Naturally and Easily Recruit with Neuro-Linguistic Program (NLP) Communication Techniques and Strategies

Recruit with confidence and charm and not sounding or acting like a pushy or needy salesperson.

Be a Strategic Persuasive Communicator

NLP opens doorways of communication by understanding human behavior and psychological triggers. You will learn how to utilize the power of subconscious communication and neuroscience to get more yeses.

Present your solution so it is magnetic and compelling to the specific person you are meeting.

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Foundation

Mindset:

Your own value and company/product value – Be The Prize

Urgency

Expectations:

*Expect the recruit to be a nice person and to like you.

*Expect to get a YES.

Outcome and intention.

Yes State – In your Zone

…Have unstoppable confidence

Elements for rapport and leadership positioning

Instant Rapport:

- Greeting
- Hello
- Handshake
- Name
- Get in harmony: Match & Mirror – walk and energy/movement…**resonance & harmony**

Controlling the meeting and positioning as an industry leader:

- Head of table
- Hands on table
- Open space
- Three instructions
- *Props

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Most ask, "what do I have to say to get people to buy or say yes?"

Instead you should ask yourself, "what do I have to ask to know how to present, to get more yeses?"

Discovering subconscious motivational drivers and to continue building rapport by asking these questions of caring:

When asking these questions, listen for **Towards/Away language**:

Towards (achieve): Get, accomplish, achieve, do, goal, want, more

Away (avoidance): Don't, not, avoid, concern, worry – No Problem – Don't forget…

And, **Bottom line/Procedural**

<u>Before we begin</u>…to get to know you a little bit better and <u>what's important to you</u>…

Question One: Why…

(Not **<u>how</u>**)

So right now you are working in the x industry/field. I'm curious, out of all the industries why the _____ field?

Bottom Line – Procedural (steps/story)

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Subconscious Motivational Question Two:

What's important to you about a business opportunity **<u>like this one</u>**?

What's important about that? …tell me more?

If money does not come up, ask…

What about the income potential…what's important to you about the money?

…What will that do for you? ***(listen for Towards/Away language)***

(family, quit job, freedom, lifestyle, not have to…) …**values** to utilize during opportunity review.

Subconscious Motivational Question Three:

We support all our team members…

What's important to you about the person that **<u>trains/coaches or mentors</u>** you?

…I mean if the ideal person was…

<u>sitting in front of you now.</u>

…what kind of person would that be?

Continue to listen for Towards/Away – bottom line/procedures (steps)

BTW, do you feel you are coachable?

Subconscious Motivational Questions Four:

How would you know a business opportunity **is good**?

Convincer Strategy – you can ask before meeting

See

Hear

Feel

Do (meet)

How many?

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Additional Elements of Subconscious Influence

Props

How to subconsciously create value with your movements.

- Hold
- Hand
- Reference
- You receive
- Client receives

Voice Patterns of Influence

- Statement
- Question
- **Authority/certainty…subconscious suggestion/embedded command**

Sign up today – sign up today with confidence and excitement – join my team – fill out the paperwork

Calibrate for clarity and more yeses…

Include <u>non-verbal YES</u> with head nod

Halo Effect

Pace and Lead

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Additional Elements of Subconscious Influence

Dangerous words to avoid and powerful words that influence.

Power Words:

- When (not IF)
- Imagine
- We
- Now
- Realize

Dangerous words:

- Hope
- Think
- Try
- Don't
- But

*This is **NO**T for everyone so it is okay to…**SAY NO AT THE END**.*

I'm Not Sure If It's for You, But…

(Can also be used when meeting someone and inviting to meet or presentation)

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Blending it all together with laser focus and magnetic to the individual.

Presenting the opportunity with:

<u>Typical</u> opportunity presentation elements:

- Business potential
- Success stories
- Checks paid (rewarding feeling) and families without (crusade to help)
- How it works/paid
- What to do to be successful (license and warm market).
- Edify
- Close

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<u>Blend in</u> all the valuable subconscious motivational drivers.

Make your conversation <u>magnetic and laser targeted</u> to their subconscious decision process …

- Towards/Away
- Bottom Line – Procedure/steps
- Convincer strategy
- Values biz op criteria and values
- Trainer/coach/mentor criteria
- Voice pattern of authority/certainty…subconscious suggestions
- Props – hold, give, reference and receive
- **Nod Yes**
- **Halo effect** – instant trust, professionalism and caring
- **Calibrate**
- **Pace and lead (truism to prime/suggestion):**

  We talked about the potential (pace), your interest to be your own boss (pace), the value of the products (pace)…and you will (or, have realized) realize how this business fits your needs and desires (lead).

Blending Example

1. The business potential:

This business has great opportunity to achieve your financial goals (toward) so you don't have to work for someone else (away).

There are only three things you need to do to be successful (procedure)

Bottom line, it s your business and you can be a successful as you desire and fast as you want (bottom Line).

I am here to help you by…(**perfect trainer criteria**)…example: keep in touch answer all your questions, not to push you, only encourage you.

So, you can earn the income to sleep peacefully at night (**towards**) knowing you can live the lifestyle your family deserves.

Our company (**business opportunity criteria**)…has a product/service that is in need and helps families.

*When

*Imagine

*Nod yes

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2. Success Stories:

We have people that are achieving **(towards**) their dreams.

Some left the 9 to 5 job and don't have to do something they don't like (**away**)

*__When…with subconscious suggestions.__

*__Realize…with subconscious suggestions__

Some thought, "I don't have the time for this" (**story**)

Others said, "I'm not a salesperson" (**story**)

Business criteria: They now have the…freedom to…family/time/help others.

Coaching criteria: Those success stories are also based on them **being coachable** and getting great training, education and support…by mentors that…(**their coaching criteria**).

Halo Effect: We have a great team…they are…

3. Stories of families helped:

What's so rewarding about what we do is the ability to help families protect themselves. The company (**business criteria**)…is ethical, has a great product and makes it easy for you to help families while you build a business that creates the…lifestyle you desire (**criteria**).

Imagine a few months from now (**future pace**)…you helping families sleep peacefully at night because they are protected.

Ask…is this something you would like to do as well? **(engagement and agreement)**

Calibrate

Voice: subconscious suggestions

4. What to do to be successful:

- (**Bottom line/procedures**) All you need to do are <u>these three things</u>…
- <u>Bottom line</u> it is your business and we are all here to help you.
- (**Business criteria**)…help you achieve or avoid…
- (**coaching criteria**)…with coaching/mentoring that is…
- (**Towards/Away**)…to achieve…to avoid…
- Calibrate
- Props:
- When:

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- We:
- Realize:
- Voice: subconscious suggestions…join our team…sign up today…feel great about this opportunity.
- Nod YES
- Pace and Lead

5. Close:

- Summarize
- Pace and lead
- Calibrate
- Future pace

”is there anything else you need to know in order to go ahead?”

All we now need to do is take care of the **paperwork**.

…welcome to the family/team.

Convincer strategy:

let me…show you… talk to…read…connect/meet (do)…about the business and our company/team.

Subconscious suggestion/embedded command:

I want you to…**sign up with confidence…now** let me show you…

Back to the future – lock in the decision.

Eliminate fear of change and prime them to being successful in the business.

…imagine a year from now looking back…

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Objections:

I want to sleep on it and think about it.

Ask what about and give post suggestion.

First, you can say “okay, I’ll be over here for a few minutes checking my emails while you think about it.”

Or…

What do you want to sleep on and think about? Maybe I can give you some clarity now or for you to sleep on. And, **when you wake up tomorrow you will…**

I need to talk it over with spouse/partner.

Role play. What will you say?

Bring up potential objections and answer them <u>before they bring up</u> by using a story.

Tell stories when talking about successful members.

*Stories are disarming and not experienced as a sales pitch.

Objection destroyer with stories…

Examples…

Objection: I’m not a salesperson

Story:

btw, the successful person I just mentioned, initially said, “I’m not a sales person.” He almost missed out on the opportunity and now he’s glad he took action and joined. He realized, this is not about selling it is about sharing and helping. With our training and coaching you will learn how to have natural conversations that easily lead to yes.

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Objection: I don't have the time to do this.

Story:

btw, the successful person was working two jobs when introduced to this opportunity. At first he said "I don't have time to do this" Then quickly realized working multiple jobs is taking up all their family special memorable time…baseball games, school activities, vacations. As they (use convincer strategy – see/hear/feel) about this opportunity he realized it can free up their time to enjoy life because of the income potential. Now they are only doing this and now have the precious time with their family. It did take a little extra time in the beginning and now he looks back and says, "My decision to sign up was the best thing for me to do for me and my family and glad I did."

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