patterns that are in alignment with your goal, and take positive action to move forward.

# MASTERING YOUR EMOTIONAL STATES

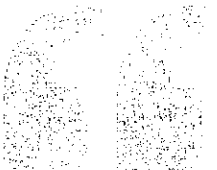
Certain mental and emotional states inevitably lead to wealth and success. In sales, for example, emotional states like certainty, clarity, conviction and confidence inevitably lead to closing more sales. In your personal life, emotional states like compassion, understanding, empathy and kindness inevitably lead to more rewarding relationships.

These are very empowering states. Master the ability to be in these states and nothing will stand in the way of achieving wealth, fortune and happiness in your business and personal life.


Conversely, there are disempowering states that compete with the positive mental and emotional states. These include fear, jealousy, greed, doubt, uncertainty, guilt and shame.

Disempowering states must be avoided at all costs! They cause you to lose focus and perform at a low level. Worse, they tend to feed off each other, creating a snowball effect. Fear and negative thinking lead to more fear and negative thinking, and once started, these disempowering states can be difficult to stop.

Mental and emotional states dictate your success or failure, so learn to manage them well. Nothing will have more of an impact on your ability to get what you want out of life.



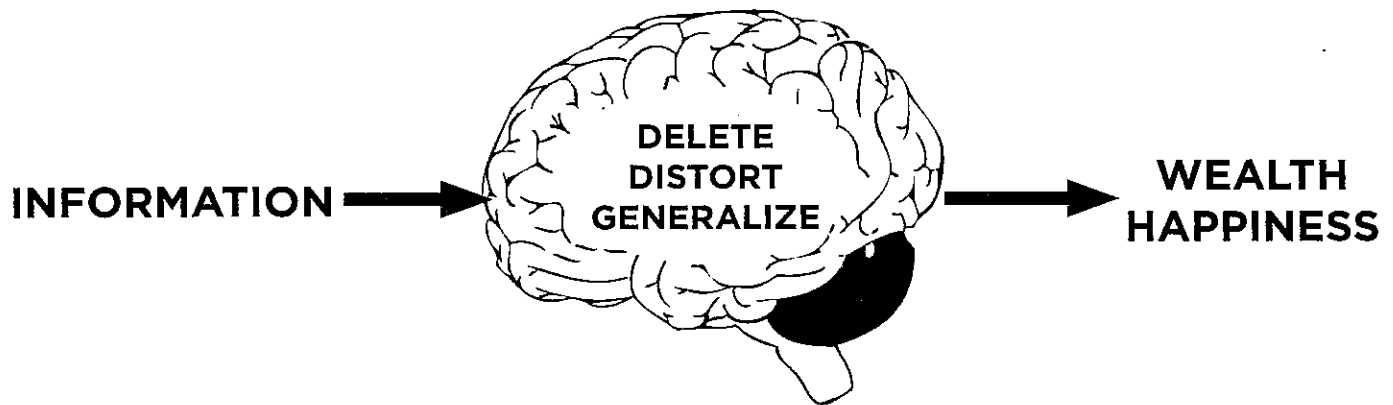
*The secret to making dreams come true can be  
summarized in four C's: curiosity,  
confidence, courage, and constancy.  
Of these, the greatest is confidence.*



— WALT DISNEY

## HOW THE BRAIN WORKS

The human brain is a remarkable organ. Every moment it takes in a massive amount of information and organizes it into patterns that we can recognize and understand. However, the brain can only process so much information at one time. So in order to make sense of the world, it engages in three specific activities.



### Delete

When we decide to focus on something, the brain automatically selects out information that does not support that area of focus. We start seeing more of what we're looking for and less of what we aren't looking for. The danger comes when we start looking for the wrong things. If we look for problems, we will find them!

Conversely, if you start focusing on your goal and vision, you will see every opportunity that comes your way. Focus on problems and you miss the opportunity. Focus on opportunity and the problems will vanish. That's the power of deletion! The key to success is to delete problems, not solutions. That's why setting goals and having a vision is so important.

### Distort

The human brain also has a tendency to distort or exaggerate the truth to make the good things better and the bad things worse. Distortion is characterized by the use of extreme words such as "never" or "always." For example, "My husband never says he loves me." Or, "My wife is always complaining that I never help out around the house." Distortion puts us in disempowering mental and emotional states, and focuses on the problem rather than the solution.

### Generalize

In its quest to make sense of the world, the brain seeks out patterns. These are mental shortcuts that allow the brain to operate more efficiently. Patterns allow us to make decisions more quickly because we can base those decisions on the pattern rather than having to stop and process every bit of information.

Delete, distort and generalize are powerful tools for closing sales. They play an important role in motivating yourself and in motivating others to buy. The key is not to use them in a way that disempowers others. Never manipulate people into falsely associating a benefit if doesn't apply to them. True wealth and happiness are always achieved through ethical behavior.

# NOTES

## THREE WAYS TO MANAGE FEAR

Fear is the biggest impediment to achieving success. People employ three basic strategies for dealing with it.

### **1** Pretend your fear doesn't exist.

Rather than acknowledging your fear and dealing with it, you simply choose to ignore it. This is the choice of people who live at the lowest level. Creatures of utter circumstance, they never get ahead in life. It isn't the fear that holds them back, it's pretending it doesn't exist.

### **2** Act in spite of your fear.

You're scared, but you act anyway. Live this way and you become wealthy but miserable. Your fear doesn't hold you back, but it leaves you full of anxiety and stress.

### **3** Understand and accept it.

This requires accepting the fact that most of your fears are smoke screens for two deeper fears that everyone must address in order to achieve wealth and happiness in life. Tony Robbins identifies these fears as "I'm not good enough (I don't measure up)," and "If I don't measure up, people won't like me or love me."

According to Tony Robbins, the two deep fears that everyone must address go back to the first few years of life. As babies, we made a very bad generalization by equating love with attention. Lack of attention from our parents felt like being unloved, so we developed strategies for winning back their attention. As we grew up, we worked hard at perfecting these strategies in order to make sure we got attention and felt loved. As adults, some common strategies for getting attention include:

- **People pleaser.** Always putting the needs of others ahead of your own.
- **Breaker.** Continually breaking things and causing problems. The attention is mostly negative, but it's better than no attention at all.
- **Achiever.** Some people get attention by becoming high achievers. This results in positive attention, but it always leaves the person wondering whether they have achieved enough, so they are never satisfied with life.

There are many different strategies for getting attention. At the heart of them all is the irrational fear that we won't be loved and we're not enough. The truth is that it doesn't matter whether you succeed or fail, you ARE good enough! Your parents love you. Your spouse loves you. Your children love you. And they love you for who you are, not what you do.

Accepting this basic fact of life allows you to understand and accept your fears rather than trying to ignore them or live with them and all the anxiety they produce. Only then can you operate at the highest level.

## GOALS: THE MILESTONES TO ACHIEVING YOUR VISION

Module 4 addressed the importance of having a vision above your goals. Vision is critical because it goes beyond your goals. It compels you to aim higher and work harder for what you want to achieve. It moves you from being satisfied with average to refusing to settle for anything less than what you really want from life.

At the same time, you still need to have goals. **Your goals are the individual milestones you achieve on your way to attaining your ultimate vision.** So you have to have both.

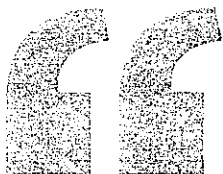
Now that you have a clear vision (and if you didn't complete the assignment in Module 4, go back and do that now!), it's time to set some goals that will support this vision.

As you do this, aim high.

### KEY POINT

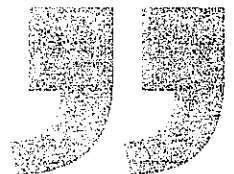
The number one cause of mediocrity in this world is not setting lofty goals and missing them, it's setting goals that aren't lofty enough and hitting them.

When you set lofty goals and miss, you achieve far more than if you had set lesser goals. When you set average goals and achieve them, all you do is become average.



*Only those who will risk going too far can  
possibly find out how far one can go.*

— T.S. ELIOT





Here are some additional tips for setting goals and milestones to achieve your vision.

### **5 KEYS FOR SETTING EFFECTIVE GOALS**

1. Write down your goal.
2. Put a date on it.
3. Identify the people, groups and organizations you need to align with.
4. Take massive action.
5. Identify what's working, what isn't, and change your approach accordingly.

Suppose that when you set a goal you need to do seven things and you actually accomplish three. Focus on the three things you accomplished, not the four you didn't. Identify what isn't working and tweak it. Don't do the same thing over and over again and expect different results. That's the definition of insanity!

Finally, when writing your goal, think about someone very important to you—such as your children, your spouse or your parents—and include something you could do for them as a result of achieving this goal.

Keep in mind that goal setting is not a complex process. Keep it short. Keep it simple. Keep it to one page.

**Exercise:** Write down exactly how you see yourself in 60 days from now enjoying your newfound (or increased) prosperity. Who will you be talking to? What will you be saying? How do you feel? Did you buy something new? Is there something in your house you wanted to get fixed, or a credit card bill that you've wanted to pay off for a long time? Imagine yourself at that moment, allow those feelings to wash over you, and then *write down how you feel*.

[illegible]

# NOTES



- 2** Write down two actions you will take as a result of what you learned in this session (and/or that will help you achieve your goals). Remember, these can be baby steps because a series of baby steps yields massive action!

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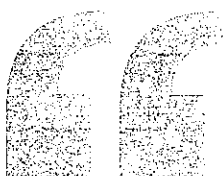
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- 3** Finally, to stay on track, keep your vision and goals in front of you. **Write your vision on a little card, with three to five of your main goals underneath, and carry it around with you for the next 60 days.**

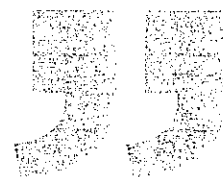
Put your vision and goals on your screensaver for your cell phone. That way, every time you pick up your iPod, iPhone or Blackberry you will see them and get refocused on where you want to go.

When you reprogram your mind by aligning all the forces that lead to lasting success, you start seeing all the opportunity. You start seeing all the positives rather than the negatives and you soar.



*The person who gets the farthest is generally  
the one who is willing to do and dare.  
The sure-thing boat never gets far from shore.*

— DALE CARNEGIE



# 6

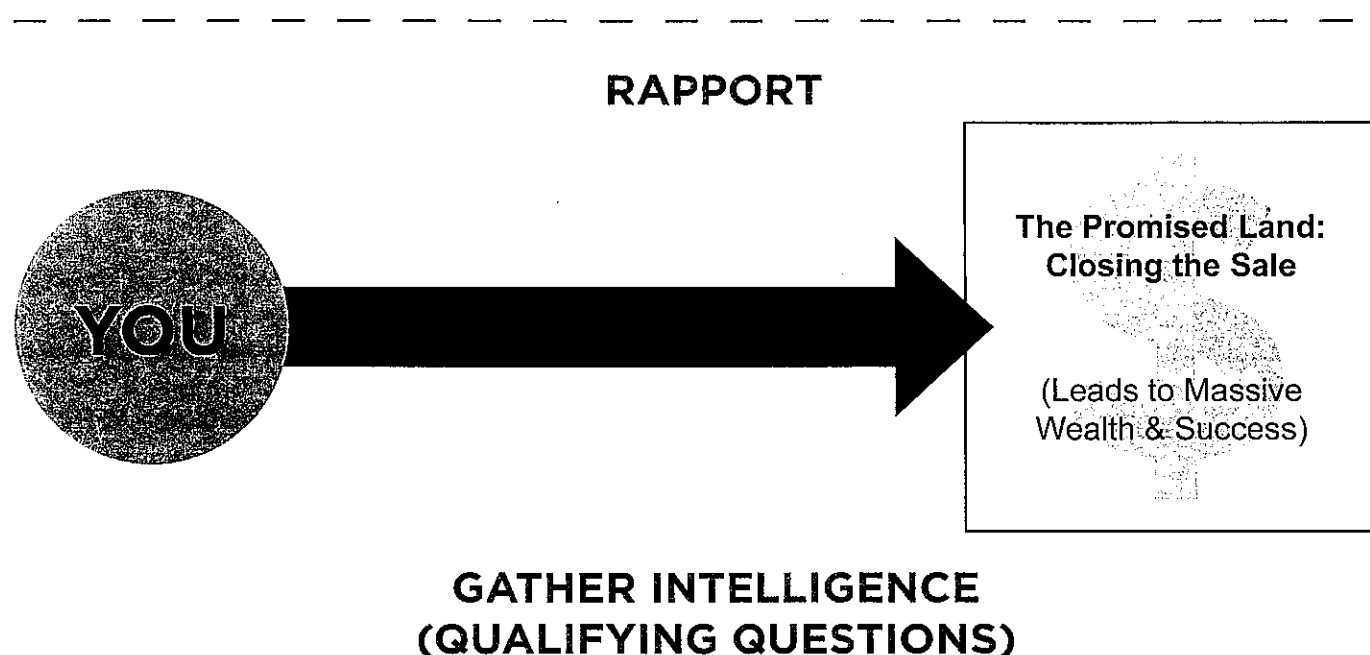
## **The Straight Line System: The Master Formula for Controlling the Sale**

# NOTES

# THE BASIS OF THE STRAIGHT LINE SYSTEM

The Straight Line System is a proven process for influencing, controlling a sale, negotiating and making yourself known in a way that's so compelling and congruent that others are compelled to take action for the greater good. It's the most logical, elegant way to influence somebody because it cuts to the core of what really matters.

Remember, sales is like a straight line—open at one end, closed at the other, with boundaries above and below the line. Between those boundaries is where you develop rapport and gather intelligence through a process of asking qualifying questions. How you ask those questions determines how much rapport you build with the customer, which ultimately determines whether or not you make the sale.

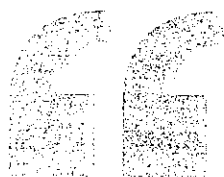


## WHY YOU NEED TO BUILD RAPPORT

Sales is an intensely personal business! Your success depends on your ability to interact with others and influence them in a positive manner. That's why a large part of the Straight Line System focuses on teaching you how to build rapport, which involves a lot more than getting the client to like you. Clients won't buy from you just because they like you. They must see you as a highly competent professional, someone who knows the product inside out and can passionately communicate the value of that product. The best sales closers are those who achieve these things by building rapport with each and every client.

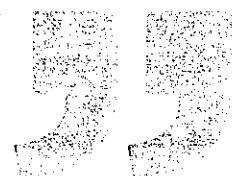


# NOTES



*Setting an example is not the main means of  
influencing others; it is the only means.*

— ALBERT EINSTEIN



## **BUILDING RAPPORT: QUESTIONS AND TONALITY**

To build rapport as you move down the straight line, start by asking big-picture questions. Then narrow it down to specific questions. The primary goal is to gather massive amounts of intelligence about the client in a way that empowers them rather than annoying or offending them.

### **KEY POINT**

How you ask a question will elicit completely different answers and emotional responses.

The tool for managing how you ask questions is called “tonality.” It is especially critical to building rapport because it impacts how the client perceives you.

For example, suppose the client objects to the money. Do not respond with, “Okay, but money aside, do you like the idea?” because this positions you as an adversary rather than a friend. The client knows that the money is part of the equation, so asking him to set it aside comes across as a cheap sales trick. Clients will see through it in a second.

Instead, ask in a friendly tone, “Do you like the idea? Does it make sense to you?” This tonality implies “money aside” without saying it and keeps you in rapport with the client. The client knows what you meant even though you didn’t actually say it. If it turns out that money is a real issue rather than just a standard objection, keeping rapport will give you the opportunity to find other ways to make your product affordable to the client.

## **USING TONALITY TO MOVE DOWN THE STRAIGHT LINE**

To achieve rapport, every tonality must be precisely engineered. Not in a deceptive way, but in a way that empowers the client to answer gracefully when you ask a question. Asking questions with the right tonality triggers a response that allows you to gather maximum intelligence while maintaining rapport with the client as you move down the line to complete the sale.

For example, don't start out by asking a money question. Instead, ask a series of less probing questions that get the client in the habit of saying "Yes" and giving information.

Once you have established deeper rapport you can ask, "Oh by the way, what do you have in the market? How much do you own on the mortgage right now?" Or, "How much are you behind right now? Just a ballpark."

Tonality—what you ask, how you ask it and when you ask it—is your primary tool for moving down the straight line. You must master this skill to achieve a high level of success.

Remember, rapport is comprised of two main components: tonality and body language. Use questions with the right tonality and add the distinctions you learned about body language in Module 4 and you will be unstoppable!

**TONALITY + BODY LANGUAGE  
= RAPPORT**

## EARNING "TENS" FROM THE CLIENT

An essential goal with building rapport is to convince the client of three critical facts about you. Remember these?

- 1** **You're sharp as a tack.** The client must perceive you as a bright, highly skilled professional who isn't there just to waste his time.
- 2** **You're wildly enthusiastic about the product.** You have a real passion for the product or service you're selling and for the value it brings to your clients.
- 3** **You're an authority figure and a force of nature.** You're a highly successful individual who exudes confidence and positive energy.

On a scale of one to 10, the client should give an enthusiastic "10!" for each of these factors. If he has doubts about any one of them, you will not close the sale. It's that simple.

At the same time, the customer has to love and trust you, your product, and your company. Again, anything less than a 10 on any one of these and you have no chance of closing the sale.

How do you get the client to love you, your product and your company? By continually strengthening your case as you move down the line. The secret is to strengthen your case logically and emotionally, not just emotionally.

### KEY POINT

Forget everything you've heard about people not buying on logic because it simply isn't true!

You need to develop an airtight logical case of why your product is the best thing since sliced bread, and you must convince the client that your product logically fills his needs. You still need the emotional component, but without logic your sales presentation is dead in the water.

# NOTES

## STAYING ON TRACK

As we discussed in Module 1, with regard to The 3 Tenets of the Straight Line, never assume that building rapport involves talking about your or the client's life. That is not what developing rapport is all about.

As you're asking questions and moving down the line, **your primary objective is to uncover information that will enable you to determine if the client is qualified.**

In other words, can he afford your product and is it in his best interests to buy it? You will not uncover that information by talking about his latest fly-fishing trip or the score of his daughter's soccer game. If the client wants to go off the line and start talking about his life, you need to stop him and redirect him back to the line. Any time you let the client go too far, you lose control of the sale.

### REDIRECT THE CLIENT WITH RESPECT

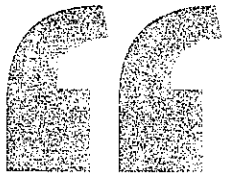
Staying on track does not mean to interrupt the client while he is talking. Being disrespectful will instantly dissolve any rapport you have built up to that point. Instead, wait until the client has finished talking and then smoothly redirect him back to the sale.

To politely refocus the conversation, say something like, "That's interesting. It sounds like you had a great time on your fishing trip. By the way, how much money do you have in the market right now?" Again, tonality is the key. Using the right tonality shows that you care and are interested in the client's life. More important, it allows you to stay focused on the task at hand, which is uncovering information you will need to close the sale.

## MANAGING YOUR EMOTIONAL & PHYSICAL STATE

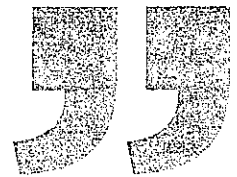
Before going into the sales call, make sure you are in an empowered proper state. When you come in with an enthusiastic, positive state, you brighten the client's day. Conversely, when you're in an angry or negative state you hurt everybody around you. When you come in positive, pumped up, enthusiastic and sharp, you lift everyone around you, including the client, to a higher level.

The way you carry yourself and the mental image you create about yourself rules the day. This is true in person and over the phone. Your job is to raise clients up into a state of happiness and empowerment. That's how you get clients to love you, your product and your company. That's how you get them to give you a '10' on the three key factors. That's how you build rapport, move down the line and ultimately close the sale.



*Attitude and personality are as important as experience and ability. Choose wisely.*

— BRIAN TRACY



# MAKING YOUR PRESENTATION & ASKING FOR THE SALE

As you move down the line, one of the most important transitions is switching from asking qualifying questions into making your presentation.

Once you determine that the client has the money and should buy your product, what you say next is very simple: **"Let me say that based on everything you have just told me, this is the perfect fit for you."** And then move into your presentation.

Do not change the tonality or the basic language. This may seem overly simple, but it works every time!

As you give your presentation and continue moving down the line, eventually you get to the point where you ask for the sale.

It usually sounds something like, **"Okay, let me tell you how easy it is to get started. It's a question of your name, some basic information and credit card number. The product arrives in three days and believe me you won't be sorry. Sound fair enough?"**

That may not be your exact language, but it signals the point in the process where the client starts to say "no." In fact, the sale doesn't really start until the client says "no." Then your job is to reframe any and all objections until the "no" becomes a "yes."

## KEY POINT

The best way to deflect an objection is to answer it before the client brings it up.

With the Straight Line system you'll be anticipating all objections, looping them back, and knocking them out before the client even brings them up.

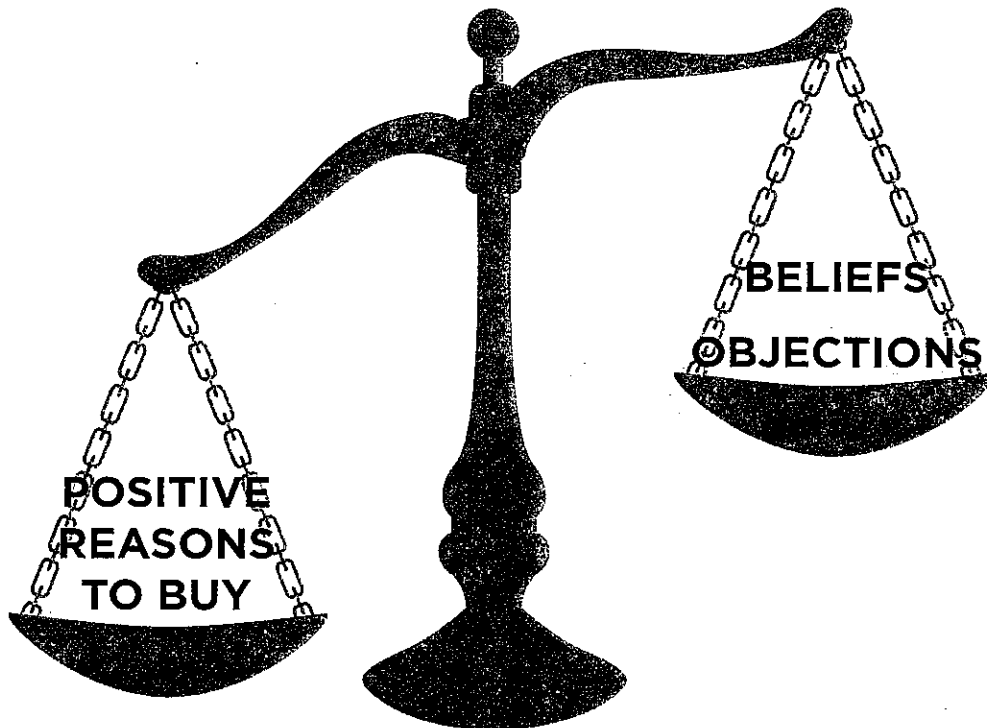




You'll also be knocking out the client's buying beliefs before they bring them up. The client will never say to you, "I'm not buying because my mommy told me never to buy from strangers." But it's those kinds of beliefs that hold most people back. They were taught not to trust salespeople and not to do business with people they don't know.

The client will also never tell you "I'm running a mental calculation right now, and I sense that if I make this decision there's a good chance I will feel more pain than pleasure in the future." The client won't say that, but you know that's what he's thinking. As you move down the line you're going to knock that out with a language pattern that addresses those types of beliefs.

**As you move down the line, adding positives and removing negatives, the client is running a constant mental calculation.** They weigh those positives and negatives against an ultimate gravity force that is based on their beliefs. Their beliefs and objections make the "buying scale" very heavy. As you start knocking away those beliefs and objections, the scale gets lighter and lighter. All of a sudden you knock one thing off, it could be either logic or emotion, and the scale drops and the client buys. The mystery of sales is you never know what that one thing will be.



**All clients have a "buying scale." A sale occurs when you knock away enough beliefs and objections so the scale tilts toward a "buy" decision.**

Imagine the client's mind as a high-tech combination lock that you're trying to pick. You get the first number in place and nothing happens. Same with the second number. But you get all three numbers in place and all of a sudden you hear a click, the safe opens, and the client buys. Everyone has a different buying strategy. Your job is to uncover the strategy and pick the lock for each client.

## OVERCOMING WOUNDS

As human beings, the beliefs we hold shape our identities. In order to sell someone, you have to know their buying beliefs.

Rest assured that ninety percent of the people you try to sell have been told at some point in their lives not to trust salespeople. Or they have been burned by a salesman by getting bad service or being over-charged, and have thought themselves a fool or been called a fool by someone they loved. Those situations create deep wounds that must be addressed.

### 3 WAYS TO OVERCOME BUYING WOUNDS

1. Create an airtight logical case for why it makes sense to buy now.
2. Create an airtight emotional case for why the client should buy now.
3. Crack through the client's limiting beliefs.

**Creating an airtight, logical case means that the client perceives your product as the best thing since sliced bread.** Never give away all the great stuff about your product in the first few minutes of your script. By leaving out some key points, you hold some ammunition. **The same holds true for creating an emotional case. Don't fire all your guns at once!**

With Straight Line, you close everyone who's closable. But no matter how good you are, not everybody is a buyer. By using the Straight Line process, you will know which is which. You will know that the client is going to buy from you or he won't buy from anybody.

### TIP

The script is crucial because it allows you to pick the lock for any person's buying strategy.

## **REMEMBER**

As a great salesperson, you deserve to sell the best product. If not, it may be time to rethink your career.

The Straight Line system will absolutely work great for selling bad products. But you'll lose your soul and you may end up in jail for ripping people off when all the complaints come in because people bought when they shouldn't have.

When you have a great product and an ethical script, the sky is the limit.

## TWO COMMON AND SOMETIMES REAL OBJECTIONS

The last thing you want to hear from a client is, "Let me think about it." This means you have not made an airtight logical or emotional case. Or you haven't cracked through a belief about buying.

"Let me think about it" means that the negatives on the buying scale are heavier than the positives. The client senses that if they take action right now, it will result in more pain than pleasure.

Another common objection is, "I need to speak with my wife (or husband) before making a decision." What the client is really saying is "I'm not 100 percent sure this is right, and I don't want to be thought a fool or made fun of for doing something stupid."

In some cases, clients have relationships that do require them to consult with their spouses. But most of the time it's a stall that says you haven't knocked out a belief and/or you haven't created a logically and emotionally compelling case for why they should buy.

*You can have everything in life you want  
if you will just help other people get what they want.*

— ZIG ZIGLAR

# NOTES

## CLOSING THE SALE WITH THE STRAIGHT LINE SYSTEM

Remember, the client must perceive you, your product and your company as a 10. Otherwise you will never get the sale. However, don't make the mistake of assuming that once you get the client to a 10 in all three areas that they will stay there.

### KEY POINT

As you approach the close, the client has to be at a '10' in the moment.

Also, never assume that you have a '10' in the first place. Instead, have the customer verify it. The client needs to make it very clear that he believes you have laid out an airtight, logical case. He needs to say, "This is a great product. It absolutely fills my needs."

- 1** The first tumbler in the lock is the logic tumbler, and you don't get there unless the client loves your product. The client can't just "kind of" like your product. He has to love it! Do not attempt to move forward on the line unless you have clearly established a '10.'
- 2** The next pattern involves selling yourself. When you get the client to a '10,' it's only for a moment. As you begin selling yourself, they begin to lose some enthusiasm for your product. Before you close, take the client back up to a '10' with your product.
- 3** After the client loves the product and you, they have to love your company.

Once you've brought client up to a 10 in all three areas, ask for the order. Don't "ASK FOR THE ORDER!" Instead, do it in a calm, straight-forward manner, as in, "Ask for the order." Do it calmly, elegantly and compassionately with a tone that says that you care.

# CHANGING THE WAY YOU CLOSE

If someone loves you, your product and your company, why wouldn't they buy?

Because something is holding them back, either money or a belief. Your next pattern must challenge the client's belief by making him play movies out in his head without him really knowing it. This does not mean to manipulate, as you need to act ethically at all times. But when you run the pattern, it will cause the client to realize that his belief is crazy and that it is okay for him to buy.

Many times you will have to knock out more than one belief. After knocking out one, simply loop back, run a different pattern and knock out the next one. Use the intelligence you gathered to start running patterns specifically geared to the things you know the client loves about your product. At the same time, start knocking out any specific weaknesses that you uncovered during the process. The client may or may not buy, but you will know that you have closed everybody who is closable with this strategy.

**The Straight Line System will change the way you go about closing clients. It will empower you to become a huge producer at whatever you sell.**

Use this technology in an honest, ethical way and you will soar. You will flourish because you have the keys to success—who you are, who your company is, and what your product does. When these are all great for the clients and you know their beliefs and how to knock them out, you will achieve amazing success. It's as simple as that!

# LAYING DOWN THE STRAIGHT LINE

## MODULE 6: ACTION PLAN

1

**Practice visualization.** Actually see yourself in the future closing sales using the Straight Line System. What does it look like? What are the outcomes and results?

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2

**Experience the feelings.** Watch this "movie" all the way to the end and "see" yourself enjoying the benefits. Disassociate and see yourself in the picture, and then associate, allowing the feelings to wash over you. Write down your feelings.

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**3** **Visualize twice a day.** Visualize once in the morning and once at night for ten to fifteen minutes. Play the movie in your head and allow yourself to feel all the happiness, pride and joy that come from accomplishing your vision and goals.

**4** **Write down two actions you will take as a result of what you learned in this session (and/or that will help you achieve your goals).** Remember, these can be baby steps because a series of baby steps yields massive action!

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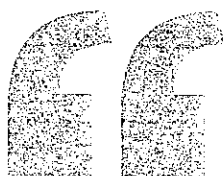
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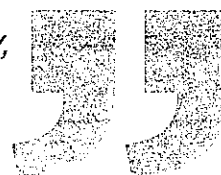
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*You are not here merely to make a living.  
You are here to enable the world to live more amply,  
with greater vision and with a finer spirit of  
hope and achievement.*



— WOODROW WILSON

# 7

## **The Art of Qualifying: Asking the Right Questions**

# NOTES

## ASKING THE RIGHT QUESTIONS THE RIGHT WAY

Asking the right questions requires skill and plenty of practice. Asking the right questions in the right way can yield crucial information about specific client needs, giving you the edge in creating long-term satisfied clients.

*3 points to keep in mind...*

- 1. IDENTIFY THE CLIENT'S "WHY"**
- 2. MEMORIZE QUESTIONS IN ORDER**
- 3. ASK PERMISSION TO ASK QUESTIONS**

When planning and asking questions, first identify the client's "why." These are the logical and emotional reasons behind the choices they make. Next, ask pointed questions specific to your industry, memorize them in order and write them down, beginning with general questions and working toward the specific. Finally, ask permission to ask questions, always keeping your tonality and delivery in mind. Use language such as, "Just a couple of quick questions so I don't waste your time." Or, "Just a couple of quick question so I can give you the very best service I can."

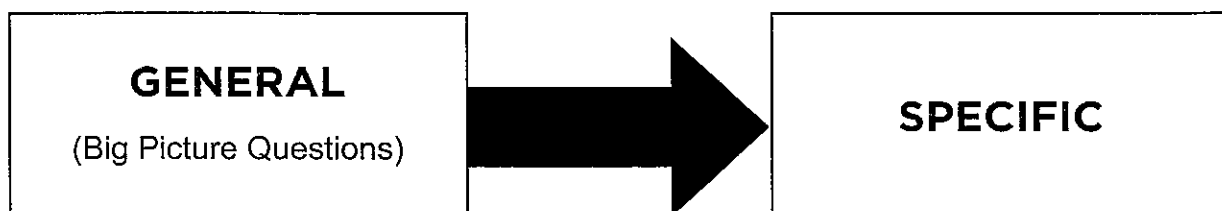
*Don't forget to be...*

- 1. ENTHUSIASTIC**
- 2. SHARP AS A TACK**
- 3. A FORCE TO BE RECKONED WITH**

**Tip:** Pay close attention to tonality and body language. Try conveying "I am here to help" or "I have your best interests at hand" with your unspoken words. Even if your client cannot see you, using exaggerated body language can help set your overall tone.

# NOTES

# ASKING QUESTIONS IN ORDER



The following questions will start to uncover the information you will need later on in your sales pitch:

## BIG PICTURE QUESTIONS

**1. What did you like/dislike with it?**

This identifies the client's likes and dislikes, which will be used later on to customize your pitch to meet the client's specific needs.

**2. What would you change or improve with your current source?**

Ask what your client would change about their current situation.

**3. What's your biggest headache with...?**

This uncovers the emotional problems he/she might be experiencing. Pay close attention to the answer. You will use this information later in your pitch.

**4. What's your ultimate objective?**

Once you understand your client's goals and objectives, you can become the right person for the job.

**5. What would be your ideal program?**

Ask the client to be as specific as possible in terms of the product or program.

## SPECIFIC QUESTIONS

**6. Of all the factors, what's most important to you?**

What factors are most important to your client? What is he ultimately trying to accomplish with you?

**7. Have I asked about every detail that's important to you?**

Is there anything your client might have missed? Does he have any additional concerns or questions for you?

Up to this point, the questions you have been asking the client are beginning to make him feel uneasy and a little out of control. He may even begin to feel that his problem is worse than he previously thought. This is exactly where you want him to be!

At this point, the temptation to jump in and offer your solution can be overwhelming. It is also a huge mistake, as doing so could undermine your ultimate goal. Instead, let the client talk himself into feeling even more out of control.

Keep in mind that the goal of asking general questions is to gather the intelligence you will use later on to move the client to a buying decision.

# WAYS TO KEEP YOUR POWDER DRY!

**1**

**Do not narrate the client's answers.**

- Leave out any comments, including those that demonstrate your active listening.
- You don't want the client to feel relaxed just yet. Let him talk himself into feeling a little uneasy.

**2**

**"Feel the client's pain."**

- Let the client know that you understand his specific gripes.
- Explain that you care about his answers and will do everything you can to help him reach his goals.

**3**

**Listen!**

- Salespeople love to talk. This is not the time for it.
- Listen at least twice as much as you talk.

What you're doing is identifying your client's emotional wants and physical needs.



# NOTES

## ASK INVASIVE QUESTIONS

Ask the client how long they have been thinking about refinancing their home, trading some stock, buying a car—whatever it is you are trying to sell. This question could potentially elicit a cache of information, so listen carefully.

### HOW LONG HAVE YOU BEEN \_\_\_\_\_?

“How long have you been thinking about buying a Porsche?” “How long have you been thinking about this piece of equipment?” “How long have you been wanting to get into the trading business?”

It is important to convey the message that you care about your client and his specific situation. Keep this in mind throughout your questioning.

#### Other invasive questions:

- “How much money do you have in the stock market?”
- “How much do you owe on your mortgage right now?”
- “How far are you behind on your credit cards?”

When you ask these questions, remember two things:

1. Each question has its own tonality. (HINT: Minimize it.)
2. Identify a gesture that supports each tonality.

## ONCE YOU’VE QUALIFIED YOUR POTENTIAL CLIENT, YOU WILL HAVE ESTABLISHED:

*Your product is  
right for him.*

**OR**

*He can afford it.*

**If you cannot fulfill both criteria, do not continue your pitch.**

## THE TRANSITION

Once you're done qualifying, it's time for the transition. With all of your sales, you're going to make 100 calls and you're going to have 100 conversations that will be different but every single time you're going to end up at the same spot which is right here saying these same words:

**“WELL, BASED ON EVERYTHING YOU JUST TOLD ME,  
IT SOUNDS LIKE THIS IS A PERFECT FIT FOR YOU.”**

Use this statement exactly as it is written, as it will become an anchor for you.

Do not say these words, however, unless they are true. For example, do not tell a 21-year old college student that your mortgage options are a perfect fit. Use this transition only when it is true. Then follow it with the main body of your presentation.

## THE PRESENTATION

Now it's time for you to go into the main body of your presentation and it's going to be short.

Here are some components for the basic structure of your pitch. Be sure to use a script when you do this.

- 1** In the beginning, a script is a work in progress
- 2** The body should be no more than a page
- 3** Each word is crucial, so read it back to yourself 100 times
- 4** Paint a picture, using comparisons and metaphors
- 5** Link your good or service to a trustworthy figure
- 6** Create urgency in the last paragraph
- 7** Go into a soft close, ending with: sound fair enough?
- 8** There are three responses, and he's not expecting to buy

Now, after the pitch, the first thing you'll do is expect your first "no." Embrace it internally and tonally...

# NOTES

## YOUR FIRST “NO”

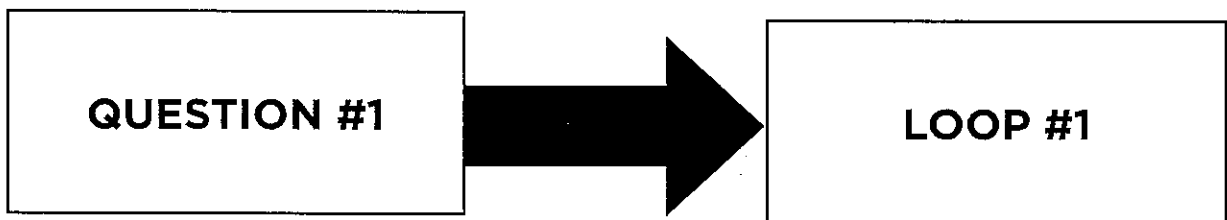
### Use Deflection!

When you hear “no” for the first time, engage in a process called “deflection.” Put the client’s concern off to the side. Use the exact language pattern below so you can go back and get him to a “10” in his love of your product.

### LANGUAGE PATTERN #1

“I hear what you are saying, but let me ask you a question.  
Does the idea make sense to you?”

Don’t say that you understand what the client is saying. Instead, say you *hear* what he is saying. Also, don’t say “Money aside, does it make sense to you?” The “money aside” should be implicit in your tonality.



### Looping

After you deflect the client’s initial refusal, do not directly ask why he is refusing. Instead, go backward on the line and resell your product. Your second pitch will be more powerful and bullet-oriented. Use the exact words:

### LANGUAGE PATTERN #2

“And let me say this. The true beauty of the program is...”

## COMMON MISTAKES

Using the right tonality when asking questions takes practice. Sometimes even the slightest variation in your tone will send your client walking. Fortunately, it's just as easy to get yourself back on track with the right tonality. The following examples illustrate some common mistakes and solutions for them.

### EXAMPLE #1

**Mistake:** You ask, "What kind of work are you doing now and how's it going for you?"

**Solution:** Never ask a two-part question. Ask the first part and let the client talk. Then ask the second part as a way of keeping the conversation on track. Beware of open-ended questions like "How's it going for you?" These can lead to long, lengthy "memoirs" from the client.

### EXAMPLE #2

**Mistake:** The client talks at length about how he loves to hunt and then asks if you like hunting. You politely say no.

**Solution:** Even if you hate hunting, do NOT say so! Instead say something like, "I would love to try it someday." Or, "Once when I was a kid, but I just don't have the time these days." Remember—the client needs to feel like you are just like him.

### EXAMPLE #3

**Mistake:** You ask, "Are you currently invested in the market right now?" but the client has already answered this question earlier in the conversation.

**Solution:** Do not ask questions that imply that you are reading from a script. That's a quick way to lose business!

## EXAMPLE #4

**Mistake:** You ask, "Just for suitability purposes, how would you say your current financial situation is right now?"

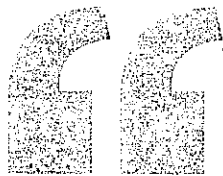
**Solution:** When asking questions, try not to come across as the Grand Inquisitor. Instead, make it sound like it's no big deal.

## QUICK REVIEW:

Try making a sad face, which will help your tone sound more empathetic.

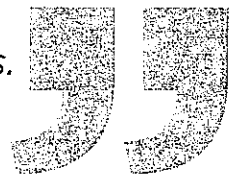
Remember, you are just like them!

Imply that you are there to help the client. Therefore, any answers to such an invasive question will be used for his own good.



*The key to wisdom is knowing all the right questions.*

— JOHN A. SIMONE





# NOTES

## THREE DIFFERENT RESPONSES TO ANY QUESTION

1

**"Things really suck right now."**

- Don't get stuck in the script and respond with "Okay, great..."
- Take this opportunity to MATCH or ELEVATE his state.
- For example, "Things could be worse" or "I hear you..."
- Remember to convey that you care!
- Don't bring the client out of feeling his pain just yet. Think of it as tough love.

**YOU ARE JUST LIKE THEM!**

2

**"Things are not that great. I'm behind on some of my bills."**

- Again, respond with a bit of an elevated tone.
- "I totally understand. That's exactly why I called you..."
- Do NOT say "Oh man, that's awful!" because you will sound disingenuous.

3

**"Things are going well."**

- Depending on how upbeat the client's tone is, try to match it and elevate it to your tonality.
- If he sounds only slightly optimistic, try saying, "Well, you seem to be doing better than most folks."
- If he sounds more upbeat, respond with, "Great, good for you!"

*A few tips when asking about money....*

1. Always keep a disarming tone.
2. Have a "It's no big deal" attitude.
3. Be CASUAL!

# NOTES

# LAYING DOWN THE STRAIGHT LINE

## MODULE 7: ACTION PLAN

**1**

**Write down your qualifying questions.** Start by thinking things through thoroughly. Know your outcome, and from there write your qualifying questions.

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**2**

**Write down two actions you will take as a result of what you learned in this session.**

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# NOTES

*The power to question is the basis of all human progress.*

— INDIRA GANDHI

# 8

## **The Presentation: The Power of the Three 10's**

# NOTES

# GETTING THE CLIENT TO 10 ON YOU, YOUR PRODUCT AND YOUR COMPANY

Getting clients to consider you, your product and your company as a “10” is a critical part of the sales process. Unless you get a 10 in each of these three areas, the sale won’t happen. Tonalities are an important tool for getting the client to 10. One of the most important of these is scarcity, which creates a sense of urgency in the client.

## REMEMBER THE THREE 10’S

**1.**

**They Love  
YOUR  
Product**

**2.**

**They Like  
and Trust  
You, and  
know that  
YOU care**

**3.**

**They  
TRUST  
your  
company**

During the closing process, the three most important tonalities are:

1. Certainty
2. Calmness
3. Reasonableness

For example, you might tell the client during closing, “Let me say that based on everything you just said, our product seems like a perfect fit for you. All I’m asking is for you give me one shot and if I am half right, believe me (certainty), the only problem you will have is that you didn’t call me six months ago (calmness). Does that sound fair enough (reasonableness)?”

Never try to close with high certainty because it says that you don’t care. Instead, close with reasonableness and disarming, as if it’s no big deal. Your tone should imply that you are both reasonable people and that buying is the obvious choice.



## USING ANCHORS

Anchoring is a neurolinguistic programming (NLP) technique that allows you to use triggers to change your physiology and enter into a particular state. They work by associating a moment in time when you felt a certain way with a specific kinesthetic event, such as squeezing your fist, hearing a sound, or smelling a particular smell. Anchoring is especially effective for salespeople, as it allows you to instantly enter different states, such as certainty and calmness, at appropriate times during the closing process.

### BEST TIME TO ANCHOR

In order to set an anchor, you must be in a peak state, such as when you hang up the phone after closing an important sale. At that instant, you're in a peak state of certainty about yourself, your ability, and your job.

When you hang up the phone after completing a sale, close your eyes, stay in that moment and intensify it. Squeeze both of your fists and say "Yes!" Hold onto the feeling and expand it for about 10 seconds. The next time you need to get into a state of certainty, clench your fists and quickly visualize yourself hanging up the phone. It will instantly rocket you into a state of certainty.

There are many different types of anchors, including various gestures. For some people, smell is the most powerful way to anchor. You can also anchor for different states. For salespeople, anchoring to certainty is the most important state.

Triggering an anchor will often dilute it, so don't use the technique every time you pick up the phone or make a cold call. Protect your anchor and condition it so that when you get in closing situations you can use it to get into a state of absolute certainty.

## PERFECTING YOUR SALES PITCH

The sales script is your most important tool during the presentation because it serves as the structural foundation for your sales pitch. It starts at the point where you say to the client, "Well, based on what you just said it seems like a perfect fit for you" and goes to the point where you say, "Believe me, you will not be sorry."

A good script:

- 1** Is never finished; it is always evolving.
- 2** Should go no longer than one page. When it comes to the number of words, less is more.
- 3** Doesn't ramble on about the benefits of the product. Use a couple of basic ones, but save your best benefits for knocking out objections and beliefs during the close.
- 4** Paints a picture, using comparisons and metaphors, of the benefits of using you, your product and your company.
- 5** Links your product to a trustworthy figure.

When writing the script, use casual, informal language. Read each sentence out loud to yourself to see how it sounds. Pay attention to how you talk and which words can be left out.

Never lie in your script. Find an ethical but compelling way to create a sense of urgency, but do not fold, spindle or mutilate the truth.

# NOTES

*Ability is what you're capable of doing.  
Motivation determines what you do.  
Attitude determines how well you do it.*

— LOU HOLTZ

## THE SOFT CLOSE

A soft close uses the “disarm” tonality to complete the sale. When you say, “Does that sound fair enough?” and the client responds in a positive manner, a soft close sounds like, “Okay great, getting started is very simple. Let me just take down some basic information and I can get you enrolled in the program right now.”

Most people have been conditioned not to buy quickly. When you attempt a soft close, they may not be convinced that they should buy. They might want to hear more or try to negotiate something. When that happens, tonality is the key. Switch from disarm to certainty. Make bold claims such as, “You’ll make money with it” as if they were a certainty. Use “future pacing” to paint the picture that the client is already successfully using your product.

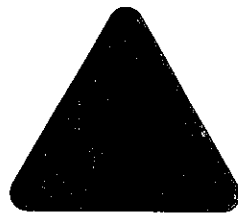
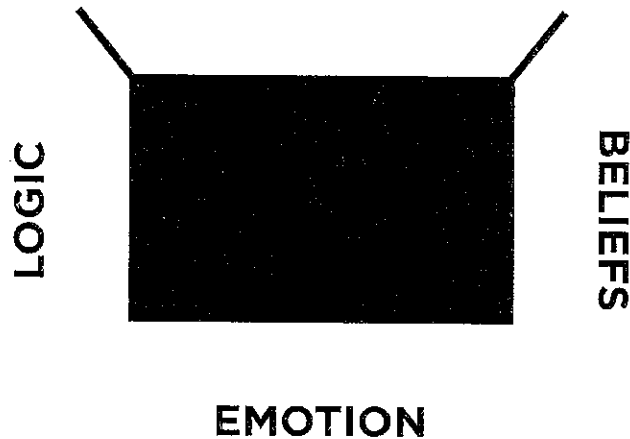
“No” is your friend, especially in the middle of a sale. In fact, the sale doesn’t really begin until the client says “no.” Instead of fearing “no,” as many salespeople do, learn to embrace it. When the client says “no,” reframe their answer by saying, “Great. Let me ask you a question. Does the idea make sense to you? Do you like the idea?”

People don’t buy unless they trust you. To get someone to trust you, tell them you are trustworthy. Not by using those exact words, but by describing how you are trustworthy. For example, talk about how you take pride in following through with each and every client. Tell the client what you stand for, what kind of friend you are, what kind of heart you have—all the things that if they knew, they would buy from you.

# THE ART OF BOXING SOMEONE IN

Develop the art of boxing the client in. This involves creating an emotional and logical action threshold that gives them no choice but to buy or contradict what they know to be true. Boxing in forces the client to contradict himself in order to say "no." Boxing in has to be done carefully because some people will withdraw when you put them in this spot. But if you do it elegantly and the client knows that you care, they will usually continue with the process

## ACTION THRESHOLD AND SCALES



## ETHICAL WARNING!

**NEVER BOX SOMEONE IN UNLESS IT  
IS IN THEIR BEST INTEREST TO BUY!**

## THE ART OF LOOPING

Looping is the process where you capture the three 10's. Instead of moving down the straight line, you stop and go backward a bit. You take another shot at creating the three 10's and go back to the line as you move forward again.

Establishing your product as a 10 is a given. If the client doesn't see your product as a "10," you're selling to the wrong people. Looping involves talking less about the product and more about yourself and the direct benefits to the client. In particular, it involves talking about your integrity, your company's integrity and what you can do for the client over the long term.

### YOU MAKE 3 LOOPS TO CAPTURE THE THREE 10'S



As you talk, each loop gets tighter until you reach the point where you hit a specific objection. At that point, you answer the objection and ask for the order. This is where the client starts to buy.

Tonality is critical for both looping and boxing in. This is the time for disarming, not certainty. The goal is to show the client that you understand their concerns. Certainty tells him that you don't care. Part of closing a sale is overcoming the universal perception that all salespeople are evil. Looping is a great tool for overcoming that perception because it shows that you care.

Getting the client to a "10" on the product should be easy. Getting him there on you and your company is much harder. The process typically starts when you say, "Sound fair enough?" and the client responds with, "It sounds good, let me think about it." In this situation, you have two options. You can attack the client with more facts and lose rapport. Or you can deflect by asking if the idea makes sense in a disarming tonality.

When the client agrees that the product is a good idea, begin pacing and leading by entering his world. Start talking about how trustworthy you are and the integrity of your company. Ask questions the client will have to agree with. Slowly build the pace until the client gets to a place of certainty. Then switch your tonality to certainty.

End your script with a very powerful statement that future paces success. Paint a picture of the client as if he were already enjoying the benefits of your product. This takes the focus off the product and puts it on what the product can do for him. You deflected his objection by getting him to admit a few simple truths. Now he is moving toward a "10" in all three areas.

The best way to sell yourself is to use a metaphor, to create an example that is so simple and undeniably logical that the client has to admit that you're right. For example, if you were a stockbroker you might say something like, "Let me ask you a question. If I had been your broker for the last three or four years, making you money on a consistent basis, you wouldn't be saying 'let me think about it right now.' You'd probably be buying the stock, right?"

If the client says "yes," you move down the line. If he says "no" or "maybe," you have to get very certain because you know that what you're saying is true. In essence, you need to say, "Let's cut to the heart of the matter. You don't know me and you don't trust me, so let's deal with that."

At this point, reintroduce yourself to the client and reiterate how trustworthy you are. Getting to know someone can happen very quickly, and you create it by using language and tonality that says you care. After a while, transition into how great your company is. Talk about what a great place it is to work, and put a name and a face to the owner. This is how you get the client to 10 in all three areas.

At the end of the looping process, tell the client what to do by asking for the order.

*If people like you they'll listen to you.  
If they trust you they'll do business with you.*

— ZIG ZIGLAR

## BRINGING OUT THE BIG GUNS

When you ask for the order, you may get the "I have to ask my wife" objection. Again, your best strategy is to deflect. Say, "Listen I hear what you're saying" and then go back into the looping process again. Start reselling yourself and your company, and this time bring out all your heavy artillery. **The third loop is where the big guns come in.**

At this point, begin tailoring your language directly to the objection. If the client's objection is his wife, weave something about his wife into your presentation. Then tailor your close by mentioning the wife in it. For example, "Believe me, all I ask is when you make the first \$4,000, go buy your wife a little present because I am sure she deserves it. Sound fair enough?" Then stop talking. The first person who talks loses.

**One of the most powerful closes is to ask what is the worst that can happen.** For example, "Let's say you sign up for this program and I am totally wrong and the product doesn't meet your needs. Is the cost of the product going to put you in the poorhouse?" When the client says "no," start building a powerful future pace case. Create a picture in his mind of massive benefits from doing business with you. This interrupts his decision-making strategy and minimizes all the damage he may be thinking about if the product doesn't work out.

It also effectively boxes the client in because you undermine his two cornerstone buying beliefs: "I don't buy from people and companies I don't know and trust, and I don't buy unless the risk/reward ratio is heavily weighted in my favor." The client will never say this to you, but that's what he is thinking. Asking, "What's the worst that could go wrong?" disrupts his pattern of thinking and inserts a new one that lowers his threshold for buying.

If the client says they have to speak with their partner or accountant, go back into another loop. Say, "Listen, I understand you have to speak to your partner, but the beauty of this program is..." and then position it as the sort of decision they don't need to talk to their partner about. Then loop back into reselling yourself and your company, with each loop getting progressively tighter.



# NOTES

The reasons for buying and not buying are both logical and emotional. You never know which belief or objection you knock out will be the one to tip the scale. You can never be sure where the sale will happen on the line, but it happens. If it doesn't, the client is one of those people who is simply not closable.

But if you get off the phone knowing that someone else could have closed them, then you're not a salesperson or influencer. You're a second rater, and should get a different job or choose a new profession.

There's nothing wrong with doing something else. But if you want to be a great salesperson, you owe it to yourself, your family, and the people that you interact with to be the best that you can be, and the best that you can be is to close everybody who should be closed and no one that shouldn't.

*The funny thing about life is if you refuse to  
accept anything but the best, you will often get it.*

— W. SOMERSET MAUGHAM

# LAYING DOWN THE STRAIGHT LINE

## MODULE 8: ACTION PLAN

- 1 Identify your triggers.** Identify your own physiological triggers that allow you to enter certain states such as certainty, disarm and reasonableness.

## 2 Go through the tonal patterns.

As you do, notice what do you do with your body. You will learn that you can trigger a tonality by leading with your body.

**3** Write down two actions you will take as a result of what you learned in this session (and/or that will help you achieve your goals).

**3** Write down two actions you will take as a result of what you learned in this session (and/or that will help you achieve your goals).

# NOTES

*In making a presentation one must study  
three points: first, the means of producing  
persuasion; second, the language;  
third the proper arrangement of the  
various parts of the speech.*

— ARISTOTLE

# 9

## **The Power of Language: Cutting Through to The Close**

# NOTES

## THE LANGUAGE OF CLOSING

Language—the specific words and phrases you use and how you say them—has a huge impact on your ability to close sales.

The language of closing deals with four specific categories of words and phrases, language patterns and tonalities. These include:

- 1 Power words such as minimizers, justifiers and reframers.** These are short, simple words and phrases that have a powerful ability to persuade, influence and motivate people.
- 2 Offsetting language patterns.** These are used to respond to objections and defuse underlying beliefs that get in the way of closing the sale.
- 3 Language patterns for looping.** Looping is an essential part of the Straight Line System that involves going backward on the line to resell the client on you, the product and your company. It uses specific language patterns to move the client closer to the sale.
- 4 Closing tonal patterns.** The closer you get to closing the sale, the more important it becomes to use the right tonality.

The secret to closing more sales is to save the most powerful language patterns for last, when the client is right on the edge but not quite ready to say “yes.” Practice these patterns so that they become an integral, effortless part of your closing process and watch your closing rate soar!



# NOTES

*Genius is seldom recognized for what it is:  
a great capacity for hard work.*

— HENRY FORD

## TRIGGER WORDS

Trigger words are words that cause clients to react in certain ways. Small and unnoticed by the client, they will significantly improve your ability to close. Five of the most powerful trigger words are:

**1** **Virtually.** "Virtually" allows you to make bold claims without speaking in absolutes. It also protects you from a legal standpoint. For example, you wouldn't tell a client, "All my clients make money." One, the client wouldn't believe you. Two, it isn't true. "Virtually all my clients make money" is far more believable and legally defensible. Use "virtually" to avoid speaking in absolutes.

**2** **Only.** Only is a great minimizer, especially when associated with price. When you ask for an order and include a dollar amount, use "only." "It's only \$49.95" sounds a lot more reasonable than "It costs \$49.95." Use "only" when mentioning price and asking for commitments.

**3** **Because.** "Because" is a justifier. It provides a reason that causes people to think differently about what you're asking for. Use "because" when you need to justify what you're asking for and why you need it.

**4** **Cash Outlay/Investment.** "Cash outlay" or "Investment" are re-framers. It gets the client to look at the cost of the product in a different way. For example, "My product doesn't cost anything. It's a cash out lay." Or (combining two trigger words), "It's a cash outlay only."

**5** **I Would Be Glad To.** This re-framer is especially powerful for after the fact. Suppose a customer calls you with a question. You can say 'I don't know. I'll have to go look that up.' Or you can say, "I'm not sure about that. I would be glad to research it for you." "I would be glad to" is a huge rapport builder. It also changes how you feel about yourself through the use of positive self-talk.

These are simple words and phrases, but they absolutely work. Adding them to your sales language makes it easier to build your case and continue moving down the straight line to close the sale.

# OFFSETTING LANGUAGE PATTERNS

These are phrases to insert into your patterns and loops that help to remove negatives. They play a critical role in every sales presentation, especially towards the end.

- 1 Hold your hand every step of the way.** Clients always worry that once they buy, you will leave them hung out to dry. This phrase removes that fear and knocks off a huge negative that always exists in the client's mind.
- 2 Show you the ins and outs.** This works especially well with complex products or services. Many times, people hesitate to buy because they fear they won't know how to use it properly or that it will be difficult to use. This pattern offsets that fear by stating that you will show them how to make it simple, easy and wonderful.
- 3 Huge upside with little downside.** People always worry about what will go wrong if they buy. This phrase addresses that fear by convincing clients they have a lot to gain and little to lose by buying your product. Of course, it needs to be supported with evidence. But this phrase is so powerful it should be used several times during your close.
- 4 Incredibly easy to get started.** 'It's incredibly simple' people don't want to expend energy. They want to be told how easy it is to modify their loan or to fix their credit. You're knocking out a negative, adding a positive.
- 5 In-depth training program.** This is a great pattern to use when your product requires people to learn something in order to use it. It tells clients that you will be there holding their hand every step of the way.
- 6 It's a long-term relationship.** This pattern uses future pacing to remind clients what you can do for them over the long term. It tells clients that once they complete the transaction, it is just the first step in all the things you can do to make their lives better.
- 7 It's surefire, paint-by-numbers.** You have a system. People love buying systems. They especially love turn key systems that are paint by numbers, step by step, move by move. Money rolls in, freedom rolls out.

*No one can possibly achieve any real and lasting success or get rich in business by being a conformist.*

— J. PAUL GETTY

## POWERFUL CLOSING PATTERNS

These are the lines you use to close the sale. Some are more “salesy” than others and may not fit your style. Choose the ones that are congruent with who you are and make you like what you do for a living. Never use patterns that make you cringe or feel bad about what you do.

- 1 Believe me.** “Believe me, if you do even half as well as the rest of the people who have gone through this program you’re going to be very, very impressed. All I ask is after you’ve made money with this I want a ton of referrals. Sound fair enough?”
- 2 Your wife.** “Your wife will be kissing you when you walk through the door.” This pattern knocks out the fear that loved ones will disapprove of the buying decision.
- 3 Kid’s schools.** “If you do this you’ll be sending your kids to the finest schools.” This is a powerful emotional pattern. Do not make statements like this if your product cannot live up to it.
- 4 I am not getting rich here.** This is very effective for getting referrals and building long-term relationships because it insinuates that you’re not making any money on the transaction. “I’m not getting rich here but I know you’re going to do really well with our program and you’ll give me a ton of referrals and that’s how my business grows. Sound fair enough?”

### SAVE YOUR MOST POWERFUL LANGUAGE PATTERNS FOR THE FINAL CLOSE!

These include patterns like:

1. If you do even half as well as the rest of the people that have gone through this program...
2. All I ask if that you give me one shot...
3. The only problem you’ll have is I didn’t call you six months ago and get you started then.
4. Believe me you will not be sorry. Sound fair enough?

# NOTES

# LANGUAGE PATTERNS FOR LOOPING

Looping takes place when you start getting near the close but you can tell the client isn't quite ready. These patterns will help you loop effectively and keep moving down the line.

- 1** **Does it make sense to you?** Tonality is essential. Ask in a calm, curious tone, "Does the idea make sense to you? Do you like the idea?" This is not a pattern to use with certainty.
- 2** **True beauty.** "You see, the true beauty of the program is that it's...." and then go on to describe how it will solve the client's problems and make his life better. This a beautiful transition and powerful deflection pattern.
- 3** **If I had been...** "If I had been your financial advisor for the past three years, making you money on a consistent basis, you wouldn't be saying 'Let me think it over' right now. You would probably be saying, 'Let's get started.'" Again, tonality is key.
- 4** **As far as my company goes...** This is an excellent transition from selling you to selling your company. "I pride myself on doing this. I pride myself on doing that. I plan on being the top producer in my company. I am not going to get there without my clients giving me tons of referrals because they love me. And as far as my company goes..." Then go on to say all the great things about your company.
- 5** **What we can do for you besides this one transaction...** This should be presented more as a statement than a question. Find three things (which can include your up-sells) you can do for the client outside this transaction. In fact, this pattern is a good way to pre-frame your up sells as benefits.
- 6** **What's the worst that could possibly happen?** This is the ultimate minimizer. It allows the client to run through all the possible bad outcomes if the product doesn't work out and compare them to all the positives if it does.

**7** **We can start off small.** This is an effective pattern for minimizing some of the client's fears while setting the groundwork for doing more business in the future. Starting out small does not mean lowering price, although it can mean buying less so that the customer doesn't pay as much.

**8** **Please don't misconstrue my enthusiasm for pressure.** Today's clients are very distrustful of high-pressure salespeople. This pattern allows you to put it out there and defuse it. The client will respect you for saying it. If you don't say it, he may feel you are pressuring him.

**9** **I understand what you're saying.** This is a great response to the person that says, "Let me think about it." It is also a great tool for demonstrating caring and empathy. Say, "I understand what you're saying" and then loop back to selling your client on you and the company. If the client still wants to think about it after several loops, get a little stronger with your tonality. Say, "I understand what you're saying but let me say this..." and start using some closing patterns.

**10** **Getting started is very simple.** "Getting started is very simple. It's just a question of some basic information." This is an excellent soft or trial close.

**11** **Cash outlay of only...** "Cash outlay" always sounds better than "costs." You can also use the term "investment."

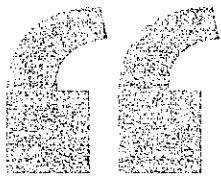
## TONAL PATTERNS FOR CLOSING

When moving into the close, collapse into reasonableness and calmness. No pressure, no urgency, no certainty. Act like the client's decision to buy is the only reasonable outcome.

"If you do even half as well as the rest of the people that have gone through this program, you're going to be very, very impressed. Sound fair enough?" That's your closing tonal pattern.

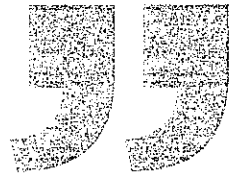
These language tools are extremely powerful, so use them ethically. Use them to help people make good decisions to buy things they should be buying. Use them to empower people to break through barriers that have been holding them back from making good decisions. This is not about getting people to extract money from their wallets to put into yours. It's about helping people buy what they should be buying in order to make their lives better.

Use these tools incorrectly and you may become wealthy but you won't enjoy it. Use them properly and you will soar!



*Success is more permanent when you  
achieve it without destroying your principles.*

— WALTER CRONKITE





# LAYING DOWN THE STRAIGHT LINE

## MODULE 9: ACTION PLAN

- 1** **Identify your language patterns.** Identify two of the language patterns laid out for you during the seminar and customize them so that they directly suit your specific field/industry. Use them tomorrow.

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- 2** **Identify a language pattern that disarms a client and prevents him or her from getting into the "I want to think about it" mode.**

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**3**

Identify a language pattern that minimizes the impact a big number might have on someone—such as cash outlay vs. cost, etc.

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**4**

Write down two actions you will take as a result of what you learned in this session (and/or that will help you achieve your goals).

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# NOTES

*Language is the blood of the soul into which  
thoughts run and out of which they grow.*

— OLIVER WENDELL HOLMES

# 10

## **Becoming a Person of Influence: How to Create Customers for Life**

## TONAL ATTITUDE TOWARD STALLS

There's one final strategy to close the sale.

- 1** They don't have the money.
- 2** They don't like the product.
- 3** They don't like you or your company.

If the client truly cannot afford your product, you have to respect it. But never accept a stall. If the client doesn't like the product, loop back and convince him with (with logic) that it is the greatest thing since sliced bread. If the client doesn't trust you or your company, loop back and educate him (with emotion) about how trustworthy you are and how great your company is.

If a client says your product isn't that good, don't get defensive and don't challenge him. Adopt a tonality of calmness and disarming, and say, "Let me say this. The true beauty of my product is what you haven't found out yet." This tells the client, "You're a smart person. I just haven't given you all the facts yet."

If the client doesn't like you or your company, say, "Let me tell you a little bit more about my company...." Then launch into your pitch about how great the owner of the company is, and all the good things he does in the community, etc.

**When a client says, "I need to think about it," it's always a stall. To move him forward on the line, you need to uncover his specific objections or underlying beliefs and deal with them.**

## HANDLING OBJECTIONS

The secret to handling objections is to deflect rather than evade. When you evade an objection, it never gets resolved and the client will never say "yes."

Common objections include:

1. I can't afford it.
2. There's been a death in the family.
3. I need to check with my accountant.
4. I'd like to but it's bad timing right now.
5. I want to check it out.
6. I've been burned before.
7. My wife will kill me.
8. I want to see it first.
9. I need to do more research.

And of course, the #1 objection: I need to think it over.

Ninety percent of all stalls are nothing more than smoke screens. There's a reason the client isn't buying, but he isn't going to tell you up front. What it really means is you haven't tipped the scales yet. The negatives still outweigh the positives. Once the scales tip, the objections vanish.

When you create an airtight logical and emotional case, it cracks through the client's limiting buying beliefs and tips the scales in your favor. The client is thinking, "I want to buy. I should buy. But....." Then you come in a smooth close that knocks off the last negative and lowers the client's action threshold. For example, "Believe me, if you do half as well as the rest of the people who have gone through this program you are going to be very impressed. Fair enough?" It's this kind of language pattern that finally tips the scale.

# NOTES

*I couldn't wait for success, so I went ahead without it.*

— JONATHON WINTERS

## FIVE WAYS TO TURN CLIENTS INTO CUSTOMERS FOR LIFE

Here are five techniques for creating customers for life:

- 1 Never duck a phone call.** All it takes is one ducked phone call to kill the relationship. If you have bad news, give it to the client. They'll forgive you. If you make a bad move operationally or in marketing, act quickly and they'll forgive you. If you let the problem fester, they will do business with anybody but you.
- 2 Send them to your competitor.** If you really can't help your client, tell them where they can get the product they need. They will rave about you to their friends and associates. More importantly, the next time they need anything similar, they will call you thinking, "If he doesn't have it, he'll know where I can get it." This is a powerful strategy that also makes you feel good about yourself.
- 3 Remember their family.** After you close the client, find out who they are. As you're filling out the paperwork, find out if they have kids, when their birthday is, and what some of their interests are.
- 4 Use gifts (correctly).** Give gifts that the client will actually appreciate. For example, don't give hockey tickets to someone who has no interest in the sport. Find out what makes your client feel alive outside of work and fill that need with your gift. If your client loves fishing, send them a hunting and fishing magazine every month. For just \$12.00, he will remember you every month for an entire year.
- 5 Write effective thank you notes.** "Thanks for the gift, it was great" doesn't cut it. Get personal and specific. Tell the person why you liked it, using emotional trigger words. For example, "I absolutely adore the gift you sent me. It looks beautiful sitting on the centerpiece of my table for Thanksgiving."

*Your incredible brain can take you from rags to riches, from loneliness to popularity, and from depression to happiness and joy—if you use it properly.*

— BRIAN TRACY



# MOTIVATION

One of the easiest ways to get motivated is simply to act “as if.”

Act as if you’re already a wealthy man and you’ll become wealthy. Act as if you have all the confidence in the world and people will have confidence in you. Act as if you have all the answers and the answers will come to you.

This is the physiology of success. You generate the emotion and state you want to live in, and it allows you to access the resources, drive, energy and commitment to get where you want to go.

**When you’re in a positive state, you can accomplish miracles!**

There are two basic motivators in life—pain and pleasure. Some people are motivated more by avoiding pain. Others are motivated more by seeking pleasure. Pain is a propulsion system. The thought of how bad a situation might be pushes people to take action. Others prefer to be pulled toward pleasure. Paint a picture of how wonderful something will be and they get pulled towards it. Most people have a bit of both.

**The key to self-motivation is to identify your most powerful motivator and use it to run your own psychology.**

Most people lack motivation not because they have impotent goals. It’s because they have no vision in life. They’re not moving towards anything. Visions are powerful because they involve both pain and pleasure. Associate daily to the vision of everything you want to achieve in life and then bathe in the pleasure of it coming true. Conversely, ask yourself, “If I don’t do what I need to achieve my vision, what’s going to happen?” Let the picture of not realizing your vision scare you to death. Use your brain to motivate you, and you have a new strategy for success.

## FINAL TIPS AND STRATEGIES REVIEW

The Straight Line System teaches you to become a master persuader so that you close everyone who is closable. Keep in mind that some people simply aren't closable. Treat them with courtesy and respect, and focus your time and energy on those who are.

Remember that you never know which small thing will tip the client's buying scale in your favor. As you loop backward, keep that scale in mind. Strive to knock out all the negatives while building the positive. Focus on lowering the client's action threshold so it becomes easier for them to make the buying decision.

Box in only those who should be boxed in. Never use this technology to manipulate people or to sell to those who shouldn't be buying.

Find your best strategy for what motivates and inspires you. Internalize that strategy so that you are constantly pushing yourself away from pain or pulling yourself towards pleasure. Learn to use fear as a powerful motivating force rather than something that keeps you trapped in the box of mediocrity.

The #1 factor that keeps people from achieving wealth and happiness is not fear of failure; it's not truly believing that they can succeed

**Every human being can succeed if they only do three things:**

- 1. Harness the basic motivating principles of pain and pleasure.**
- 2. Learn to move through fear toward where they want to go.**
- 3. Stop focusing on what is wrong with their lives and focus on where they want to go.**

The Straight Line System gives you the tools, strategies and technologies to do all three of these things. When you apply them on a consistent basis, your chances of success skyrocket.

All the success you ever dreamed of is just waiting for you to reach out and grab it. Don't start tomorrow, start today!

# LAYING DOWN THE STRAIGHT LINE

## MODULE 10: ACTION PLAN

- 1** Determine what is the ultimate pain for you. List five things or situations that you consider to be the ultimate pain. What makes it ultimate pain for you?

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- 2** Determine what is the ultimate pleasure for you. List five things or situations that you consider to be the ultimate pleasure. What makes it ultimate pleasure for you?

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**3** **Eliminate dream stompers from your life.** List three to five dream stompers in your life and cut them off for at least 30 days (optimally 90 days). If it's a spouse, parent or very close friend, ask them to support you for 30 days. No dream stomping for 30 days!

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**4** **Write down two actions you will take as a result of what you learned in this session (and/or that will help you achieve your goals).**

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# NOTES

*It is literally true that you can succeed best  
and quickest by helping others to succeed.*

— NAPOLEON HILL

# **Sample Script**

# NOTES

## OPENING SCRIPT

Hey, John! \_\_\_\_\_, calling from X,Y,Z Company, over in Sydney! How you going today?

Great! Now, if you recall, you attended a seminar last week, over at the Hyatt Hotel? With the Wolf of Wall Street? Does that ring a bell?

Okay, great. Well, the reason for the call today is that there are only a few seats left for his upcoming boot camp, in Sydney, and if you have sixty seconds, I'd like to share an opportunity with you. You got a minute?

Okay, great. Just a couple of quick questions, so I don't waste your time:

1. What kind of work are you doing now?
2. So you're self-employed? (or) So you're working for someone else?
3. And how's it going for you? Sales? Marketing? Growing? Cash flow?
4. Do you do anything (or have interest) on the Internet at all? Real estate? Trading?
5. How's your financial situation right now? Are you in good shape, or are you struggling a bit?
6. Have you set any financial goals for the next few years?
7. What do you think your great limiting factor success is?

Okay, great! Well, based on everything you've just said to me, this program is definitely a *perfect* fit for you. Now, here are just a few of the quick highlights:

First, the program starts with a 52-week coaching program, which is literally off-the-charts effective! You'll have the Wolf as your personal coach and mentor, for one full year—guiding you every step of the way to massive success. You'll have direct access to him each Wednesday night, face-to-face, through a webinar, and the rest of the time you'll be able to communicate with him personally, through email, with any questions you have about business. You follow me so far?



Okay great! Now the coaching program is only the beginning. You'll also be attending his three-day boot camp, in Sydney, in the second weekend of July; and I can promise you that if think the 3-hours in Perth were powerful, this is at a whole new level. He'll be showing you every tactic and strategy you need, to become massively successful in any field, especially \_\_\_\_\_, which he'll be spending nearly a full day on, because it's one of his areas of true expertise. And, believe me, with someone like the Wolf showing you the ropes on this, you cannot go wrong.

Now, getting enrolled is very simple—just a question of some basic information for the application—and believe me, John, if you do even half as well as the rest of the people who've gone through this program, you're going to be very, very impressed. Sound fair enough?

**If He Agrees, Then Say: .**

Okay, great. Now, let me just make sure I have your correct details. Your full name is Bob Smith, correct? (Capture all necessary account info: name, address, home number, cell number, email—then say ...)

Okay—great! Now, as a far as payment for goes, it's a cash outlay of only \$3997, minus the cost of the ticket you purchased to see him last time. I can handle that with either a credit card or a debit card. Which would you prefer?

Okay—great. Do you have the card handy?

**If After You First Said, Fair Enough, He Asks What's the Cost of the Program?**

It's a cash outlay of only \$3997, minus the investment you already made for the last ticket. And that includes the tuition for both the boot camp and the twelve-month training program. And, like I said, if you do even half as well the other people who've gone through this program, this will be the best investment you've ever made. Sound fair enough?

Okay, great! Now, let me just make sure I have all your correct details. Your full name is Bob Smith, correct? (Capture all necessary account info: name, address, home number, cell number, email—then say ... Okay—great! Now, as a far as payment for goes, I can handle that with either a credit card or a debit card. Which would you prefer?

## First Rebuttal

Well, let me ask you a question. Does the program make sense to you? Do you like the idea?

Exactly! You see, the true beauty with the Wolf's program is that you'll be mastering both the inner *and* the outer game of wealth ...

**(Write a paragraph of powerful bullets, then say...)**

I mean, it's a truly incredible program. You see what I'm saying?

### **IF HE AGREES ENTHUSIASTICALLY, YOU SAY:**

Exactly! It truly is incredible!

Now, let me ask you this; If I'd been working with you for the last three or four years, advising you on different seminars—I mean, let's say I'd enrolled you into a stock-trading seminar, three years ago, and you'd been doubling your money ever since, or if I'd put you into a real estate program or an Internet program, and you'd been making a fortune on those, too—then you probably wouldn't be saying, "Let me think about it, Michael?" You'd be jumping through the phone right now to sign up! Am I right?

**(If the prospect says "no," or is non-committal, then you must confront him or her, in a *give-me-a-break* tone. You'd say: Wait a second! You mean to tell me that, if three years ago, I'd put you into a stock-trading program and you'd turned a \$10,000 investment into a hundred grand, or if I'd put you into a real estate program and you'd bought and sold a bunch of properties, and made a fortune on there, too, then you wouldn't be saying, "Where do I sign up, Jimmy? I mean, come on! Honestly!")**

Exactly! Now *that* I can understand. You don't know me, and I don't have the luxury of a track record. So let me reintroduce myself to you: My name is \_\_\_\_\_, and I'm a senior vice president at Empowernet. Now, I plan on being one of the top people here this year, and I'm not going to get there by advising my clients poorly, and I'm *certainly* not going to get there by dealing with one client a time. But what I know is that if I enroll you in the Wolf's program, now, and you do even *half* as well as the rest of my clients who've gone through it, you'll give me tons of referrals down the road. And that's how my business truly goes.

And as far as Empowernet goes, not only are we the largest seminar company in Australia, but we're also the most well respected one. We only represent the best mentors in the world—from people like Tony Robbins, to Dr. Wayne Dyer, to the Wolf of Wall Street himself, who is by far the best success-coach out there, when it comes to turning people into millionaires.

So why don't you do this: get started right now. Let me reserve you one of the last seats at July's' boot camp, and get you signed up for the coaching program. Again, it's a cash outlay of only \_\_\_\_\_ And, believe me, if you do even *half* as well as the rest of my clients who've gone through this program, the only problem you'll have is I didn't call you six months ago and sign you up then. Sound fair enough?

## **Second Rebuttal**

### **If He Still Wants To think About and Call Back**

You know, I've been doing this for quite some time now, Bob, and if there's one thing I've learned over the years is that you simply won't call back. It has nothing to do with the program. Despite how great you know it is, and how much money you know it can make for you, and how many problems you know it can solve, you'll simply get caught up in the daily grind again and not take action. That's just the way it is.

I mean, let me say this: one of true beauties of the program is that actually comes with an unconditional guarantee. If you go through the first day of the boot camp and don't think it's the best seminar you've ever went to, then you can get a 100% refund right on the spot, no questions asked. So it cost you absolutely nothing! You just turn in your workbook, shake my hand, and we can part of friends. So what's the worst that can possibly happen here: Let's say I'm wrong, and you absolutely hate the boot camp and get your 100% refund. Is that going to put you in the poor house? (Wait for a response)

Exactly! Of course not! But on the upside, if you find his seminar even one-tenth as amazing as the rest of my clients who've gone through it, you're going to be literally soaring to success. And what the Wolf can do for you over the long term, in the way of ... (list various benefits.)

So do this: enroll with me tonight, and I'll deduct the cost of your ticket from the last seminar, as well as a copy of The Inner Game of Wealth (explain it briefly, and tell them they can keep it, even if they show up to the seminar and ask for a refund, then say ...) "But believe me, that's not going to be happening here, because if you do even half as well .... (and then go into another close.)

# ABOUT JORDAN BELFORT

In the 1990s, Jordan Belfort built one of the most dynamic and successful sales-organizations in Wall Street history. During that time, he soared to the highest financial heights, earning over \$50 million a year, a feat that coined him the name "The Wolf of Wall Street."

As the owner of Stratton Oakmont, Belfort employed over 1,000 stockbrokers and raised over \$1 billion to start up more than thirty, million-dollar-companies from scratch. Taking over many of them when they ran into trouble, he then turned them around and sold them for massive sums of money.

He's acted as a consultant to more than fifty public companies, and has been written about in virtually every major newspaper and magazine in the world, including *The New York Times*, *The Wall Street Journal*, *The Los Angeles Times*, *The London Times*, *The Herald Tribune*, *Le Monde*, *Corriere della Serra*, *Forbes*, *Business Week*, *Paris Match* and *Rolling Stone*.



Along the way, he succumbed to some of the traps of the high-flying lifestyle, going through a spectacular—and well-publicized—fall from grace. Taking invaluable lessons from the mistakes he made and the prices he paid, he has re-emerged as a globally recognized potent force behind extraordinary business success.

Today, his proprietary Straight Line System allows him to take virtually any individual, regardless of age, race, sex, educational background or social status, and empower them to create massive wealth, abundance, and entrepreneurial success, without sacrificing integrity or ethics.

Jordan's two international bestselling memoirs, *The Wolf of Wall Street* and *Catching the Wolf of Wall Street*, have been published in over forty countries and translated into eighteen languages. His life-story is currently being turned into a major motion picture, with Leonardo DiCaprio to star and Martin Scorsese set to direct.





**[www.jordanbelfortglobal.com](http://www.jordanbelfortglobal.com)**

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