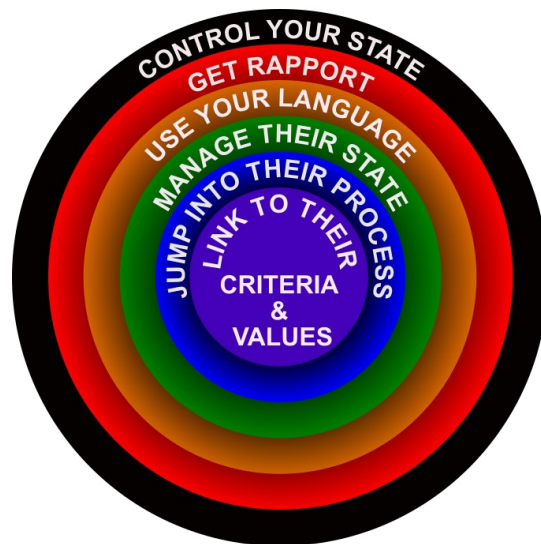




Conversational Persuasion & Influence

Real World Conversational Hypnosis

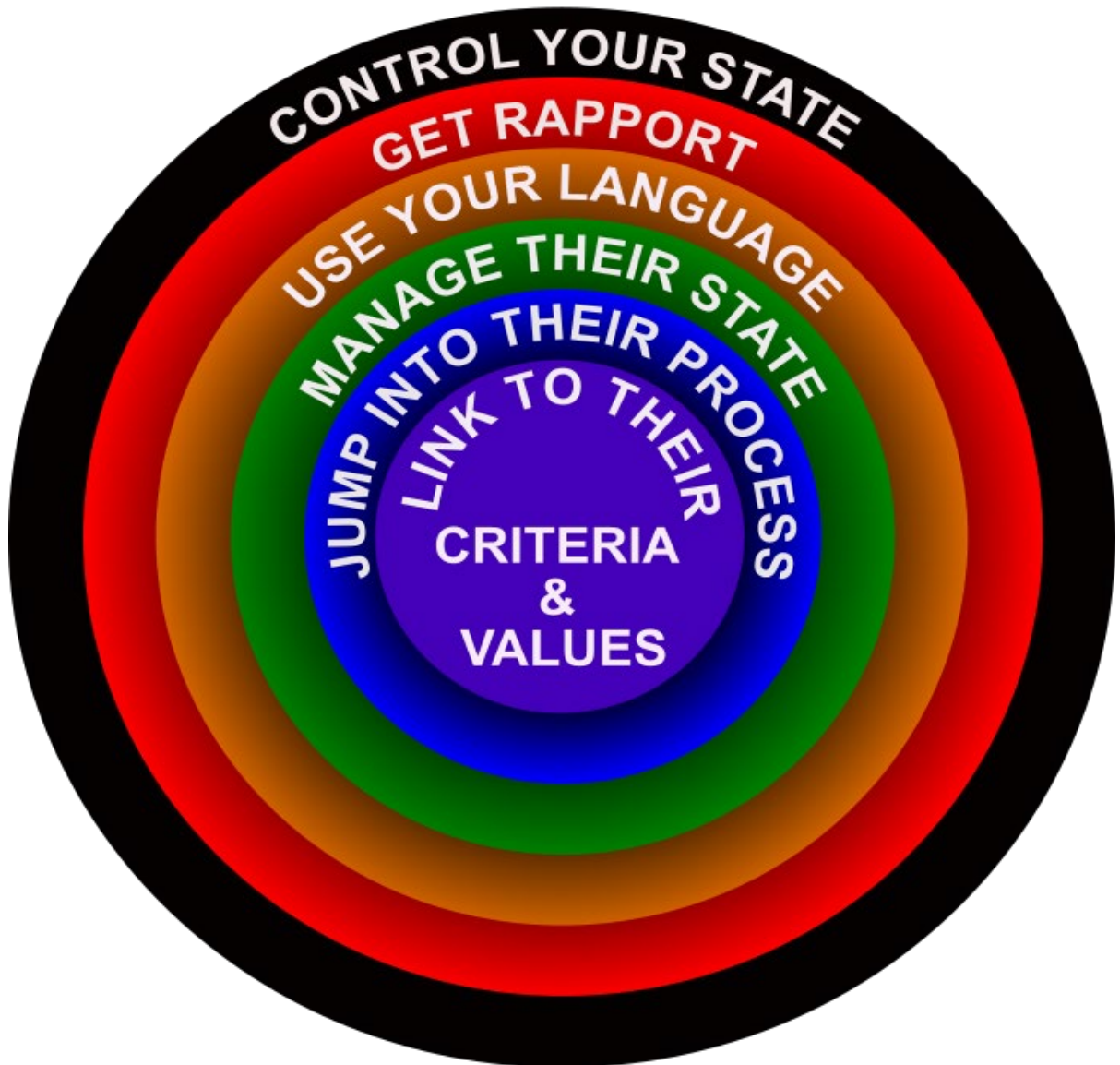


Level One: Critical Path of Influence

Dr. David L. Snyder DACM, C.Ht., MNLP, L.Ac.



KNOW YOUR OUTCOME!



Critical Path of Influence aka The Universal Persuasion Protocol

1. Control Your State
2. Get Rapport
3. Use Your Language
4. Manage the State of the Subject
5. Jump into Their Process
6. Link/bond to their criterial and values

The first level of influence: Controlling your own mental and emotional states

It is virtually impossible to effectively influence others without the ability to enter and exit states of mind on demand.

1. There are two primary ways to manage your own emotional states
 - a. Physiological state management
 - b. Volitional state management

Managing States via Physiology

1. Understand the Mind/Body Feedback Loop.
2. Every state has a corresponding physiology.
3. Every physiology has a corresponding state.
4. Shifting physiology will reliably change your state all the time!
5. Practice shifting states by shifting physiology.

Skill building and installation:

Blind Calibration Exercise

- **Individual drills:**
 - Choose a single state.
 - Take yourself into that state and notice how your physiology shifts according to the state you've chosen.
 - Break State.
 - Pick another State and repeat.

NOTE: Practice all state control drills e using resource states that will empower your abilities to successfully apply influence both in the seminar and in the real world.

- **Drills with Partner:**
 - Now with a partner pick a state, assume the appropriate physiology



- Partner assumes the same physiology and calibrates what emotional state is being projected.

NOTE: Choose states to play with from the following list of useful states:

- Attractiveness vs. Repulsive
- Attracted vs. Repulsed
- In Control vs. Out of Control
- Sincerity vs. Insincerity
- Trust vs. Distrust**
- Anger vs. Indifference
- Certainty vs. Uncertainty**
- Joy vs. Sadness
- Confident vs. Unconfident
- Relaxed vs. Stressed**
- Excitement vs. Boredom
- Fascination vs. Confusion
- Clarity vs. Confusion**
- Hyper Acuity vs. Contemplation**
- Authority vs. Subservience**
- Powerful vs. Powerless
- Conviction vs. Disbelief

Volitional State Management: Managing States via an Act of Will

Skill building and installation (with partner):

Polarity Exercises: Non-Blind

- Select a set of polar opposites.
- Assume gross physiology.
- Start at Zero Point.
- Amplify and vivify positive emotions.
- Calibrate how far into the state they can go.
- Partner calibrates as well.
- Return to neutral.
- Break State.
- Amplify and vivify negative emotional aspect.
- 10. Calibrate how far into the state they can go.
- 11. Partner also calibrates.
- 12. Return to Neutral State.
- 13. Break State.
- 14. Partner gives feed back.



NOTE: Choose states to play with from the following list of useful states:

- Attractiveness VS Repulsive
- Attracted VS Repulsed
- In Control VS Out of Control
- Sincerity VS Insincerity
- Trust VS Distrust**
- Anger VS Indifference
- Certainty VS Uncertainty**
- Joy VS Sadness
- Confident VS Unconfident
- Relaxed VS Stressed**
- Excitement VS Boredom
- Fascination VS
- Clarity VS Confusion**
- Hyper Acuity VS Contemplation**
- Authority VS Subservience**
- Powerful VS Powerless
- Conviction VS Disbelief

Skill building and installation (with partner):

Polarity Exercise: Blinded

(Empathic Influence via Transference)

- Select a set of polar opposites.
- **Partner A does not inform Partner B of what states are going to be vivified.**
- Assume gross physiology.
- Start at Zero Point.
- Amplify and vivify positive emotions.
- Calibrate how far into the state they can go.
- Partner calibrates as well.
- Return to neutral.
- Break State.
- Amplify and vivify negative emotional aspect.
- Calibrate how far into the state they can go.
- Partner also calibrates.
- Return to Neutral State.
- Break State.
- Partner gives feed back.



NOTE:

- Each partner does 3 sets, switching partners after each set.
- One Set equals 3 “Rounds.”
- One “Round” = One Positive Emotion/state and One Negative Emotion/State.

Rapport

Rapport through Physiology

Basic Pacing and Leading – The secret key to the persuasion universe

Pacing Defined: A Pace is simply a fact or truth and or something commonly *accepted* as true (truism)

Leading Defined: Leading can be anything you want your subject to believe or accept as true

- **Physical Rapport Techniques:**
 - Matching Versus Mirroring – Important distinctions
 - Matching –defined
 - Mirroring- defined
- **Pacing Gross Physiology**
 - Postural Matching and Mirroring
 - Whole Body
 - Half body
 - Partial body
 - 3-5 second rule for pacing and leading
- **Gesture Hijacking**
 - Use their gestures when showing emphasis
 - Don't use them at the same time
- **Cross over matching/mirroring**

Exercise:

- Break up into groups of Three A, B, C,
- Have a three to five-minute conversation with your partner
- Person A is the persuader
- Person B is the Subject
- Person C is the Meta-person who makes sure that A and B are doing the exercise correctly
- During the conversation Person A will match or mirror as closely as possible the gross physiology of person B
- Switch with person A, being mirrored by person B
- Switch places with C so that Person C gets an opportunity to do the drill with A being the new metal person.

- Give Feed back



Awareness- the importance of Sensory Acuity and Calibration

Understanding Kinesics -Without the ability to understand and recognize the cues your subject is sending; you will find yourself severely limited in your ability to be flexible in certain persuasion scenarios.

There are many levels of Sensory Acuity this module deals with the most basic aspects of awareness first. Master those and your well on your way to becoming a master of influence.

- Noticing postural or other large frame shifts
- Look for analog movements (incongruent head nods and shakes)
 - Using analog movements to subtly communicate your desired intent
- Use your physiology to match and mirror your subjects
- Eye Calibration – Understanding Visual, Auditory, and Kinesthetic Modes
- The most useful distinctions for right now are being able to discern whether a subject is accessing Visual, Auditory, or Kinesthetic, or any sequence thereof.
- Finer Distinctions can be learned later after you have mastered the basics
- Finer distinctions are almost impossible to see and are almost never practical until you can easily detect the larger shifts and signals of your subject



Windows of the Soul: Eye Magic Part One

What a person's eyes can tell us.

The most important eye cues are:

Visual –

- UP (either right or left = Visual accessing)
- Staring straight ahead – Visual Accessing
- Rapid blinking – Visual Accessing

Auditory –

- Horizontal (either left or right = Auditory)

Kinesthetic –

- Down (either to the left or to the right = Kinesthetic Accessing)

Positive and Negative Experiences –

- Generally speaking, positive experiences are stored above the horizontal plane of the eyes.
- Negative experiences below the horizontal plane of the eyes
- Learn to look for where they store past, present and future

Note: When a subject's eye patterns, and words conflict go with their words



Verbal Rapport – 7-38-55

Understanding the Three Main Coding Systems in Verbal Communication

Visual –

- Characteristics of a visual dominant Speaker
- Tempo- Fast
- Uses a lot of Visual Predicates
- Talk with their hands

Auditory –

- Characteristics of an auditory dominant Speaker
- Use a lot of voice inflections and tonal shifts
- Uses a lot of auditory predicates and phraseology
- Taps – pens, feet, fingers—any rhythmic movement that creates sound

Kinesthetic –

- Characteristics of a Kinesthetic Speaker
- Tend to speak more slowly
- Use a lot of kinesthetic phraseology and predicates
- Look down a lot
- Have a plodding gait

Important Understandings:

- There is no such thing as an Auditory, or a Visual, or a Kinesthetic
- All human beings use all modalities.
- The more modalities you use in your speaking and other communication the more channels your message is received on.



Echo Technique for Rapport: (See Chapter Three)

This technique involves feeding or echoing back persons very own words practically verbatim.

Simply choose some of the person's words and repeat them back to them verbatim Used with precision, rapport and presuppositions and this technique is practically irresistible

Benefits of using the Echo technique

- Reinforces the thought in the other persons mind
- Automatically keeps you talking in the same rep system as your subject
- Automatically keeps them using the same meta-programs as the subject
- Automatically keeps you in the same “strategy” aka cortical activation sequence as your subject
- Accelerates connection, liking and trust through perceived sameness triggers
- You can use this technique to selectively and externally reinforce the thoughts you want them to reinforce internally

When pacing moods – make sure that when pacing a negative emotion that you direct the negative emotion at the object that the subjects' negative emotions are aimed at.

For example:

If your subject is angry, you show anger as well, but you must show it at the same thing for which the subject is angry about. Do not get angry at the subject, this will only result in loss of rapport and needless bloodshed (joke)

When pacing beliefs always find something within the other persons' statement you can agree with even if you must chunk down or up to do it.



Basic Calibration:

- Assume gross physiology
- Choose a partner
- Have that partner talk about what they will be doing, having or otherwise experiencing as a result of using the Killer Influence techniques, what will the Killer Influence training do for them specifically
- Pay attention to your partners Volume, (insert any of the elements we are going to pace and lead.
- Talk in the same volume as your partner
 - (Insert whatever element of verbal communication we are going to pace and lead)



The Magnificent Seven (+/- Two)

The Most Powerful Hypnotic Language Patterns Known to Man

Echo Technique: using a target/subjects' words verbatim within every communication

The most powerful words any human being can hear are the ones that just came out of their mouth. – David Snyder

- Echo technique activates and forces the subjects' neurology to pay attention to the person echoing their words.
- It generates a perfect match to every internal filter neuro-association the target/subject may have
- Links both directly and indirectly to their emotional criteria and values
- Simultaneously signals understanding, sameness, and validation
- Rapidly Deepens intimacy connection trust and rapport
- Automatically primes target for further self-disclosure

Presuppositions:

Presuppositions Defined – Things or elements within a communication that must be accepted, assumed or presupposed as being true in order to make sense of any given communication.

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Why Use Presuppositions?

- They are global and therefore useful in any situation or circumstance.
- Because they have the same effect on anyone hearing them, you can use presuppositional language to influence large groups as well as a single subject.
- When used properly, presuppositions can naturally and easily induce trance.
- Completely natural and undetectable to everyone (except to those rare individuals who happen to share with you this kind of advanced level of linguistic skills).



- People must accept what is said as true in order for them to mentally process the language and make sense of what you told them.

The Most Basic Presuppositions Are:

- **Existence** – something must exist, if it is named it must exist. Naming implies existence.
- **Action** – something is being done to something. Implies a process is occurring.

Suffix Theory – ing vs. ed

-ing: Creates mental movies and ongoing processes.

- Moving pictures are more real and compelling.

-ed: Creates still photographs, and past tenses.

- Useful in shifting things into the past or de-vivifying an internal experience.



Adverb / Adjective Presuppositions

- Put descriptors before the things they describe.
- Eliminate Mental Friction.
- Force mental pictures to be exactly what you describe.
- Everything that follows the adverb/adjective is presupposed in the sentence.

Examples: Simply, logically, intuitively, easily, naturally, truly, utterly and unlimited, automatically

Tactics: Applying Adverb/Adjective Presuppositions

- When speaking, load as many of these as you can into what you say without sounding unnatural or strange.
- Make your speaking and writing far more real, compelling, and interesting.
- Three or more of these stacked in row will induce trance very quickly, sometimes too quickly so use with precision.
- Two in the front and one in the back is a good rule for use in writing.

Skill building and installation:

- Craft three basic sentences using the adverb/adjective category.
- Craft three basic sentences in the form of a hypnotic suggestion such as you might use with a client to elicit the results you desire.
- Craft three sentences using the adverb/adjective category that are directly context dependent for application in the real world.
- Write them and speak them out loud, compare their effects when spoken and read.

Words for this Exercise:

- Simply
- Logically



- Intuitively
- Easily
- Naturally
- Truly
- Utterly
- Unlimited

Notes:

Awareness Presuppositions

- One of the most powerful and useful of the Magnificent 7.
- Automatically causes the person to undergo the awareness process named in the sentence.
- Anything following the awareness pattern is presupposed in the sentence.

Examples: notice, realize, aware, understand, recognize, comprehend.

Skill Building and Installation:

- Craft three basic sentences using only this category.
- Craft three basic sentences in the form of a hypnotic suggestion such as you might use with a client to elicit the results you desire.
- Craft three sentences using this category that are directly context dependent for your application in the real world.
- Craft three context dependent sentences that combine all the presuppositions you have learned up to this point.

Awareness Verbs for this Exercise:

- Notice
- Realize
- Aware
- Understand
- Recognize
- Comprehend



Notes:

Temporal/Ordinal

- These words utilize some aspect of time or number in order to create presuppositions of choice.
- Time, durations and numbers presuppose things and actions.

Examples – Before, During, After, First, Second, Third, Primary, Secondary, Tertiary, etc.

More Advanced – Temporal shifting

- Now – Then – Now
- Before You X, Do Y
- Is it Okay to A While I Do B?

Skill Building and Integration:

- Craft three basic sentences using only this category.
- Craft three basic sentences in the form of a hypnotic suggestion such as you might use with a client to elicit the results you desire.
- Craft three sentences using this category that are directly context dependent for your application in the real world.
- Craft three context dependent sentences that combine all the presuppositions you have learned up to this point.

Temporal/Ordinal Words for this Exercise:

- Before
- During
- After
- First
- Second
- Third
- Primary
- Secondary



Group Hypnosis Exercise

Trance Integration of New Skills:

- Break up into groups of 5.
- One person sits in center.
- Other four surround the 5th
- Person sitting gives his/her handwritten suggestions to one of the other group members.
- Subject goes into trance or closes their eyes and pretends to go into trance and just drifts.
- For the next three to five minutes the group delivers, in random order, rapid fire suggestions for the integration and utilization of these skills, now and in the future, linking them to good feelings and pleasure.

Notes:

Spatial Presuppositions

- These words create vivid and compelling relationships between things within the mind of the listener.
- Evoke powerful mental imagery.

Examples – overall, undergo, expand, among, beyond, to, from

Skill Building and Integration:

- Craft three basic sentences using only this category.
- Craft three basic sentences in the form of a hypnotic suggestion such as you might use with a client to elicit the results you desire.
- Craft three sentences using this category that are directly context dependent for your application in the real world.
- Craft three context dependent sentences that combine all the presuppositions you have learned up to this point.

Spatial Presuppositions for this Exercise:

- overall
- undergo
- expand
- among
- beyond
- to
- from

Cause and Effect

- This is a superpower pattern that can be magnified even more when stacked with the other presuppositions in the Magnificent 7.
- Mirrors the structure of belief.
- All beliefs are stated in cause and effect terms.
- Anything stated this way tends to be accepted as true, or at the very least appears to make very logical sense to the person hearing them. Thus, you can quickly create any new reality you want in a seemingly logical way.
- Easily, naturally and automatically allows you to install suggestions in the mind of the subject.

Examples – and, as, cause, because, since

Structure of Cause and Effect:



- Any X Can Be Said to Cause Any Y
- X is usually a Pace
- Y is Usually a Lead

Implied Cause and Effect

- Implies two things are somehow connected.
- X happens and Y naturally follows.

Example:

“As you sit there easily absorbing this material, you will naturally experience good feelings.”



Skill Building and Integration:

- Craft three basic sentences using only this category.
- Craft three basic sentences in the form of a hypnotic suggestion such as you might use with a client to elicit the results you desire.
- Craft three sentences using this category that are directly context dependent for your application in the real world.
- Craft three context dependent sentences that combine all the presuppositions you have learned up to this point.

Cause and Effect Words for this Exercise:

- And
- As
- Because
- Causes
- Allow
- Since

Notes:

Complex Equivalence:

- This Category is very similar to the cause and effect category
- Whereas the cause and effect category show a causal relationship (x causes y), complex equivalence patterns create an equivalent relationship between two things i.e. X means Y.

$$X = Y$$

- Any X can mean any Y
- X is usually a Pace
- Y is usually a Lead

Skill Building and Integration:

- Craft three basic sentences using only this category.
- Craft three basic sentences in the form of a hypnotic suggestion such as you might use with a client to elicit the results you desire.
- Craft three sentences using this category that are directly context dependent for your application in the real world.
- Craft three context dependent sentences that combine all the presuppositions you have learned up to this point.



Complex Equivalence Words for this Exercise:

- Is
- same as
- equals
- equivalent
- So
- Means
- Therefore
- Analogous to

Notes:

Direct Commands

- These are powerful pattern interrupts.
- Allow you to instantly halt or change the direction of a conversation or train of thought.
- Create strong fractionation effects for your listener(s) when combined with the other magnificent seven.

Examples- Stop, Start, Now

Skill Building and Integration:

- Craft three basic sentences using only this category.
- Craft three basic sentences in the form of a hypnotic suggestion such as you might use with a client to elicit the results you desire.
- Craft three sentences using this category that are directly context dependent for your application in the real world.
- Craft three context dependent sentences that combine all the presuppositions you have learned up to this point.

Command Words for this Exercise:

Stop _____, Start _____, Now!

Notes:

Group Hypnosis Exercise

Trance Integration of New Skills:

- Break up into groups of 5.
- One person sits in center.
- Other four surround the 5th
- Person sitting gives his/her handwritten suggestions to one of the other group members.
- Subject goes into trance or closes their eyes and pretends to go into trance and just drifts.
- For the next three to five minutes the group delivers, in random order, rapid-fire suggestions for the integration and utilization of these skills, now and in the future, linking them to good feelings and pleasure.

Notes:

Managing Emotional States - Pattern Weaving

- All decisions and behaviors are state dependent.
- If we want to change a decision, we simply change the state the subject or client is in to one that is conducive to the subject arriving at the decision you desire.

You can do this in several ways:

- Go into the state yourself and lead them there.
 - There are two ways to lead them into desired states:
 - Pace and Lead.
 - Shock/interrupt and Lead.
- Ask Questions about the desired state using the magic questions:
 - *Have you ever...?*
 - *What's it like when...?*
 - *If you were to...?*
- Have them associate into the state.
- Feeling modalities makes people associate into the experience.

First things First

Associated Vs Dissociated States

- **Associated states** – Person is in or reliving the experience from a first-person perspective.
- **Dissociated States** – person is outside the experience second- or third-person perspective.

You may notice this section is a little smaller than the previous sections even though it's incredibly powerful. There is a reason....

YOU HAVE BEEN DOING MOST OF THIS ALREADY!



Emotional Influence Protocol One

- Decide your Outcome.
- Get Rapport.
- Go into the State yourself.
- Induce the state via any of the following methods:
 - Empathic transference –Sphere of Influence
 - Questions
 - Pace and lead or Shock and Lead
- Link it to your outcome, product or service.
- Amplify the state.
- Link it to taking action.

Emotional Influence Pattern – Two

- **Magic Question:** Have you ever_____?
- **Give an Example – Name the state, process or experience.**
- **Describe the Process, state or experience**
 - You can add in process, criteria and values here to make it even more powerful.
- **Link it to your outcome**
- **Amplify and accelerate the state, process or experience**

Jumping into Their Process – (VAK Level Two)

In the first section on Process and Content we covered how to listen for and identify:

- A person's primary or preferred modality.
- A person's least preferred modality.
- The process inherent within the structure of a person's language.

We also practiced:

- How to speak solely in one particular representational system.
- How to shift from one rep system to another.
- How to combine all the rep systems into your communication.

Take an Inventory of what you have learned:

- By now you have become intimately familiar with how to control your own state.
- How to gain rapport through your physiology, your language and ultimately through your intent.
- You are well on your way to mastering the Magnificent 7 Plus or Minus Two.
- You have explored your ability to elicit, create and manage emotional states within your subject.
- You have learned how to take any of the aforementioned elements and link it to the criteria and values of the person you're seeking to influence in such a way that they feel absolutely connected to your product, service, or outcome.
- Now you're going to learn and practice how to recognize the process of your subject, put your product, service, or out come into their process along with their criteria and values, accelerate it, and link it to yourself.



The Magic Questions Reviewed

Remember the magic questions from the segment on state elicitation?

Let's review them again...

- Have you ever...
- What's it like when...
- If you were to...

The Sequence to Basic Process Elicitation

- Have you ever (*insert outcome here*)?
- How did you go about doing that or deciding to do that?
- Pay attention to the process words they will start speaking.
- Also pay attention to the words they “lean on” tonally, (The words that the speaker places a special emphasis on) Those are the words that have special emotional importance to them, words that serve to direct you towards where to begin your criteria and value elicitation.

Process Drill #1

- Break up into groups of Two or Three.
- Person A will be the persuader.
- Person B will be the subject.
- Person A will elicit the person's process for deciding to come to this training (sound familiar?)
- Person A will record Person B's process and feedback B's process to them and persuade them to really feel good about their decision to take this training and to get really excited about taking the next one (he, he).
- Switch and Repeat.
- Give feed back



Process Drill #2 – Contextualization

- In this Drill Person A is the Persuader, person B is the Subject, Client Etc.
- In this scenario you are now sitting in front of a client who is interested in using your product or service
- Elicit their process for how they decide to purchase your product or service
- Talk about your product or service using their process
- Switch
- Give Feedback

Convincer Strategies

People have strategies for everything they do. We even have a structure or process to the way we become convinced about something. By learning their process, we can use it to have them convince themselves that what we are offering is desirable and worth acting upon to acquire

Question #1

"How do you know _____ is good?"

When you ask this question pay close attention to the response that you get some of the answers you may receive are:

- 1) *"I have to see it."*
- 2) *"I have to read about it."*
- 3) *"I have to hear about it."*
- 4) *"I have to do it/feel it/work with it."*

There is no such thing as a wrong answer when you're dealing with process, however a person undergoes the process is exactly right for them. Avoid the mistake of projecting your own internal process onto your subject. It's a sure-fire way to break rapport. No matter what process they give you simply agree with them and...



Do unto them the way they want to be done onto... Savvy?

Once you have their process all you must do is deliver it to them in a congruent manner exactly the way they told you it needed to be done in other words...

- If they must see it, ... show it to them.
- If they must read about it, ... have written material for them to read.
- If they must hear about it, ... give them contact information or be ready to introduce them to people who can attest to the value of your product or service.
- If they must do or feel it, ... have something ready for them with which they can interact.

Question #2

"How many times or for how long do you have to see it/read about it/hear about it/do it before you are convinced it's good?"

The next step in the process gives you information for how many times they need to run through the above mentioned strategy before it "clicks" and they act on it Here are some of the answers your likely to get.

- "I just have to see it/read about it/hear about it/do it once and I'm convinced."
- "I have to see it/read about it/hear about it/do it X number of times and I'm convinced."
- "I have to see it/read about it/hear about it/do it for X length of time and I'm convinced."
- "I'm never convinced."

Regardless of which response you receive, you have their personal process to be convinced and all that is needed is to fulfill their strategy. It's that simple.

In hypnotic work we use a variant of this to install powerful permanent change. It can be delivered in the form of a Mental Bind that locks the change in place... more on binds later...



Simple way to use convincer strategy in trance:

- Ask them how many times they need to rehearse something in order to have the change locked in.
- Give their unconscious mind instructions to run through it the required number of times or more until they are absolutely convinced the change is permanent and when they are sure it's locked in to just go ahead and give a signal that it's completed.
- Once their unconscious mind gives you the signal finish whatever other work you need to do.
- Emerge them and Test the results.

In Killer Influence you can do a similar tactic with a pattern like:

“As we sit here reviewing this material and your naturally mulling things over in your mind, I'd like you to simply (whatever mode they use) the material however many times you need to in order to *“feel absolutely convinced”* that this program is right for you and as you logically and intuitively *focus on all the right reasons* for getting started *now*.

You can *feel really good* recognizing that what you have been reviewing perfectly matches the criterion that is most important to you.”

Drill # 1 Knowing when You Have Got It

- Break up into groups of two or three.
- Person A is the Persuader, and Person B is the Subject.
- Elicit the convincer strategy for when they know they have achieved a certain skill.
- How long will it take?
- How many repetitions etc.
- Record the strategy.
- Create a pattern for installing these skills utilizing their convincer strategy.



Drill # 2 – Contextualization

- In this Drill Person A is the Persuader, person B is the Subject, Client Etc.
- In this scenario you are now sitting in front of a client who is interested in using your product or service
- Elicit their process for how they become convinced that something is good enough for them to act on
- Talk about your product or service using their process
- Switch
- Give Feedback



Hitting the Persuasion Bulls Eye: The Magic of Criteria and Values!

- In order to irresistibly move someone to take the action you desire you must activate his or her “What’s in It for Me Factor.”
- Eliminates Objections.
- In the realm of sales, we would call them “hot buttons”, for persuasion and influence we call them Criteria and Values.
- Criteria and Values are “elements” within a person’s mind that must be satisfied before a person is willing to act or accept something as being good, right or proper for themselves.
- All Criteria and Values are extremely context dependent and change as the context changes.
- All Values and Criteria are linked to one or more emotions.
- NOT ALL EMOTIONS ARE VALUES.
- Criteria and Values have a hierarchical structure within a person’s mind.
- The Higher the Value the More Control it exerts on the levels below it.
- People love the labels they use to name their criteria.
- If you can effectively link your outcome to a subject’s criteria and values, in most instances the subject will feel compelled act and do what you want them to do.
- Use this new power with respect and with the full understanding that with the skillful use of this mechanism you can practically get anyone to do almost anything you want.
- Always leave the client; subject, etc. better off than you found them.
- Deliver what you promise.
- If your values and outcomes don’t match theirs – Don’t use this technique, because doing so borders on **manipulation not persuasion**.
- Criteria and Values elicitation perfectly targets your persuasion message to the individual you’re seeking to persuade; hence it consequently screens out everyone



else who doesn't share the exact same criteria. Although not as useful in general persuasion situations or group settings, it's practically irresistible on a one to one basis.

- When dialoguing with your clients use their criteria/values as often as you can.
- When you elicit criteria, you deepen rapport and generate good feelings within the client.
- Because you're the one eliciting those good feelings, those feelings and the ability to get those values are powerfully linked to you simply by doing the elicitation process.
- This creates tremendous customer/subject loyalty.

WARNING!

IF YOU USE THIS TECHNIQUE TO HARM SOMEONE, THEY WILL MOVE HEAVEN AND EARTH TO HURT YOU IN RETURN!

Please always use this technique with wisdom and discretion

People Under Your Influence Are Also Under Your Protection!

Eliciting Criteria and Values:

The most important factor in eliciting criteria and values is –

Rapport!

The deeper your rapport, the better the quality of the criteria and values you can extract from the client/subject.

The All-Important Question to elicit a subject's Criteria and Values is:

“What's Important about _____?”



The Process of Eliciting Criteria and Values:

First and Foremost, you must set your outcomes:

- Outcome Number One – Get Rapport
- Outcome Number Two – Elicit Criteria

Eliciting Criteria and Values (Continued...)

Steps in the Process:

- Rapport – Gain Rapport through any one or more of the techniques you have learned during this training.
- Ask the Criteria Question “What’s Important about...?”
(Fill in reason they are coming to see you).
- Agree with what they say.
- Repeat their words back verbatim.
- Ask what is important about (whatever they answered for the first Criteria Question).
- Agree with them.
- Repeat their words back verbatim.
- Ask an indirect criteria question – Because? (This will elicit 2nd or 3rd level criteria depending on when you use it).
- Agree with what they say.
- Repeat their words back to them.
- Ask the Question “Ultimately Mr. or Mrs. X, what’s important about being having or otherwise experiencing X?” (This should be the level two or three criterion you have just elicited).



Eliciting Criteria and Values (Continued...)

One very powerful and interesting Distinction you will quickly come to discover as you go through the process of eliciting values and criteria is the motivational strategies of towards and away from, inherent in persons' Criteria and Values.

Understanding Towards and Away From...Can't You?

The function of all criteria is to serve as a motivating force to move you towards the things you really want and/or away from the things you don't want. In a nutshell, people are either motivated to move toward their goals, or to run away from their problems. Neither strategy is right or wrong, nor is one strategy preferable to another. In fact, almost everyone uses either strategy at one time or another. The usage changes as the context changes.

The Magic Question:

The Magic Question that can elicit a "towards" or "away from" Strategy is:

What Will Having (insert criteria here) Do for You?

Eliciting Criteria and Values (Continued...)

Indicators of “Towards” and “Away From” Strategies:

After asking the towards/away from elicitation question pay special attention to the type of wording they use to describe what their criteria and values will get them.

“Towards”:

When eliciting criteria, pay attention to words like:

Attain, achieve, goals, include, solutions, accomplish, etc.

When you become aware of your subject using these words, you can instantly recognize that you're dealing with a person who moves **“towards”** the things they want.



“Away From”

When you hear your client or subject using words like:

Escape, exclude, avoid, evade, “get away from,” “won’t be ___”,

You can be very certain that you’re dealing with a person who **moves away** from their problems.

Advanced Criteria and Values

Secrets of Instantly Transforming Values

Make sure that when you feedback criteria and values during your persuasion message that you use the same words and/or “labels” that your subject uses... Why?

“People Want to Hold on To the Labels They Give to What They Want”

Subjects tend to fall in love with the labels they put on their values and criteria. Hence trying to change the “label” of said value will ultimately result in an overall weakening of your persuasion message and possible loss of rapport.

However, while the subjects “label” of their values and criteria is basically immutable, the definition of those “labels” are not set in stone and in fact through the use of language patterns you can quickly and conveniently **“redefine”** or **“change”** the meaning of any Criteria or Value “Label” they give you.

For all practical purposes although the outer label of the value stays the same the meaning of it changes which means for persuasion purposes – **“You Have Changed their Value”**

This technique will be covered more in depth during the Killer Influence Advanced Training. In the meantime, master your basics and experience your life being utterly transformed by the power of just these champion level persuasion tools because your absolutely on your way to becoming a “Master of Influence.”



Basic Criteria and Values Elicitation:

Exercise 1

(Groups of Two or Three)

- Get Rapport.
- Elicit Criteria and Values for learning, practicing and using these skills in your daily life?
- What's important about _____?
- Agree, feedback verbatim.
- Because?
- Agree, feedback verbatim.
- Ultimately what's important about _____?

NOTE:

- Feedback criteria from highest level to lowest.
- Have partner give feedback on what they experienced both during the elicitation and during the feeding back of their stated values and criteria.

Basic Criteria and Values Elicitation:

Exercise 2

(Groups of Two or Three)

Eliciting and Linking Their Values to Your Product or Service

- Elicit what is important about having these skills.
- Link it to continuing to practice these skills today, and all through the future.



Exercise 3

(Groups of Two or Three)

Contextualize

- Choose the context in which you are going to be using these skills.
- Have partner pretend to be a potential client for that product of service.
- Elicit their values and criteria for pursuing that product or service.
- Feedback and link your service to their values.
- Give feed back to class.

Basic Criteria and Values Elicitation:

Exercise 4

Using *Towards* and *Away from*.

- New Partners:
- Contextualize.
- Groups of Two or Three.
- Get Rapport.
- Elicit Criteria and Values for learning, practicing and using these skills in your daily life?
- What's important about _____?
- Agree, feedback verbatim.
- Because?
- Agree, feedback verbatim.
- Ultimately what's important about _____?
- What will having (use ultimate value here) Do for you?
- Note whether they are using a towards or away from Strategy
- Start talking in terms of **their** strategy:
 - If they are “towards”, use “moving towards” language.

- If they are “away from”, use their values and criteria with “away” from language.
- Flip the strategy – If they are towards, start talking in “Away from” phraseology, for a few minutes, paying attention to your partner’s responses.
- Flip back to their primary motivation strategy.
- Link it to your product or service.
- Get feedback from Partner on what they experienced.

