



## Covert Secret #1: "No" is a Natural Human Reaction You CAN Overcome



Consumers today are entirely out of control . . . until you lead their thinking (without being overbearing). How?

"No" is almost always our most immediate response when we don't feel we have all the facts or time needed to make what we feel is an "intelligent" decision. So "no" really doesn't indicate anything at all in the sales process.

If a pushy sales person works too hard, it's always a turn-off. But consumers today usually don't comprehend why they say "no." In fact, they really don't understand why exactly they do anything; ask them after the fact and they will make contrary actions based upon on the phrases you use in each exchange you have.

In other words people have no problem justifying the "facts" in their head to fit reality, later on. At first, individuals don't buy into concepts, item, companies, candidates, or reasons - they buy you!



### Practical Application You Can Use:

Arrange your pitch so the likelihood of a "no" answer is minimal.

Focus on building rapport with your clients before trying to sell a product or service, and you will have a much easier task. Others are doing this online with a wide variety of launches. Examples; squeeze pages and launch blogs.

## Covert Secret #2: Making a Damaging Admission Gives YOU the Power

Individuals are more cynical today than at any time in record.

Why? They're constantly seeking for the catch or the exclusion (because there often is one). But when you confess a small flaw, disadvantage, or unfavorable history, you're instantly viewed as more sincere and trustworthy. A person the other individual would desire to do business or work alongside with.



The very first philosophers acknowledged that in order to bring another around to your way of thinking, it's very beneficial to disclose some weakness in your case before the other side does. Acknowledging a personal failing, or harmful admission, really enables you to be seen as far more legitimate.

Be willing to point out any adverse elements of your pitch. This achieves two crucial things. First, it creates you look far more honest.

Second, it enables your target to be set at relieve since you are doing his job of discovering negatives in the suggestion.



### Practical Application You Can Use:

Master marketer Frank Kern, and his admission of being the subject of a government investigation at one time. People love Frank for his "frankness" and the fact he came from a position of hopelessness to be the *numero uno* marketer he is today... (and in any case, Frank really *is* a good guy!).

## Covert Secret #3:

### Buyers Only Have Faith in What *They* Think (Not What *You* Say)

Statistics from others are almost always worthless in altering your prospect's thinking.

Consider your own experience when buying something. When a sales person attempts, too hard, to convince you of an issue, you naturally shove-back against them, correct?

This "push-back" typically occurs whenever another person endeavors to persuade another by prodding to make a decision.

Unless it's a very complex task, people don't want to be instructed precisely what steps to take to get something done. There's a big hit to the adult ego when we're retreated this way.

Most of us prefer to come to decisions in our own manner (and in our own time). All of us arrive at our own personal conclusions in our day-to-day lives, and we want to keep our power of decision.

As a seller your best technique to deliver the desired conclusion is to include your prospect in the decision process. For example, a great question for a kitchen sales person would be, "what makes a great kitchen for you?"

Intelligent questions like the one above, are very powerful (but so seldom asked).

### The Most Common Motive Your Target has for saying "No"... and How to Rise above it

The word "no" comes out of individuals' lips simply because it is an immediate response. They have likely been burned in the past from a rapid decision and want to avoid "buyer's remorse"

Recent research suggests around 85% of all "No's" occur with this, as the most significant factor



Ask questions, but know your target's likely answer prior to asking. As all great attorneys know, never ask a question when the response will possibly take you further away from your objective.

The simple act of answering a question allows your prospect to draw their final thoughts out, on their own.

No matter if these people express a specific thing to you out loud in reaction, or reply to quietly in their own mind. Understanding this will enable you to carefully select the query you ask, so the answer you desire is the most probable reply.

A number of today's marketers endeavor to convince others by informing them exactly what happened to *the marketer* in a particular situation.

("I used this and it sure is effective!").

Or, they build a case study using somebody like the customer ("they're like you, they tried it and it worked for them!")

While worth testing, many such tactics have little going for them (and in many cases are proven not to work).

So what does work?

Get your clientele to picture themselves carrying out the actions you want them to, and going through those actions in their own mind, in some small way.

Your goal is to enable your prospect to call into question his / her previous thinking, not force a new belief framework onto them.

## Covert Secret #4: The LAST Choice Wins

**Last is best. Huh?**

When pollsters questioned USA men and women, as to what they thought the most critical issues confronting the country, individuals provided hundreds of varying responses - diverse and in hugely varying percentages.

But, when pollsters requested the person pick from a smaller list of options (chosen by the researchers) the most critical problem facing the land, **the LAST option presented was chosen**, in the vast majority of cases. These results were very consistent.

In another recent study, **a majority of Americans tended to choose the LAST option of three**, when asked for their thoughts and opinions on how simple getting a divorce should be in the United States. This was despite their previous beliefs. This was accurate no matter which choice was provided last.





### Practical Application You Can Use:

Folks usually select the final option you present to them - don't ever forget this covert tip!)



### Covert Secret #5:

### Reciprocity Means THEY Give Back to YOU

Give away a thing of recognized benefit to somebody, and these people will feel motivated to give to you in return (by buying your stuff!).

There are numerous techniques we could start with, but one of the most successful is to give your target something. It must be something of recognized value (giving away rubbish does not stimulate reciprocity).

Of course, you have got to give this kind of surprise to your consumer with no expectancy of a return. Just give and trust in the power of this tactic.

The power of this theory will not fail you. If a thing of authentic perceived worth is provided to your potential client, he or she will feel motivated to return your generosity - typically with a thing of comparable worth.



This return may come immediately from the particular person you assisted. Or, it may come from associates of their in the long term if the individual you aided is not in a situation to immediately, "return the love." I have found this tactic to be very powerful.

When I give away a free report with actionable content, my sales always increase in the following days & weeks.

Encourage reciprocity, yes, but without future expectancy. More often than not, the favor really does come back, but you may not fully comprehend the origin (I'm sure you'll be OK with that as long as your sales pick up!).



## Covert Secret #6: Always Provide More than You Promised

Napoleon Hill, author of the vintage book, "Think and Grow Rich," often used the term, "go the extra mile." This phrase implies to go out of your way or supply much more rapidly, or with increased quality, to your client than your rival.

Going the extra mile quietly persuades the individual to continuously seek out your guidance. Simply because he or she knows they will not only get what is anticipated - but can depend on you to do a little more making it a unique experience to do business with you.

One of the most essential of all the strategies in this report, it enables your buyer to come-out much better than anticipated, by acquiring more than you guaranteed in your pitch or promotions.



## Covert Secret #7: Generate Contrast - Get Results

When two individuals or objects - viewed as quite different and unrelated to each other at first sight - are positioned close together, it's less challenging to identify which one we want more.

When doing this as a marker, the issue for your prospect turns into "which one" not "whether or not to."

Consumers will generally, if given a selection between two things, decide on the cheaper option.

Here's an amusing illustration from The Tonight Show with Johnny Carson when he had the #1 Girl Scout cookie seller the country on his show. He inquired as to her secret.

She said, "I just went to everyone's house and asked, 'can I have a \$30,000 donation for the Girl Scouts?"

'When they said 'No,' I said, 'Would you at least buy a box of Girl Scout cookies?'"

The show audience (and viewers at home, no doubt) weren't able to stop laughing. This small girl had perfected the art of contrast to support her "down-sell" - at the tender age of 8.

### Practical Application You Can Use:

You can easily use this particular tactic too.



Present your customer with the "Cadillac" option. Then present the cheaper choice. The buyer is often motivated to own something... and commonly will take the least costly item, if it is shown last.

Another way is to show the item they should purchase, last. Your target is compelled to own something and commonly will take the final choice.

The same method works in virtually every business environment. If you want an individual to do a thing for you, merely ask him or her one thing you recognize he or she will likely not consent to.

Then, when this individual says no, request the smaller favor. Men and women will be much more likely to assist you after this small change, than if you'd requested for the lesser object first.



### Bonus Covert Secret:

### They'll Stay With Their Choice, Until YOU Do This

*(Notice how I'm using Secret #6 and **over-delivering**, giving a bonus and **more** than the 7 Secrets I originally promised)*

The latest analysis we ran, had three teams make judgments among a number of alternatives:

*Team A was requested to not write anything down, but, "remember your choice."*

*Team B was requested to write their choices on a notepad then, "tear up the paper."*

*Team C was asked to note down their selections on paper with ink, "and hand them in to our analysts."*



Which team stuck with their judgments? **Team C stuck with their choices** in more than 75% of cases. Team B kept their selections fifty percent the time, and Team A were known to consistently modify their thoughts.

**The lesson, here, to get your buyer to write points down as he or she participates in the sales activity.**

Your prospect could write down something like, "desired business outcomes for the coming 12 months," to, "what they would genuinely like in a course, a residence, a investment portfolio, or a holiday package."



### Practical Application You Can Use:

**How can you use this? The crucial is to get a pen or pencil in your client's hands and have him or her write!** You can ask your prospects to do this when you make a video, by the way).

Remember to never ask a question which will pin the customer down to an everlasting "no" result.