DREW’S WELCOME MESSAGE

- Why do some salespeople earn big, fat, healthy commission checks while others are barely scraping by? What’s the answer? The “secret” is Psychology.
- BrainScripts takes you on a fascinating tour inside your prospects’ minds and teaches you 21 powerful techniques of consumer psychology that really work. Plus, dozens of real-life scripts show you exactly how to incorporate these principles into your own sales presentations.
- No matter what you sell—or where you sell it—the tested and proven ideas in this practical, fast-reading book will teach you …
  ✓ How to use the powerful emotion of fear to convince even the most stubborn prospects.
  ✓ How to make prospects personally identify with your products.
  ✓ How to borrow believability from others to enhance your own.
  ✓ How to tailor your sales pitch for your prospects’ specific stage of awareness.
  ✓ How to crush your competition… before they know what hit them.
  ✓ How to change the way your prospects think about your product.
  ✓ How to make your prospects demonstrate your product inside their heads before they spend a penny to buy it.
  ✓ How to use powerful speaking patterns that build a river of desire for any product or service.
  ✓ How to smoke the competition with the power of “extreme specificity”.
  ✓ What common mistakes to avoid … at all costs.
  ✓ What you should NEVER/ALWAYS do during any sales presentation.
  ✓ Expert guides, tips and strategies.
- An investment in knowledge pays the best interest. -- Benjamin Franklin

CHAPTER 1: INTRODUCING CONSUMER PSYCHOLOGY TO SALES

- This kind of basics-only salesmanship isn’t surprising. Think about it. How do most salespeople train for their jobs? They simply read up on their products, learn a little about their market (or not), shadow a current employee (often not the best one), and then go out and try their utmost to persuade people to buy. The majority use “lay” methodology and usually get mediocre results.
- Psychological sales experts are different. They use powerful techniques of consumer psychology to get inside their prospects’ heads.
- These 21 principles are the results of decades of testing by dozens of respected and dedicated consumer and social psychologists far smarter than I am. Their workings have been verified in real-world situations with every type of product and service imaginable.
- My previous book, Cashvertising, begins with a brief explanation of the foundational principles of consumer psychology, and then in the remaining pages—the majority of the book—teaches dozens of principles and tactics of advertising psychology to help readers boost the selling power of their ads, brochures, emails, websites, sales letters and other ad media.
- BrainScripts for Sales Success, by contrast, focuses on 21 principles of consumer psychology, goes far deeper into each (since this entire book is dedicated to them), and features a practical twist: dozens of actual scripts showing you how to put the principles into action … how to speak them to others … and how to insert persuasion into every sales presentation. Whereas Cashvertising focused on advertising, this book focuses on person-to-person sales.
CHAPTER 2

THE BRAINSCRIPTS X-RAY: HERE’S WHAT THE INSIDE OF YOUR PROSPECT’S BRAIN LOOKS LIKE

- No matter who you are, where you come from, where you live, or what your socioeconomic background is, you (and your prospects and customers) are being controlled by these eight powerful desires—the LifeForce-8.

  You were born with these eight primary desires:
  1. Survival, enjoyment of life, life extension
  2. Enjoyment of food and beverages
  3. Freedom from fear, pain, and danger
  4. Sexual companionship
  5. Comfortable living conditions
  6. To be superior, to win, to keep up with the Joneses
  7. Care and protection of loved ones
  8. Social approval

- These eight desires are hardwired into your brain by Mother Nature herself. They control nearly every choice and action. They’re with you from the time you slap off the morning alarm clock to when your sleep-heavy head crashes into your pillow. They’re insidious in their persistence. They operate 24/7/365.

- When your sales presentation is based on one or more of the LF8 desires, you’re tapping into the power of Mother Nature herself. You’re speaking to the essence of what makes your prospects tick. Rather than trying to change the train’s direction (trying to get prospects to think differently), you’ll be jumping aboard the train and using its already established momentum (the prospect’s LifeForce-8 desires) to sell your product for you.

You Learned These Nine Secondary Desires

These are called secondary, or learned, wants, and nine have been identified:

  1. The desire to be informed
  2. Curiosity
  3. Cleanliness of body and surroundings
  4. Efficiency
  5. Convenience
  6. Dependability/quality
  7. Expression of beauty and style
  8. Economy/profit
  9. Bargains

- These nine secondary wants are powerful and exert an incredible degree of control over your daily thoughts and decisions.

- However, compared with the LifeForce-8, these wants are quite weak. They’re not built into our brains the way the LF8 are. They weren’t installed at the cellular level. They’re like software that we—if we tried hard enough—could learn to unlearn, whereas the LifeForce-8 are permanently etched into every fiber of our being.

- We’ve just discussed two categories of human desire: biological and learned. But just knowing what people want without knowing the very simple mechanics of desire is not enough. When you know the three-step flow path from stimulus to satisfaction, you’ll realize how it can be turned into a formula that you can use to sell anything at all.
Here’s the simple **three-step desire flow path** that happens inside your brain, including the result it sets in motion. It always works in exactly this fashion:

(1) **Tension arises** → (2) **desire builds** → (3) **action is taken to satisfy the desire**

- Simply put, desire is tension unrelieved, a need or want not yet met. If you’re hungry, for example, low blood sugar and hormone levels cause your hypothalamus to send messages through your spinal cord, causing your stomach to growl and hunger pangs to crescendo.
- Any time you appeal to a consumer’s LF8 desires, you’re hitching a ride on a psychological train that’s speeding in the direction of an action that will fulfill that desire as soon as possible.
- Tension can be created by using aggressively specific words.
  
  *For example, do you like chocolate? How about freshly baked brownies? Did you ever take homemade chocolate-fudge brownies hot from the oven, cut a few thick chunks while they were still steaming, drop them in the bottom of a deep glass bowl, and top them with big scoops of freshly made vanilla bean ice cream?*
  
- The point here is that your choice of words alone can create varying degrees of desire
  
  (Will be discussed in Principle 2: The Psychology of Sensory-Specific Language.)

---

**CHAPTER 3**

**BRAINSCRIPTS: 21 HIDDEN PRINCIPLES OF CONSUMER PSYCHOLOGY FOR WINNING CUSTOMERS AND SMASHING SALES RECORDS**

- **BRAINSCRIPT 1**

  **THE PSYCHOLOGY OF INOCULATION: How to Use Devilishly Effective Pre-emptive Strikes to Quash Your Competition**

  - Did you ever wonder why people who are allergic to eggs are advised to never get a flu shot? It’s because the specific viruses that are predicted to affect the population (yes, flu shots are based on prediction) are grown in chicken embryo cells. The vaccine that’s shot into your choice of arm consists of a virus that’s weakened through cell culture adaptation. This process alters its genes and screws up the virus’s infection game plan. As a result, when it’s streaming through your veins, it can’t reproduce as aggressively as it originally did. Fortunately, our bodies respond as if they were invaded by the original full-strength version. Our white blood cells quickly attack and destroy it, leaving us permanently resistant to those specific viruses.

  - *Developed by social psychologist and Yale professor William J. McGuire*, the inoculation theory of consumer psychology works in a similar way.

  - You successfully inoculate your customers by scripting a weak argument against your own product that essentially tricks consumers into defending their purchase decisions.

  - Do you see the ego at work here? The ego associates the decision and purchase with itself and now must defend the decision as if its own survival were at stake. This unknowingly strengthens consumers’ attitudes in favor of your product.

- **Here are the three steps for inoculating customers:**

  1. **Warn of an impending attack.**

     Tell them what’s happening in the marketplace: another company is making claims they need to beware of to prevent their being manipulated and tricked into buying what you’re asserting is, compared with what they buy from you, an inferior product.

  2. **Make a weak attack against your own product.**

     Tell them what your competitor is claiming and how those claims wrongly suggest that your customer made a foolish purchase. This puts your customers on the defensive and aligns them with you because

     (1) They previously bought from you and already passed the trust barrier and
They’re likely to believe you’re in the right since you’re the one issuing the warning.

3. **Drum up a strong defense.**

Psychological testing reveals that the more actively a person defends against an attack, the more aggressively he or she will defend a closely held position. In this case, that you are the better antibug guy.

By attacking your ideas and decisions, inoculation encourages you to use critical thought to defend them. Essentially, it forces you to think more deeply about how you feel about the matter, and that naturally reinforces your thoughts and feelings. It’s like forced debate prep or rehearsing an argument with someone before it happens.

When the real attack comes your customers will be prepped and less likely to be persuaded because you inoculated them, played defense, and intercepted the pending attack.

- **Note:** Don’t come across as too mean or you might turn people’s minds against you. A kind, light approach can make you sound fair and reasonable.
- Rather than waiting for your customers to be contacted by your competitors or be exposed to their sales pitch and risk having them be persuaded against you, you pre-empt that attack by informing your customers what your competitor might or will say and giving them ammunition that counters the attack and renders it weak and ineffective.
- Remember that it’s important to ask your prospect for his or her thoughts about the information you provided in order to start the thought process and cause the ego to own and defend the resulting thoughts.
- The more emotionally the positions and opinions are expressed and defended, the more successful the inoculation is likely to be.
- The same principle can be used very effectively in advertising. Although you wouldn’t be speaking only to your own customers but also to the general public and you wouldn’t get the feedback described above, it’s still an extremely strong way to enumerate the advantages of choosing your company over your competition.
- My advice? Do it to them before they do it to you.

**BRAINSCRIPT 2**

**THE PSYCHOLOGY OF SENSORY SPECIFIC LANGUAGE: How to Direct Hollywood-Style Movies Inside Your Prospects’ Heads**

- Do you want to persuade with more power and effectiveness? Start speaking in a way that draws pictures in your prospects’ minds.
- During my seminars, I demonstrate to my participants the power of word choice.
  I say, “Right now, while I’m speaking to you, a lot more is going on inside your heads than you simply hearing my words. Because your brain is also enriching my words — completely automatically, without your permission, with mentally created pictures, sounds, feelings, smells, and tastes that aren’t really there! Like a Hollywood director, I’m installing these things inside your head by the words I choose. The funny thing is, I’m fully aware that I’m doing this and you are not. This means I can actually force you to demonstrate the positive and successful purchase and use of my product inside your heads before you buy it!
- Every time you speak, you’re like a Hollywood movie director, directing, sequencing, and controlling the internal representations in other people’s brains. A skilled persuader crafts words that install experiences that have never been realized in reality.
- **There are five different elements that make up our experience, represented by the acronym VAKOG:**
  
  \[
  V = \text{visual, what we see;}
  A = \text{auditory, what we hear;}
  K = \text{kinesthetic, what we feel;}
  O = \text{olfactory; what we smell, and}
  G = \text{gustatory, what we taste.}
  \]
- Every experience you have is a combination of these five elements. If you recall something you did 5, 10, or 20 years ago—say, a ride on a roller coaster—the reason you’re able to re-experience the event through memory is that your brain runs a pattern of code that’s made up of a specifically encoded mix of these elements, which we call internal representations; this is the way our brains represent experience.

- VAKOG is the recipe for all human experience. Most important, the effectiveness of your presentations is directly related to the effectiveness of the internal representations you install in your prospects’ brains.

- Telling is not selling. No matter how well you tell it, it’s still not selling. Telling is merely talking, saying stuff that moves nobody to do a thing. Selling is talking that persuades people to take action and—for our purposes—give us their money. Most salespeople (and most advertisements, for that matter) tell; they don’t sell.

- Let’s say I own a pizzeria and you see the ad for my Corporate Party Pizza Pack. Since your boss loves pizza, you decide to throw her a surprise lunch at work, and so you grab the phone and call for more information. So what should I, the pizza pie guy, do? I need to bring in specifics: carefully chosen words that create VAKOG internal representations that cause you to clearly picture what I’m saying. I need to get aggressive and really sell by saying exactly why my pizza is superior.

  Here’s an example.

  “First, thanks for calling me. Let me tell you, this is award-winning pizza, the best in the entire county. We won the Best Pizza of Ocean County five years in a row. Read our reviews on Yelp; we have a higher average review than any other pizzeria within 35 miles. That’s because instead of using ordinary cheap cow-milk mozzarella, I use incredibly flavorful, creamy buffalo-milk mozzarella that I hand make myself every morning. Our mozzarella is fresh—never aged—so you get to enjoy it within just hours of making it. Did you ever have fresh, homemade buffalo milk mozzarella? Most pizza shops don’t use it because buffalo milk is three times more expensive than cow’s milk. I don’t care. I use only the best of everything.

  “My flour? I use only hard northern spring wheat, because it gives a much crispier exterior and an amazingly fresh bread like interior crust. The crunch can be heard across the room. Do you like a thick or a thin crust? Because I do both.

  My sauce? It’s never canned—no, no, no! That’s an insult. Instead, I hand crush genuine San Marzano tomatoes from Italy—the best.

  My olive oil? I use only Colletta Olivieri Extra Virgin Olive Oil, produced by the Colletta Olivieri family in the Puglia region of southern Italy. Their olive trees are literally hundreds of years old. This oil has a rich, fruity aroma with a slight hint of vanilla.

  My beautiful dough is hand stretched, never machine rolled. And I bake my pies in a blazing-hot 800degree coal-burning oven that I imported from Italy. It gives my pizzas an incredible, slightly smoky flavor that my customers say is absolutely addictive.

  There’s no comparison to the gas and electric ovens ordinary pizza shops use. They don’t care; those ovens are easier and faster, but the difference in flavor is light-years apart. And the crispness is unreal.

  “Anyway, now you know why we won the best of Ocean County five years running and our Yelp reviews blow other shops away. How many people do you expect for your party? Forty-five? Okay, I suggest 12 large pizzas for 45 average eaters. My large cheese pizzas are just $12 each. And right now we’re running a special until the end of the month: two for just $20.”

- Do you see the difference? Do you see that I’m really selling now? Not only am I aggressively honking my horn, I’m simultaneously blasting my competition; this is a double-barreled approach that lifts me up and squashes my competitors. With every advantage that I teach you about my product, I teach you the corresponding disadvantage of theirs.
BRAINSCRIPT 3

THE PSYCHOLOGY OF CREDIBILITY TRANSFER: How to Borrow Believability from Others to Enhance Your Own

- Buying on trust is the way to pay double. -- Anonymous
- Internalize the Golden Rule of sales that says: “All things being equal, people will do business with, and refer business to, those people they know, like, and trust.” -- Bob Burg

- It’s one thing for you to tell me that your product is the world’s greatest—or at least a great choice—and quite another for other people to tell me. There’s just no way for your prospects to shake their “I’m talking to a salesperson who makes money when I buy” mindset and the resulting defensive behavior.

- Your prospect, will question everything you say, if only silently in his own head. He’ll distrust many of your words. He’ll flip most of your comments around 180 degrees.

- Inside every prospect is a contradiction machine: a finely tuned, well-lubricated engine designed to negate what you say and to believe only a fraction of what it sees and hears.

- To your prospect, you have limited credibility, especially if you’re a total stranger. To close more deals more easily, you need to borrow the credibility that your prospects aren’t sensing in you. You need to tap into what’s essentially a second (or third or fourth) voice that can quell your prospects’ fear of what they consider your one-sided interest.

- Question: Who would be the most likely person to color my claims about the quality of the work I do? Me, of course, and therein lies the problem. It’s simply expected that I will be the one wielding those coloring-the-facts brushes.

- Enter the consumer psychology strategy called transfer. To use it effectively, you present images, ideas, or symbols that are commonly associated with authoritative and respected people, groups, or institutions to connote that your product or service is somehow approved, endorsed, or sanctioned by those entities.

- Studies performed by the Institute for Propaganda Analysis (IPA), which operated in the United States from 1937 to 1942, revealed that the image of a man or woman wearing a white lab coat taps into the public’s acceptance of physicians and can influence consumer behavior either for or against a product. Is it any wonder that so many ads for health products feature authoritarian-looking men and women in white lab jackets? It gives them instant credibility.

- To start using the principle of credibility transfer, first determine which people, groups, and organizations are likely to be respected by your target prospect in accordance with your sales objective.

- Incorporate as many elements of these credibility sources as possible into your printed sales collateral because this principle relies heavily on visual confirmation, which is interpreted as more concrete evidence than that which is simply spoken.

- The inclusion of these elements alone will cause your prospect to move from a mental position of, “I don’t know or trust you,” to one of, “I do trust these organizations, and I’m comfortable regarding you as an emissary of their message.”

- The script is simple and works to assure prospects that your interest is simply in helping them make the right decision:

  “It’s one thing for me to tell you that this product/service is great and another for [respected people, organization names] to say it themselves. Fact is, when I say [benefit 1 of your product], [cred source] agrees and says______. When I say [fact 2 about your product], [cred source] agrees and says ______. What’s important isn’t so much to believe me. I’m just a company rep trying to earn a living by helping [business owners, investors, home buyers, etc.] make smart choices when it comes to spending on [product/service]. In fact, I consider myself as much an educator as a salesperson. I’ve studied what today’s most respected [financial consultants, physicians, researchers] are advising [business owners, investors, home buyers, etc.]. My job is to present what I’ve learned and help you make an informed decision. Fact is, I’m happy to help you no matter who you ultimately buy from.”
THE PSYCHOLOGY OF THE TMODEL: How to Craft Your Pitch for Your Prospects’ Stage of Awareness

- Any time you’re facing a new prospect, you must take into account that prospect’s present state of awareness of your product or product category. That’s the case because no matter what you’re selling, the most effective way to write orders is to meet prospects in their world.

- The transtheoretical model (TTM) divides consumer knowledge and the resulting behavior into five stages. It provides simple guidelines for persuading prospects so that they move from a state of complete ignorance of your product (“Huh? I never heard of that”) to making it a regular purchase or an integral part of their lifestyle (“I can’t understand why anyone would buy anything else”).

- Here are the five stages of awareness that consumers move through both before and after learning about a product for the first time:

  **Stage 1: Precontemplation.**
  People in this stage are ignorant of the product’s existence—“What the heck is a TelloMetrix Range-Limiting Child Access Marker?”—and/or are unaware that they need it.

  **Stage 2: Contemplation.**
  Prospects in this stage are aware of the product and are thinking about using it but haven’t pulled the trigger: Hmmm, what would I do if little Jonah got lost while I was shopping? There are nut cases out there who could steal him and be out the door in seconds. Ugh, how horrible! How would I find him? I should check out those TelloMetrix things some time.

  **Stage 3: Preparation.**
  This is the planning phase. The prospect is thinking about buying from you but needs more information about the product’s benefits and advantages: Hmm, the TelloMetrix device sounds like a good way to track my lost child if, God forbid, that happens. But how does it compare to other child finder GPS products on the market? What’s it cost? Does it really work? Are there any online reviews by actual buyers?

  **Stage 4: Action.**
  You’ve successfully escorted the prospect to the coveted action, or purchase, phase. “I want it—here’s my VISA card. How soon can you ship my TelloMetrix?”

  **Stage 5: Maintenance.**
  In this post sale phase, the product has become an integral part of your customer’s everyday life. She continues to buy from you and trusts that each purchase will be as good an experience as the last. She now prefers your product to your competitors’. When it comes to child-protection devices, her first thought is, TelloMetrix products just plain work, unlike a lot of the cheap overseas junk that’s out there. I’d recommend TelloMetrix to my closest friends and family members. I wouldn’t trust anything else with something as important as my child’s well-being.

- The psychologist James O. Prochaska (1994) stated that the aim of businesses that use this technique is to move the consumer through the stages one at a time until using their product becomes a habit.

- Your challenge, of course, is to deal with prospects who are at different stages of the process.

- TTM suggests three options for addressing prospects in multiple stages of awareness:
  1. **Create ads and materials that address all five stages.**
     This lets your prospects focus on whatever stage is personally relevant to them. In this case, you include full details, A to Z, so that those who know nothing can get up to speed. Those who know more can read only what’s personally relevant.
  2. **Create a series of ads and materials that progresses from stage 1 to stage 5.**
     Stage 1 would introduce your product to the marketplace. Each successive ad, sales letter, brochure, flyer, or e-mail builds on the previous one.
  3. **Create a website that allows visitors to choose which subpages are personally relevant by offering multiple buttons that address their present stages of awareness:**
     Check the box that’s right for you and click “ENTER”
“[ ] I’m new to child-locator GPS devices.”
“[ ] I know a little about them.”
“[ ] I’m thoroughly familiar with them, and I’m currently comparing brands and models.”

- The goal is to provide your prospects with enough personally relevant information and motivation to move them through the five awareness stages at their own pace until they ultimately become regular, loyal customers.

- There is one form of credibility builder that, because of the way human beings are wired, is remarkably effective regardless of the product, the service, and the prospect and how convincing you are personally.
  It’s social proof, and it’s just as bankable as tomorrow’s rising sun.

- **Social proof** is a psychological phenomenon in which people look to the behaviors of others to guide their own actions. It’s caused by the common assumption that other people are more capable, knowledgeable, resourceful, or intelligent and therefore are likely to make better-informed decisions. Sometimes called **herd behavior**, it’s an effective and easy principle to employ.

- The most common way to get the cash register ringing via the power of social proof is through the generous use of happy-customer testimonials in every size, shape, and form imaginable.

- The premise behind social proof is to help consumers feel that they can take the same action and survive. Yes, it’s actually a survival mechanism. That’s how we’re wired. Everything we do is first run through the brain’s “will I survive?” mechanism. If the answer is no, the action is avoided. If it’s yes, we’re given the green light and freedom to choose to take the action or avoid it.

- Social proof doesn’t ensure sales. It simply helps remove the mental barriers that would otherwise pull back the cerebral reins that could halt the possibility of the sale occurring. That’s what consumer psychology is all about: clearing mental barriers to participation.

- The idea here is to produce a veritable testimonial onslaught that approaches the overwhelming. You want to amass a mountain of quotes, letters, and videos (when possible) and feature them in your ads, brochures, sales letters, flyers, e-mails, websites, and social media—anywhere and everywhere.

- The idea here is persuasive stacking: actually layering yet another persuasion principle on top of the social proof train that already is steaming down the tracks.

- According to the length-implies-strength heuristic, people quickly deem more credible things that are longer and more detailed.

- If you send a “sitting-on-the-fence” prospect a binder jam-packed with enthusiastic testimonials and reviews from current and former customers, chances are that she’ll
  1. Think, Wow, there really must be something to this product; look how many people are wild about it (causing her to believe what you say versus doing primary research to verify the claims made by those reviewers), and
  2. Be convinced that it’s a good choice because so many other people have said it’s great.

- Everybody knows that testimonials are an effective part of any good sales presentation.” They might know it, but most don’t do anything with their knowledge.

- Rather than saying, “Everyone knows it,” it’s helpful to ask yourself why you’re not using this principle to its maximum potential. What’s more, it’s one thing to say that the idea isn’t new, and quite another to be taking full advantage of what the idea can do for you. **What’s important isn’t new. What’s important is do.**

- See: DrewEricWhitman.com/reviews for an example of how to really “max it out.”

- What systems do you have in place to capture new testimonials? Do you actively ask new customers for feedback? Or are you employing the “if they like it enough, maybe they’ll take it upon themselves to send me something” strategy.
- Asking for feedback (testimonials) shouldn’t be an afterthought but an integral part of the sale. But you don’t want just any old testimonials. You don’t want customers to simply call and say, “Hey! Great product; thanks so much,” and then hang up. You want to capture their feedback in writing or, ideally, on video. If you can’t get video, try for audio, either in person (if practical) or by telephone. Audio adds an additional element of believability (actually hearing the buyer’s own voice).

- Asking for testimonials after the sale isn’t much different from asking for the original sale. In both cases you want someone to do something for you. In the case of the sale, you asked Bob for a portion of his money in exchange for a portion of your inventory. Now consider your request for the testimonial. You’re asking Bob to put his life on hold to help you build your business, and in return he’ll get, uh, er, nothing at all.

Enter the incentive, or as some distastefully call it, the ethical bribe.

To encourage Bob to give you that testimonial—which, incidentally, could be instrumental in helping you close hundreds of future sales for untold amounts of profit—you need to give Bob some value in return for his effort. In her 1957 novel Atlas Shrugged, Ayn Rand called this exchange “value for value.”

- Money is a tool of exchange, which can’t exist unless there are goods produced and men able to produce them. Money is the material shape of the principle that men who wish to deal with one another must deal by trade and give value for value. -- Ayn Rand, Atlas Shrugged

- Your goal is to move prospects from a presale state of mistrust and fear to one of confidence. You achieve this by placating their innate human survival instinct when you directly challenge their perception of both the salesperson and the product by introducing credible evidence that others have gone before them and survived.

- Ideally, testimonials that most strongly address common objections should be grouped together because multiple reviews countering a single objection read (or seen) in successive order have a powerful value-greater-than-its-sum quality that’s effective in combating even the most entrenched objections.

- Tweak the following script for your particular product or service and conversational style, being careful to modify it as little as possible.

  “My job is to help you make the decision that’s best for you. So whoever you buy [join/enroll/subscribe/rent, etc.] from, the only thing that really matters before deciding are the facts. That’s because no matter what I tell you, it’s the facts that you’ll be dealing with after you spend your money. I mean, I can say anything I want, right? But if what I tell you doesn’t align with the facts, then what I said was completely worthless. Make sense? Sure, and the best way that I know to determine what’s true about any product or service—whatever it is—isn’t necessarily by listening to the person who’s selling it but by listening to and reading what actual buyers are saying about it after they’ve used it for months and years. It’s one thing for me to tell you how great it is and quite another for an actual customer to do the same thing.” [Show testimonials and reviews.]

---

**BRAINSCRIPT 6**

**THE PSYCHOLOGY OF FEAR: How to Scare Up More Sales**

- The most powerful motivator: fear. -- Robert Wilson, Psychology Today

- Troubling as it may be, fear sells. -- Barbara Wall, New York Times

- When confronted by perceived danger, our bodies universally respond in specific ways. The sympathetic nervous system prepares us to take action. We sweat. The adrenal glands pump adrenaline and cortisol into the bloodstream. To ramp up energy and send oxygen to our muscles, our heart rate and blood pressure skyrocket. We are now more capably equipped to run or fight.

- The primitive emotion of fear alerts us to danger, whether real or vividly imagined.

- The essence of fear’s power comes from the first principle of the LifeForce-8 human desires: survival. We are genetically engineered to want to survive, to protect our existence and the lives of our offspring.
- The good news is that as salespeople we can tap into that powerful emotion and make it our profitable friend.

How? By creating a script that includes the suggestion of the loss of any of the LifeForce-8 elements, such as loss of life (LF8, number 1), loss of social approval (LF8, number 8), and loss of comfort (LF8, number 5), with survival and protection of our loved ones being the strongest.

- **Four Steps to Fear Induction**

  In Age of Propaganda (2001), Anthony Pratkanis and Elliot Aronson claim that “the fear appeal is most effective when:

  1. *It scares the hell out of people,*
  2. *It offers a specific recommendation for overcoming the fear-aroused threat,*
  3. *The recommended action is perceived as effective for reducing the threat, and*
  4. *The message recipient believes that he or she can perform the recommended action.*

- Creating a “box of fear” establishes the context in which your sales message will live. Once it’s created, you still need to convince your prospect that your product is the perfect solution, prove it, and convince him that he can alleviate the fear by using the product you want him to buy.

- Some copywriters go too far with the fear approach and scare people into inaction.

- It’s about more than just getting attention. It’s about beginning your sales pitch—after the opening niceties have been exchanged—with a powerful zinger. You want something that not only taps into their fears but also separates your company from the competition right off the bat. Chances are that your competition is not doing this.

  It’s important to install this thought in your prospects’ heads at the beginning of the pitch, not halfway through the presentation and not after you’ve explained all the features and benefits. You want it stewing in their brains from square one.

- This is vital—your prospects will be continually silently comparing and contrasting your product and service with others they may already have been researching before making the purchase. By immediately tapping into fear—the number one driver of both positive and negative behavior (the mind thinks almost all behavior is positive and somehow aids survival)—you’re setting up your competitors to fail.

- Example:

  Let’s say I run a karate school and you’re the father of eight-year-old Diego, who has been getting bullied at school. You’ve already checked out three other martial arts centers, so you have a good idea of what’s important to you and how the schools compare. In short, you have some ammunition that you’ll mentally or verbally use against me, the salesperson for my school. If I didn’t understand how to use consumer psychology—and most karate school owners don’t—I’d say something like this:

  “Well, we teach Wing Chun—Bruce Lee’s number one style—a 300-year-old Chinese kung fu that’s excellent for self-defense. It features a simultaneous block and attack strategy, so it’s very fast and efficient. It’s also easy to learn and safe and is perfect for a smaller person to use against a larger attacker. Our classes are Monday, Wednesday, and Friday from 6 to 7 p.m. and 12 to 1 on Saturdays. We charge $150 a month and there are no contracts to sign, but you do get a discount if you enroll for at least six months. Would you like to try a free class, Diego?”

- Let’s take a look at the right way to do it, using the psychology of fear to separate ourselves from the competition:

  “Thanks again for stopping by. Before I tell you about the style we teach and our classes, hours, and pricing, I want to first mention something more important than all of that. [Setting the space/credibility generator] It’s about real-world effectiveness. There are lots of martial arts schools in this city, and most are run by good guys. Some are even friends of mine. [Statements of reasonableness] But the fact is the styles they’re teaching and the way they teach them could get their students in a lot of trouble.”
[Dissatisfaction generator] Because what they don’t teach is how to avoid getting into a fight in the first place.

[Primary statement of difference] That would be smart, right? [Appeal to common sense]
They’re so busy showing kids how to kick and punch, they spend zero time on the psychology of dealing with bullies and how to avoid confrontations altogether.

[Dissatisfaction generator] The idea isn’t just to be able to hit faster and harder. If that’s all you’re looking for, this school is not for you. [The takeaway] I’m more interested in teaching Diego exactly how to rip the bully target off his back. [Visualization generator: salesman gestures as if ripping the sign off, then pauses to allow the prospect to construct visualization.] Kids need to learn how to carry themselves so these confrontations never occur in the first place. Most parents don’t want their child to continually be tested by every bully that comes along. [Affirmation generator] We teach kids how to stop being targeted before the confrontation ever occurs. [Affirmation generator] Other schools don’t even broach the subject. [Dissatisfaction generator] We teach them how to carry themselves so they stop looking like an easy target. [Affirmation generator] But if bullying does happen, our style and teaching method show Diego exactly how to end the problem quickly, easily, and in the safest way possible. [Benefit string] Other schools teach flashy Hollywood-type martial arts that look good on the big screen but are very dangerous in real life. [Dissatisfaction generator] And guess when most students find out that their style doesn’t work? Yep, when they need it most—when the bully has them pressed up against a wall and is threatening to punch them in the face and break their nose and jaw.” [Situational language/visualization generator]

- In the first example, the salesperson was doing little more than reciting what you might find on his business card: standard—(Yawn!)—Yellow Pages fare: who we are, what we do, when we do it, and how much it costs. It is a “just the facts, ma’am” sales pitch. It’s great if you’re a cop investigating a crime, terrible if your income and family depend on your sales pitch to eat.

In the second example, the salesperson incorporated consumer psychology—utilizing the grand motivator of fear—into the pitch. His goal was to force the prospect —Diego’s father—to construct questions of dissatisfaction about the other schools:

- Why didn’t those other schools say anything about this stuff?
- Why didn’t they talk about avoiding confrontations in the first place?
- Why didn’t they talk about teaching Diego how to carry himself in a way that takes the bully target off his back?
- Why didn’t they mention anything about the practicality of their style? It did look pretty flashy. I wonder if it’s really practical or if their students are being set up to fail.

- This double-pronged use of the sales power of fear is shockingly effective. You’re essentially draining your prospect’s bucket of satisfaction for your competition and simultaneously filling his or her bucket of desire for your product. Not only does it create a bold statement of your USP—unique selling proposition—causing your prospect to question the value of the competition’s product, it also taps into multiple LF8 elements, including freedom from fear, pain, and danger (LF8, number 3), survival, enjoyment of life, life extension (LF8, number 1), and care and protection of loved ones (LF8, number 7).

- Remember that to properly use fear to sell, you have to imply that the competition’s product will not satisfy one or more of the eight primary human desires and then present an easily attainable way to avoid that tension while also achieving the prospect’s goal.

- First, look for aspects of your product that, compared with your competitor’s offerings, will help your prospect avoid some type of significant loss or injury relating to one or more of the eight LifeForce-8 elements. At the outset of the presentation, tell the prospect that you’ll get to the standard features and benefits in a moment, but only after telling him about the critically important issues regarding X.
“I have a lot to tell you about __________, but before getting to that, it’s more important that I explain __________. The competition will say X, but what they probably didn’t tell you is __________. Did they tell you this? No? Really? Hmmm. Well, here’s why that’s important to you. Without X, here’s what’s likely to happen: [description of pain].”

- It’s important to be as specific and demonstrative as possible when explaining how the prospect could be negatively affected. Describe, as appropriate, how this loss could look, sound, feel, and taste. For optimal results, employ consumer advocate positioning to maximize the credibility of your claims and use richly detailed situational language when describing how your prospects will be negatively affected if they choose a competitor’s product.

**BRASSCRIPT 7**

THE PSYCHOLOGY OF THE MEANS-END CHAIN: How to Sell More by Accessing Your Prospect’s Value System

- Purchase of any product carries with it a deep-seated psychological desire that drives the consumer to want to spend money to acquire it. The fact is that people don’t actually want what you sell. In fact, if people could get the benefit your product delivers without hassling with the physical thing that produces that benefit, you’d be out of business fast. It doesn’t matter what the product is.
- Car buyers don’t want metal and leather. House buyers don’t want bricks, cement, and wood. Insurance buyers don’t want a bunch of characters printed on a sheet of paper. Swimming pool buyers don’t want a giant hole filled with chemical-laden water.
  All these things—including your products or services—are desired by your customers because of a psychological craving at the end of what is referred to as the **means-end chain**. They want your stuff because they believe it will fulfill a need they feel they must satisfy.

- **Consider Joe, a father of four, who wakes up one day and loudly announces to his family, “I’m going to buy a smoke detector for the house today.”**
  Why do you think Joe wants the detector? What is his number one reason for wanting it? **Hint:** It’s not because he thinks it’ll make an interesting conversation starter hanging on his ceiling. “He’s buying it to keep his family safe.” Yes, that’s true, too, but it’s still not why he’s buying it. In fact, he’s buying the smoke detector because he’s imagining a tortured life should something happen to his wife and kids because he didn’t install one and how the decision to not to purchase one would negatively define him in his role as the father and protector of the household. Joe is concerned about the possibility of not being a good father, husband, and guardian. Sure, he wants to keep everyone safe; that’s a given. But his thoughts about what he should be doing in his role are the factor that is really fuelling his desire to spend money today. This emotional driver—the critical core benefit—is at the end of a psychological chain whose root is deeply embedded in Joe’s brain tissue, with the other end connected to the purchase of the product.

- How well do you know your prospects? Exactly why do they want your product? No, I’m not talking about the first reason they’ll give. I’m interested instead in the core reason. The private reason that’s buried under all the superficial reasons. The one that nags at him when he’s alone in bed before falling asleep. The reason that motivates her to justify spending more than she can afford. I’m looking for the final link in their means-end chain, the one that’s so strong that it supports all the others and without which the others would quickly disappear.

- To activate the means-end chain mindset, your presentation should always represent what you know to be your product’s number one consumer benefit. In this way your prospect is less likely to critically analyze the pros and cons of the actual product and will base her purchase decision on the ultimate benefit that she’ll enjoy.

- **Tell me what you pay attention to and I will tell you who you are.**– José Ortega y Gasset

- Stop thinking that it’s your product that people are in love with or should crave. It’s not. It’s what your product or service can do for them. Your buyers want to satisfy eight deeply affecting hardwired desires—the LifeForce-8 we discussed in Chapter 2—and they believe that satisfaction can be brought about one way or another through ownership and/or use of your product. As we
discussed, those eight powerful desires are responsible for more sales than are all other human
wants combined.
- What’s the benefit of the benefit of your product? It’s something you can determine yourself.
However, the only way to be sure you’re tugging on the primary link of your prospects’ means-end
chain is to persistently inquire why they want your product. It’ll probably take a little digging before
you uncover anything more than the most obvious, superficial, and least motivating of their reasons.
- There’s a simple way to determine whether you’ve reached their ultimate core desire. Simply match
the reasons they’re giving you with the LifeForce-8. When you hit a match ... bingo ... you’re on the
right path. A few more “why” questions to dig deeper and you can usually tell when you’ve hit the
sweet spot. This occurs when your prospect reveals information that’s quite personal or exposes
vulnerabilities.
- The following short script demonstrates how to get to the heart of prospective buyers’ psychological
need for your product by delivering a line of questioning designed to elicit core desires that are
consistent with the LifeForce-8.

SALESPERSON [after rapport building]: “What’s the number one reason you’re looking to buy
today, Jim?”
JIM: “I need reliable transportation because I’m tired of driving my old hunk of junk that
keeps breaking down.” [The desire for dependability is learned. Continue probing for the
LifeForce-8.]
SALESPERSON: “Yep, constant breakdowns are incredibly frustrating. This new Avalon is
widely considered one of the most reliable cars on the road. But we have others for much less
money that are equally reliable. What about this car do you like?”
JIM: “It’s beautiful; this new design is gorgeous.” [Learned want 7: expression of beauty and
style. Continue probing for the LifeForce-8.]
SALESPERSON: “Yeah, the new design is incredibly sharp.” [Ratify the prospect’s statement by
pointing out some particularly beautiful features and continue probing for at least one LF8
desire.] “Would you say that style is more important than overall performance?”
JIM: “I don’t need a race car. I need a car that makes a good impression on my customers
and makes me feel good when I’m driving.” [LF8, number 6 (to be superior) and LF8, number
8 (social approval) uncovered. Once they have been revealed, drill down on the LF8 desires
for more content and focus your presentation on these expressed desires, incorporating them
into every detail or looping back to them frequently.]

BRAINSCRIPT 8
THE ELABORATION LIKELIHOOD MODEL: How to Use Two Different Persuasion Styles and When to Use Each
One
- Two types of thinking processes occur when consumers are faced with buying decisions. These two
thinking methods represent two routes to changing consumers’ attitudes:
Peripheral (“of, relating to, or situated on the edge or periphery of something”) and central.
The peripheral route can be called the lazy person’s path to thinking. It involves little more than
causing people to focus on superficial images, also called cues. By contrast, central route processing
focuses the prospect’s attention on facts, data, and numbers.
- As Richard Bandler, the cofounder of Neuro-Linguistic Programming, told me, “You need to shake
people out of their own trances and get them into yours.”
- That’s precisely why you can’t expect people to do more than the minimum to understand what
you’re selling. Your presentation must be to the point and crystal clear no matter what your product
is or how intelligent your prospects are.
- According to consumer psychologists, people are dramatically more motivated to think deeply about
something that has high personal relevance, something that’s very important to them. Although
price might not always be the deciding factor in which type of thinking they’ll use while considering
the purchase—peripheral or central route—it often plays a major role.
- Central route processing is the kind of thinking that’s real work because for this type of buying decision, the end result has real consequences.
- Buying is driven primarily by emotion and then—so that people will feel responsible and adult about their emotionally driven decisions—justified by reason or a well-constructed, thoroughly believable rationalization.
- The following table shows which communication style is appropriate for which types of products.

<table>
<thead>
<tr>
<th>If the Sale of Your Product Typically Requires</th>
<th>Your Presentation Should Contain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central route processing</td>
<td>An advanced of facts, stats, evidence, testimonials, studies, reports, and case histories. Weave them into your most persuasive sales argument by using the highly credible tone of logic and data.</td>
</tr>
<tr>
<td>Peripheral route processing</td>
<td>Visual matter with dozens of colorful images; credibility enhancers such as logos, testimonials, and photos of happy customers, preferably shown enjoying your product or service; celebrity photos and endorsements; humorous or popular subject matter.</td>
</tr>
</tbody>
</table>

- It’s important to know that when a consumer develops an attitude about your product by using central route processing—deeper, more considered thinking—that attitude will last longer than will an attitude formed by peripheral route processing.
- Although good feelings and images—cues—may make us happy, the persuasive dynamic duo of logic and reasoning burns itself into our brains far more deeply than emotion-stimulating cue catalysts ever will. Some products simply don’t lend themselves to central route processing; they’re more readily sold by emotion and imagery.
- The point is that it’s important to decide which type of sell your product or service requires on the basis of the complexity of thought required to flip most consumers’ “I’ll buy it” switch and then construct your pitch accordingly.
- People often protect their opinions as if their lives were at stake. This is especially true when they’ve worked hard to arrive at their current position. When you encourage consumers to think deeply about a product and arrive at a conclusion that’s bulletproof enough to cause them to part with their money, that mental position becomes a mental fixture.
- Cues, by contrast, are mental shortcuts that, if used correctly, can convey your sales message without requiring a prospect to engage in deep thought. It’s perhaps counterintuitive, but this is sometimes preferable. That’s because being less dependent on facts and figures, this persuasive strategy can often influence buyers to pull out their credit cards or print purchase orders without your having to directly compete with your competitor’s possibly more impressive numbers.

---

**BRAINSCRIPT 9**

**THE PSYCHOLOGY OF BELIEF RERANKING: How to Change the Way Your Prospects Think About Your Product**

- The Merriam-Webster Dictionary defines it as “a feeling of being sure that someone or something exists or that something is true.”
- *This is how humans are: we question all our beliefs, except for the ones we really believe, and those we never think to question.* -- Orson Scott Card
- *Beliefs change through a natural cycle in which the parts of a person’s system which hold the existing belief in place become destabilized.* -- Robert Dilts
- What about you? What do you currently believe that on thorough inspection is flat-out false, wrong, totally unsubstantiated by anything resembling reality of any kind? The same kind of thinking applies to your product or service.
- To many prospects, what you’re selling is too expensive, too cheap, too unreliable, too inconsistent, too ugly, too impractical, too dangerous, too boring, too inefficient, too unbelievable, or a slew of other things that keep their wallets glued inside their pockets.
- Belief can be an especially formidable opponent when you understand exactly why people defend their positions so vigorously. Psychologists tell us that even if our beliefs are based on erroneous information, we’ll defend our positions as if our very survival were being threatened. That’s how closely we associate with them.

**To Change Beliefs, Reprogram Their Brains**

- To get your prospects thinking differently about your product, you must provide them with new ways to think about it that erode the data that constitute a belief’s very foundation. (They’re not motivated to do this on their own.)
- Contained within your persuasion tool kit are three powerful instruments—**fear, humor, and guilt**—all of which affect your prospects’ right brain, the so-called creative hemisphere. To affect the left brain—the so-called intellectual hemisphere—the correct instrument is logic expressed through the presentation of facts, evidence, and examples.
- Your goal is to present your prospects with an alternative view of reality that’s not supported by their current belief system. Even if they feel a certain way about what you’re selling, if you provide new ways for them to think about it, belief change is just around the corner.
- What you need to remember is that your prospects’ thoughts are usually based on very limited data. Your biggest mistake is thinking, the reason people aren’t buying is that they think X about my product and those beliefs probably can’t be changed.
- Fact is, the seemingly “rock-solid” beliefs that you keep banging your head against are likely as flimsy as a toddler’s plastic “safety knife” attempting to cut into a he-man New York strip. Why and when they originally adopted their beliefs isn’t important. We’re not Freudian psychologists trying to psychoanalyze our prospects on a couch. Their beliefs exist today, right now, and the only reason most of them exist is that they were never countered.
- If the belief has gone largely unchallenged, changing it is still possible no matter how long it’s been maintained. That’s because it hasn’t been callused by attack. It never needed to defend itself. The owner of the belief was never motivated to use central route processing (deep thought) to fully consider his position and thereby dig in to weather future attacks. Challenge these beliefs with facts and most will melt away faster than you ever dreamed possible.

**Can’t Change the Belief? Then Rerank Its Importance**

- Let’s face it: the world is an imperfect place. Sometimes we can’t change a person’s belief no matter how hard we try. Don’t fret. Simply switch to plan B: change the importance of the belief rather than the belief itself. A set-in-stone belief is often easier to strengthen or weaken than to change.
- Remember: your prospects want to believe your appealing claims, but their survival instinct tells them to be cautious. Therefore, don’t focus on a slick presentation. Focus on an abundance of credible evidence. That’s what helps tear down those walls.

**BRAINSCRIPT 10**

**THE PSYCHOLOGY OF COMPARISON: How to Profit from Peer Pressure**

- **Six Shortcuts to Influence**
  The six shortcuts to influence were originally presented by Robert B. Cialdini, Regents Professor Emeritus of Psychology and Marketing at Arizona State University. In preparation for writing his book *Influence: The Psychology of Persuasion* (1984, revised 1998), he spent three years literally undercover. Posing as an average employee, he took on a variety of jobs to watch how employees in those industries used words and behavior to influence others.
Known by the mnemonic CLARCCS, Cialdini’s six cues are comparison, liking, authority, reciprocation, commitment/consistency, and scarcity. We’ll begin with the comparison cue.

- Don’t think that only children are susceptible to the power of peer pressure. In actuality, your thoughts, speech, and decisions are influenced by those around you almost every day. As much as you might like to deny it, you consciously or unconsciously look to others for how to act, dress, and think, especially in social situations in which you may feel that others are watching.

- Don’t assume that those affected by it—almost every human on the planet—are weak-minded in some way. We are social creatures, and we have an inborn need to feel a sense of belonging. This isn’t because we like to be around others to keep ourselves entertained; it’s in our genetic makeup to belong.

- The power of comparison -- It exerts itself by causing consumers to jump on the bandwagon: “the probability of any individual adopting it increasing with the proportion who have already done so” (Coleman, 2003).

- “It takes time to persuade men to do even what is for their own good.” -- Thomas Jefferson

- The American psychologist Abraham Maslow suggested that the need to belong is a major source of human motivation, ranking an important third on his well-known hierarchy of needs pyramid, after basic physiological needs (food, water, sleep, sex) and safety needs (security, order, stability).

- To employ the principle of comparison and tap into your prospects’ innate psychological need to belong and to be associated with or compare favorably with others, you want to imply that purchasing your product or service will put people in the admirable position of being part of an exclusive and appealing group that by membership or association alone provides a sense of security and/or ego satisfaction.

- **BRAINSCRIPT 11**

  **THE PSYCHOLOGY OF LIKING: How to Make Prospects Like You and Hand You Their Money**

  - I like you; here’s my money!”

    It’s not quite that easy, but those six words describe a condition and a result that often go together in sales. This principle is called the *liking-agreement heuristic or balance theory* (Stec and Bernstein, 1999), and it’s as dependable as cold weather and pure, drinkable water at the Canadian Rockies’ Athabasca Glacier.

  - Research shows that if a prospect likes you, your chances of inking the deal are far better than they would be if he or she felt neutral or outright disliked you. Although this makes perfect sense, when we understand exactly why it is so, we can use the principle to our advantage.

  - When a prospect has limited information about a product, cues become a primary source from which to formulate impressions, especially for relatively inexpensive items that do not require deep thought. In a study conducted by Wood and Kallgren (1988), those who knew the least were more compelled to process through the “*disagree if the communicator is unlikable*” heuristic.

  - I began studying *Neuro-Linguistic Programming (NLP)* in the late 1980s and was trained directly by Richard Bandler, Robert Dilts, Judith DeLozier, Todd Epstein, and John LaValle. I was personally certified by Bandler for his Design Human Engineering (DHE) and Train the Trainer programs.

  - My beliefs about NLP are as with many other things in life: there are elements of it that if properly employed can be useful and beneficial. For example, NLP’s prescriptions for rapport building are sound because they’re based on the commonly accepted idea that people for the most part tend to like people who are like themselves.

  - Enter the American anthropologist Ray Birdwhistell. In a 1970 study, he discovered that words account for only about 7 percent of human communication, tone of voice accounts for 38 percent, and body positioning and posturing deliver a whopping 55 percent of the meaning we convey during in-person (as opposed to telephone, text-ing, e-mail, etc.) conversations.

  Do the math and you’ll see that 93 percent of what we communicate to others—and receive from them—happens unconsciously. This means that when you’re talking, you’re conveying a lot more
than the words that are shooting out of your mouth. The result? Those credit cards aren’t coming out. But why? Because you’re focusing solely on your 7 percent: your words.

- Is this really possible? Could the way you’re moving your body be throttling your potential to close more deals? Could it be that while you’re busy blaming your product, your sales manager, the economy, the weather, your leads, your lousy breakfast, and perhaps a few dozen other things, your number one problem is the way your body parts move? Salespeople never give it a second thought. They don’t even know about their unspoken 93 percent. But now you do.

- This isn’t an NLP book, but I can give you a crash course in NLP rapport-building techniques that you can start using during your next sales presentation.

Building Rapport with the Techniques of NLP

- The whole idea is called pacing, and it’s defined by NLPers as a method used by communicators to quickly establish rapport by matching certain aspects of their behavior with those of the people with whom they’re communicating.

  Pacing consists of matching and mirroring and, once rapport is established, transitioning into leading so that the prospect follows.

- At the Boston University School of Medicine studied videos of groups of people conversing. They observed a natural and unconscious coordination of movements, including head nodding, eye blinking rates, and arm and finger motions. Further monitoring revealed that the individuals who matched one another’s movements developed far deeper and obvious levels of rapport that were empirically demonstrated on EEG monitors by brainwave patterns that spiked at the exact same times.

- NLP teaches that to cause your “subject”—or prospect in our case—to like you, you change aspects of your physiology so that the subject unconsciously perceives you to be like him or her.

- When I refer to matching, I’m talking about literally copying your prospect’s body language, posture, breathing, facial expression, voice tone and tempo, and representational predicates.

- In NLP, the term representational system refers to the senses that we use to experience everything around us. The words we choose to describe our experiences through these representational systems are called predicates.

- Mirroring consists of reflecting your prospect as if he or she were your mirror image. If she raises her left arm, you raise your right, as in a mirror image. Although it is more difficult to keep outside of conscious perception, mirroring can result in deeper levels of rapport. Matching, by contrast, is less rigorous.

- VAKOG in BrainScript 2: “The Psychology of Sensory-Specific Language”? You’ll recall that there are five different systems that make up our experience: V = visual, what we see; A = auditory, what we hear; K = kinesthetic, what we feel; O = olfactory, what we smell; and G = gustatory, what we taste. Listen to people talking and you’ll discover that each person has an unconscious preference for one representational system (repsys), with visual, auditory, and kinesthetic being the most common ones. Knowing this gives us clues that can help us develop rapport. Simply listen to your prospects and customers and determine which mode they tend to favor and then match it.

- Match all the things that are immediately apparent: posture, body movements, speaking volume, pace and tonality, facial expressions, posture, and eye blink rate. NLP also suggests that matching breathing can be effective.

- Of course, you want to do these things in as natural a manner as possible. You don’t want to give the impression that you’re playing monkey see, monkey do. That means that when she scratches her head, you don’t immediately scratch yours but wait a few beats before doing something similar. Instead, you could do what’s called cross-over mirroring, a term that means you respond to her movements with similar movements, but using different parts of your body.

- Let’s finish this section with a chart that covers the three primary representational systems and see how people who are dominant in one communication mode display characteristics that let us recognize them by both behavior and word choice. You can also use the bottom part of this chart to
stock up on words and phrases to help you develop rapport with prospects who display visual, auditory, and kinesthetic rep sys preferences.

(See Chart on PP. 127 – 128)

❖ BRAINSCRIPT 12

THE PSYCHOLOGY OF AUTHORITY: How to Crack the Code of Credibility

- The Merriam-Webster Dictionary defines authority as “the power to give orders or make decisions: the power or right to direct or control someone or something.”

- Who in industry is a recognized authority that you could adopt for the purpose of adding credibility to your presentation?

In my seminar Newspaper Advertising Magic, for example, I tap into the authority cue by featuring on the brochure cover, a review quote by Caroline Little, president and CEO of the Newspaper Association of America. That might not mean anything to you, but among newspaper publishers you can’t get a more impressive quote from a more important industry player.

- These big players may not be the easiest to persuade to help you market your products—unless it’s their brand you’re selling, of course. However, a much easier way to scoop up plenty of authority is through the use of noncorporate notables who are experts in your product category, in other words, high-profile people who happily use your product.

- Celebrities live for publicity (that’s why they’re called celebrities). They actively seek out opportunities to promote their name and brand because they want to continually increase their celebrity. Although some want big chunks of cash to provide anything with their name on it, others will do it for very reasonable amounts or other forms of value. The easiest and cheapest way is to write to them directly (unless they’re major names who probably communicate only through an agent) and ask them outright about securing a simple review quote in exchange for sending them your product. Your letter should lay on the praise for their work, of course, and tell them that nobody is equally qualified to judge the quality of your product because of their vast expertise.

- Want an even stronger method? Then send them the product as a personal gift with a warm and personal note saying something like,

  “To Gordon, our favorite celebrity chef.” Then shoot him a message via his website or Twitter and ask him what he thought about it. If you get a positive reply, respond with, “Thanks so much for your kind comments, Gordon. It means a lot coming from such a great chef whom we truly admire. We’re really thrilled that you like our Artisan Ice Cream Maker! May we include your kind words in our marketing materials? Again, thanks so much for your generosity. I’ll await your kind reply. Sincerely.”

What we just did was use two different techniques that largely went unnoticed, even by you as you’re reading a book about consumer psychology. We sent our product along with a personal letter. That immediately kicked in the principles of reciprocation, the feeling that we need to do something for someone who did something for us, and consistency, which dictates that a person continue to act in a way that’s consistent with his or her previous behavior lest he or she be considered a hypocrite.

- The idea of backing your product or service by authority, is among the easiest to implement because it’s so concrete. You find a respected authority who’s willing to let you use his or her quote or review.

❖ BRAINSCRIPT 13

THE PSYCHOLOGY OF RECIPROCATION: How to Use Obligation to Stimulate Action

- Sometimes the best way to get someone to buy something is to give that person something because the human brain is wired to return a favor once one has been accepted.
This learned behavior is a primary societal teaching because socialization teaches us that the best results come from mutual cooperation. If I help you, you’ll help me. If we help each other, both of us can more readily reach our goals and live more successfully.

In some cultures, this sense of reciprocity is reflected in everyday language. For example, the Japanese word for thank you, *sumimasen*, literally translates to "this will not end" or "it is not finished." Interestingly, the same word is used to say "I’m sorry" and expresses a sense of endless apology.

When Bulgarians say thank you—(*blago-dariya*)—they’re actually saying, "Good, I’ll give."

Remember: the idea isn’t to hand out freebies to people for the purpose of positively energizing your karma. No. The idea is to set the reciprocity principle into action. (Hey, this is a book on sales, right?) You need to take that first step.

Are you a Realtor? Give impressive-looking reports containing insider tips for getting the maximum sales price or for negotiating the best deal in any market.

An auto-service center? Give certificates for a free oil change or air-conditioner charging.

Another Example:

A landscaper? Give them one month of free mowing, weeding, trimming, and blowing.

"Whoa, Drew. I can’t do that! They’ll grab my offer and never continue."

Really? You’re saying that if your service is better than that of their current landscaper, you’ve fully satisfied them with your work and communications, and your monthly price is acceptable to them, they still won’t hire you. Perhaps you’ll come across an oddball outlier, but you’ve positioned yourself to scoop up lots of brand-new clients because you’ve used one of the world’s most effective sales techniques: sampling. You’ve made it ridiculously easy for them to fall into doing business with you. You’ve removed the number one barrier: the fear of getting ripped off. Now the risk is all yours, and most consumers will give you a shot if you present yourself in a professional manner.

Second, it instantly gets them thinking about you in a way unmatched by even the slickest traditional advertising, promotion, publicity, or sales campaign.

Third, it instantly sets the reciprocation ball in motion, opening the prospect up to being compelled to listen favorably to your pitch and ultimately return to you some form of compensation or value.

---

**BRAINSCRIPT 14**

**THE PSYCHOLOGY OF COMMITMENT/CONSISTENCY: How to Make It Uncomfortable for Them Not to Buy**

- According to the Merriam-Webster Dictionary, you’d have a right to be: "hyp-o-crite: noun \hi'-krit\ a person who claims or pretends to have certain beliefs about what is right but who behaves in a way that disagrees with those beliefs.” It comes from the Greek word hypokrits, which means a stage actor, someone who pretends to be what he is not. Bottom line? You’re a phony.

- When applied to sales, the principle of consistency involves creating a situation in which your prospect must take a stand or declare a position and then introducing a purchase decision that requires the prospect to remain consistent with his or her already declared position to avoid acting hypocritically.

- This principle is suitable mostly for sales that don’t require deep, central route processing thought. You’re not likely to hypocrite someone into buying a new house, car, or other major purchase. However, the technique could be used to make incremental gains within the process of a large sale.

- Let’s look at two scripts and see how it’s done.

**DOG GROOMER:** “Rocky Mountain spotted fever is at an all-time high in our state. Before we take Fluffy back for her grooming, please sign this form saying that you promise to do all you can to keep her safe from exposure to these deadly insects. [Customer signs.] Thanks for signing! We recommend a new flea and tick collar after your grooming—they’re just $3.99.
Can we put one on Fluffy when we’re done making her look beautiful?” [Result: Collar sold; dog owner didn’t act like a hypocrite.]

PRINTER: “Thanks for your printing order. Would you please sign our petition to urge Congress to institute more protections for our national parks and forests? Seems that some big paper companies are illegally logging and destroying forests to make paper. [Customer signs.] Thanks so much! By the way, could we print your order on recycled paper to help the environment? Recycling just one ton of newspaper saves 17 trees, creates 75 percent less air pollution and 35 percent less water pollution, and uses 43 percent less energy. You can’t even tell the difference, and the quality is just as good. It’s just $9 more. That would be okay, wouldn’t it?” [Result: Recycled paper sold; customer didn’t act like a hypocrite.]

Did you notice how the printer ended his pitch with a question? It would have been a drastic mistake to eliminate that question from the script. The idea is to create a decision point that takes practically no effort to move past.

The goal is to set the stage, get a commitment on position, and then (always) ask a question that requires minimal thought. It’s a process of funneling consumers from point A to point sale, making every step as effortless as possible.

“The only vice that cannot be forgiven is hypocrisy. The repentance of a hypocrite is itself hypocrisy.”
-- William Hazlitt

BRAINSTCRIPT 15
THE PSYCHOLOGY OF SCARCITY: How to Use Real or Perceived Limitations to Stimulate Action

- FACT: People want what they can’t have. They also have a strong desire to possess that which is rare or limited in number.

- This seems to fly in the face of classical economic theory, which teaches us, as illustrated by the supply-demand curve, that when the price of an item drops, the demand will increase, and when the price increases, the demand will drop. However, this is not always true. Sometimes, in fact, just the opposite happens.

- In the following example, the same item is represented in two different ways. The difference in the feeling that the scripts present is dramatic. Word choice alone directly affects the level of desire created in the consumer’s brain regardless of how strongly he or she desires the type of product before the presentation.

  SCRIPT 1: “Hey, Joe, want some of these pens? Go ahead; take a bunch. I have a slew of them.”

  SCRIPT 2: “Listen, Joe, only 50 of these special pens were made, and I happen to have 2 of them here. They’re really smooth. I’m thinking about giving you one, but only if you promise not to lend it out because I guarantee you’ll never get it back.”

If someone made you this offer, all other things being equal, which of these presentations would most appeal to you?

- Interestingly enough, our clever friend Cialdini determined that when infomercial advertisers use the phrase, “If lines are busy, please keep trying,” they actually get a greater response than they do when using, “Operators are standing by.” Seems counterintuitive, no? And although Cialdini uses this as an illustration of the principle of social proof—and it’s a good one—it also illustrates the principle of scarcity at work because the statement connotes an overwhelming demand, which in itself suggests a possibly finite supply, or scarcity.

- No matter what you sell or how you sell it, it’s a mistake to give consumers the impression that your product or service is and always will be readily and endlessly available.

- What can you do to make your offer or product or service seem not always readily available and in unlimited supply? Here are some ideas:

  ✓ Set hard deadlines for a response: “Offer ends midnight, August 21.” This is a common tack that still works like a charm.
Limit discounts to a certain number of the first lot sold: “The first 50 buyers of the Panasonic VT60 65 3D Smart Plasma HDTV get an instant $299 discount.”

Make goods available only between specific hours: “Every piece of furniture in this store gets slashed by 20 percent from 12 noon to 1 p.m. this week only.”

Or on certain days: “Everything you buy from tomorrow morning until 5 p.m. this Friday automatically gets discounted by 15 percent with no maximum purchase.”

Or for certain types of buyers: “Please visit us during the last week of December, when we’re giving all law enforcement and military families 50 percent off their entire dining bill as a Christmas present for their courage and service.”

Or for referrals only: “New clients by referral of current patients only.”

Or for items not currently available because of pending sales: “It’s gone, you can’t have it; well, maybe you can.”

---

THE PSYCHOLOGY OF EXAMPLES VERSUS STATISTICS: How to Know Which to Use and When

- Most consumers making purchases for their personal use may use data to justify spending money, but it’s their emotions that cause them to dig their hands into their pockets and snap out their credit cards: “Hey, I really didn’t need to buy a new computer right now, but they were offering a 25 percent discount on all new desktop systems. Not buying it now would have actually cost me more money in the long run. So yeah, while I spent money I really shouldn’t have, I made a smart financial decision nonetheless.”

- Emotions being the big driver of sales, let’s take a look at which of the two—examples or statistics—has more power to persuade.

- **The power of examples.**

**PRODUCT:** The Bowflex Revolution Home Gym

“I want you to imagine yourself 90 days from today, leaner, firmer, with a body that turns heads and starts women fantasizing. Imagine standing in front of your bathroom mirror, stripping off your clothes, and seeing exactly the physique you’ve always dreamed of, like the ripped fitness models on the covers of men’s health magazines. Tight washboard abs. Biceps and triceps that stretch your T-shirts and instantly say power and strength. Broad muscular cannonball shoulders. Well-developed traps and neck muscles. Thighs and calves of an Olympic gymnast. Imagine the confidence of looking and feeling like you can handle yourself in any situation. Fact is, a stronger, larger physical presence says alpha male and gets you more respect in just one glance than a half hour of bragging about your money and accomplishments. It’s pure animal sociology, and it affects the human species every day in every situation you find yourself in. The Bowflex Revolution Home Gym transforms every zone of your body (upper, lower, cardio) and supports every workout routine, strength level, and fitness goal. You’ll see results in as little as 20 minutes three times a week, and improve your body and your life in just six weeks, guaranteed!”

Compare this emotion-filled script with the following one, which focuses on cold, lifeless stats.

- The Bowflex Revolution Home Gym features a standard 220 lbs. (100 kg) of resistance which you can upgrade to 300 lbs. (136 kg) to strengthen your upper body. For lower-body workouts, you can upgrade to 600 lbs. (272 kg) of resistance.
- 10 positions and 170 degree adjustments
- Preacher Curl Attachment
- Vertical Bench Press
- Complete a wide range of exercises and variations
- Leg Extension
- 5-Way Hand-Grip/Ankle Cuffs
- Multiple Cable/Pulley Positions
- Cardio Workout
- Built-in rowing machine
- Folds to 55” × 38”
- Owner’s Manual/Fitness Guide
- Detailed instructions

The bottom line is that statistics don’t have the sales power of emotions. Emotions appeal to the part of us that wants the product to work. Logic tells us not to crack open our wallets so fast.

- With most purchases of personal products, it’s the promise of benefits that contains the fuel that fires up the brain’s “I want that” mechanism. Therefore, the secret to crafting persuasive sales presentations or advertising is literally machine-gunning out as many benefits in as many ways as possible, and one of the most effective ways to do that is to bring another audience that also notices the benefits into the picture. This creates a meta-perspective that causes your prospect to imagine the end results in multiple ways instead of visualizing them through her own eyes alone.

- This process is extremely powerful—one of the most potent in this book—because not only does it drill deeper into the all-important means-end benefit chain, it also strongly taps into the ego morphing/vanity appeal principle. By showing your prospects how others perceive the benefits that they’ll enjoy after making the purchase, you’re creating additional scenes of the ultimate payoff, but experienced through other people’s eyes. Even if your buyer is somewhat hesitant and skeptical, your other audience script causes her to momentarily suspend her preconceived feelings and imagine what other people see.

- Bottom line: go heavy on emotion-packed examples; pour on the benefits but provide just enough stats for buyers to intellectually justify spending the money.

BRANDSCRIPT 17
THE PSYCHOLOGY OF MESSAGE ORGANIZATION: How Simplicity Can Boost Your Sales
- The human brain is remarkably powerful, and you probably take for granted most of what this three-pound blob of protein and fat does. It gives you the capacity for rational thought, judgment, and language, along with the ability to appreciate art and music. It’s responsible for your personality, physical movements, and memory and provides you with the gifts of sight, sound, feelings, smell, and taste. All the while it’s controlling your heartbeat, breathing, digestion, body temperature, immune system, metabolism, and many other things without any input from you.

- With all that our brains are charged with doing, it’s amazing that there’s any capacity left over to accomplish our everyday tasks. Many people go through their days overwhelmed, overstimulated, undernourished, and on too little sleep.

- In regard to the everyday distractions that rob our prospects’ attention, it has been estimated that we’re exposed to anywhere from 247 ads a day (Consumer Reports) to more than 3,000 (Newspaper Association of America).

- Does all this have an effect on our brains? You better believe it! In 1965 consumers recalled 34 percent of the commercials they had seen. In 1990 that number had dropped to 8 percent, and by 2007 consumers could barely name two of the commercials they had seen on a specific day.

- This simply means that you’re dealing with a less focused consumer than you might think. His or her capacity to understand, process, and respond to your presentation is less than ideal.

- This emphasizes the critical importance of message organization. Put more specifically, unless you make your presentation simple to understand, process, and respond to, your pitch is doomed to fail before you say the first word.

- Remember, you’re intimately familiar with your pitch because it’s yours. You created it, reworded it, thought about it, presented it, and maybe tweaked it multiple times to get it just right. Every time you present it to someone new, he or she is hearing it for the very first time, without the luxury of
your depth of understanding. Also, to avoid embarrassment, many people won’t even tell you that they don’t know what you’re talking about.

- Following this basic five-step formula can help turn disordered presentations into ones that are well structured and logically presented.
  1. Get their attention. (State your product or service’s number one benefit.)
  2. Stimulate interest. (Expound the benefits.)
  3. Build desire. (Demonstrate success by using VAKOG.)
  4. Furnish proof. (Lay on the social proof thickly!)
  5. Ask for action. (And make it easy to act.)

- Truth is, most prospects are not as interested as you think they are. That’s why you need to make the most of the attention they’re currently mustering.

- So review your pitch. Simplify, simplify, simplify. Use simple words, simple sentences, simple concepts. Can you explain it better? If you needed to make a child understand, what would you do differently? Even the most intelligent and sophisticated consumers appreciate simplicity, and simplicity leads to clarity.

- “Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it’s worth it in the end because once you get there, you can move mountains.” -- Steve Jobs

- “Do only what is necessary to convey only what is essential.” -- Richard Powell

- How about your contract? Don’t ever think that your contract isn’t a sales tool. It can kill all the hard work that you put into your presentation or ease the way to cementing the deal. Ignore this way of thinking about it at your own peril.

- When something looks easy, it’s less intimidating. That’s why smart advertisers limit the text width in their ads, brochures, sales letters, and other printed materials to no more than one alphabet and a half (39 characters) regardless of the point size. This allows the eye to more quickly scan each line and naturally helps increase reading speed. Narrower columns also look less ominous, easier, and cleaner and more inviting to read.

- One of the best ways is to tell them exactly what to do in a step-by-step fashion. A clever play in advertising is to create discrete numbered steps for respondents to take:
  
  **Step 1:** Fill out this form.
  **Step 2:** Read the terms and conditions.
  **Step 3:** Enter your payment information.
  **Step 4:** Click the big green order button.

  This tactic leads prospects by the hand and makes it virtually impossible for them to get lost in the ordering process. Even if the steps seem ridiculously obvious, the mere fact that you’re telling them what to do relieves them of the necessity to think for themselves.

- One last thing. Do yourself a favor and get a copy of the classic book The Art of Plain Talk by Rudolf Flesch. Although it was written in 1946, in today’s world of information overload this book is more valuable than ever. It will help you craft sales presentations—all kinds of communications, for that matter—that people can actually understand.

---

**BRAINSTORM 18**

**THE PSYCHOLOGY OF EGO MORPHING: How to Get Prospects to Identify with Your Products**

- The foundation for ego morphing and the vanity appeal was described by Pratkanis and Aronson (Age of Propaganda, 1991), who said, “By purchasing the ‘right stuff,’ we [consumers] enhance our own egos and rationalize away our inadequacies.”

- This is the power of ego morphing. It suggests that your product or service is purchased by people who need the image that your product reflects, such as sex appeal, confidence, power, and status, and that they’ll buy it to fill a hole in their personalities and thus satisfy a deep craving for things they feel they’re lacking.
- Ego morphing also allows your prospects to reinforce to themselves and demonstrate to people around them that they already possess certain traits. Your product in this case allows consumers to show off current character traits that crave expression and by doing so boosts their egos and provides enormous personal gratification.

- “The feeling of inferiority rules the mental life and can be clearly recognized in the sense of incompleteness and unfulfillment, and in the uninterrupted struggle both of individuals and humanity.” -- Alfred Adler

- Pretend that every single person you meet has a sign around his or her neck that says, “Make me feel important.” Not only will you succeed in sales, you will succeed in life. -- Mary Kay Ash

- The goal is to cause your prospects to be so closely associated with your product’s image that it actually becomes part of their identity; thus, you’re morphing their egos to fit your product. You want your prospects to believe that by buying your products, they’ll somehow be associated with the images those products convey. In effect, they buy your product for the benefits you strongly proclaim but also for the way the image will—they believe, albeit perhaps unconsciously—enhance their egos.

- If your product allows you to capitalize on the power of ego morphing, you have an opportunity to affect prospects and customers on a level that other products cannot approach. The ability to make the consumer feel that he or she is one with your product and identify with it on a self-image level is profound.

- Here’s what’s most important of all—if someone gets ego satisfaction from owning your product, isn’t that a good thing regardless of how petty it might seem? Wouldn’t helping people realize what satisfaction they can get from what you sell assist you, your business, and your family? Of course. Don’t be so concerned about the existence of these emotions or how mature their expression might be. Just know that they exist and that by tapping into them you can satisfy your prospects’ psychological needs and make some money to boot.

- First, determine what—if any—ego satisfaction your product or service currently provides or could provide with an appeal that speaks directly to vanity, esteem, self-importance, superiority, or social approval, whether it’s achieved by your prospects’ public display of your goods or by the satisfaction they quietly enjoy through an inner sense of self-gratification. Link this appeal to groups that or people who embody traits with which such purchasers are likely to want to identify because of characteristics or qualities they possess.

Here’s an example.

“You can look at every other [product or service] out there, but the fact is—and I invite you to check it out on your own—not only does this [product or service] offer the specific features and benefits that you’re looking for at an excellent price, specifically [state features and benefits], but because it’s [the finest, fastest, most durable, most precise, most effective, etc.], this particular [brand or model] is [extremely popular with or the number one choice of] [associative/aspirational group] “today’s top professional skiers, such as Bode Miller and Grete Eliassen,” “today’s most hardcore computer gamers, such as Lee Young-Ho, Lee Jae-dong, and Danil Ishutin,” “the country’s most powerful and successful real estate investors, such as Donald Trump, Steve Wynn, and Tom Barrack, and many of today’s top [MMA fighters/interior decorators/dog breeders/chefs/etc.]. These people have either the financial means or the technical smarts to choose the [product] they know is best, and they’re choosing ours.”

BRAINSCRIPT 19
THE PSYCHOLOGY OF REDUNDANCY: How to Use It to Make Your Message Stick Like Epoxy
- In sales, both repetition and redundancy are valuable tools that not only help get your point across but also increase understanding and encoding: the conversion of information into a form that’s
readily recalled at a later time. Our goal, in the language of consumer psychologists, is to enhance our prospects’ processing opportunities.

- “It is not your customer’s job to remember you. It is your obligation and responsibility to make sure they don’t have the chance to forget you.” -- Patricia Fripp
- In advertising, repetition is easy. You simply run the same ad over and over. Since this book concerns personal selling as opposed to advertising to the masses via an impersonal broadcast medium, we’re going to discuss redundancy rather than repetition.
- Not only does redundancy help break through the clutter of whatever else is going in your potential buyer’s head, but according to the researchers Feustel, Shiffrin, and Salasoo (1983), it also increases the speed and accuracy with which he or she will recognize your points during future presentations.
- We all know that each script needs to be tailored for the person you’re talking to, the time available, the other person’s current mindset, and other factors. The key is to craft the script with redundant, emotionally charged messages to give you a measurably better chance of hitting the one hot button that flips on the light of understanding, the aha! moment that snips the last defensive wire that’s preventing that person from signing your contract or pulling out his or her cash.
- Not only does redundancy help drive your point home, it also works to imprint your presentation more powerfully in your prospects’ minds, which helps increase the likelihood that it will be more readily retrieved at a later date (Kieras, 1978).
- My advice? Get busy being redundant!

Do some sales script surgery. Record one of your live presentations. Transcribe it. Get it out of your head and into a script form that you can more easily see, edit, and judge outside the context of your own brain. Highlight the most important points. Then write several variations of each of those points. Bring in an audience for a meta-perspective, as we discussed in BrainScript 16: “The Psychology of Examples Versus Statistics.” This allows you to be interestingly redundant and present multiple variations of each of your key points while keeping your pitch fresh and interesting.

BRAINSCRIPT 20
THE PSYCHOLOGY OF MESSAGE SIDEDNESS: How Pulling Back the Horse’s Lips Can Increase Desire for Your Product

- Imperfection is a fact of life, and that’s no secret. The primary reason consumers don’t buy—assuming your product is within their means—is that they don’t believe your claims. They expect you to say nothing but nice, happy things about your stuff.
- The advertising great John Coples advised us to “tell the dark side, too.” By exposing what may be your product or service’s weakness, you instantly instill confidence in your prospect by making her think, “Hey, he’s actually telling me where his product doesn’t beat the competition. He’s not holding back details that he’d surely prefer I not know.”
- Revealing drawbacks is like mashing your foot on the credibility accelerator. You instantly score high points for honesty and transparency. You also reduce skepticism, suspicion, and the inertia that stems from the fear of getting taken.
- Talking about the downside of your product also causes the consumer to wonder if the competition’s product has that same rotting black tooth and, because the competitor probably won’t mention it, causes your prospect to suspect that there are other defects that your competition is being tight-lipped about. You suddenly seem more up front and trustworthy.
- The effect of this is almost magical. You become more an objective source of information than a robotic, totally partisan, commission-hungry company drone. It automatically persuades prospects to believe more of what you say because you’re now judged as someone who’s fair-minded, balanced, and interested in telling the whole story, not just things that serve your own interest.
- Believability is the number one key to closing the deal. Without it, the only closings you can expect are your prospects’ doors in your face.
Revealing the dark side ties a strategic ribbon around this powerful social proof principle. Don’t get me wrong. I’m not suggesting that you slam your product from all angles. That would be foolish; you need to put a governor on the principle.

The most effective strategy is to convey only small—perhaps even insignificant—ways in which your product comes in second to the competition: something that can easily be shrugged off, things that your prospect wouldn’t care much about.

Let’s look at a more detailed script that you can adapt for your business. Simply replace the service-specific wording with your own, making sure to retain the structure and tone. Remember that your goal is to choose relatively inconsequential points of difference relative to your competitors’ products that although positioned negatively could actually be interpreted as a benefit.

“Okay, so those are the advantages that we offer over all other housecleaning services. But in the interest of complete transparency and so that you can make the decision that’s in your best interest, I need to be upfront and tell you that we tend to take about 30 minutes longer than our competitors because we’re painfully thorough. [Redefinition of slowness] For example, when we dust, we don’t dust around things; we carefully move things and dust the entire area. We also take the time to sanitize all doorknobs and light and exhaust-fan switches—three of the most germ-laden places in any house. Most other cleaners completely ignore these areas—they never even touch them. [specific negative comparative/learned secondary desire 3: cleanliness of body and surroundings] So if super speed is most important to you, you probably don’t want us. [the takeaway] Another reason you might not want to hire us is because we insist on using your personal vacuum cleaner. That’s because we don’t want to put dirt from other people’s homes into your house. That’s why we sanitize all our equipment between jobs. We use all fresh rags, wipes, and dusters. Most of our competitors aren’t so picky about these things. [negative comparative] Finally, our prices are about $3 an hour more than ordinary cleaners. That’s because we employ only legal American citizens and pay them full benefits. And each is fully bonded and insured. That means that unlike some of our competitors [negative comparative], if one of our workers gets hurt in your home, our insurance pays all the bills. You won’t get hit with a lawsuit or a claim against your homeowner’s insurance policy that can jack up your rates through the roof. [fear appeal/Lifeforce8, number 3: freedom from fear, pain, and danger] Because of these three reasons, we’re not for everyone, but I just wanted you to be fully informed about the way we work.” [statement of reasonableness]
What can you do via creative press releases to get the local newspapers to write more articles so that you can show your prospects 5 or 10 or 20 great stories about you? Would any local (or nonlocal) radio stations be interested in your story? The audio of the interview would make a great addition to your sales presentation, especially on your website or via mini/pocket CDs or downloadable MP3.

- Using the principle of message organization discussed earlier in this chapter, don’t be afraid of overwhelming them. You want their mindset to be, “Wow, this product or service has a lot of acceptance, lots of consumer agreement. It has already been vetted for me by other buyers. It’s very well thought out, too.

- This is one of biggest misconceptions in advertising, and typically only direct-response ad professionals know it. When you write an ad, how many times do you think a reader will see it, read it, and then come back to it later? Maybe once, if you’re lucky.

- Fact is, most consumers don’t mistake ads for entertaining reading material. You have one shot. And if you’re lucky enough to have crafted an ad that resonates with your audience, you damn well better throw everything at them in that one ad to get them to call, stop in, visit your website, or whip out a credit card.

- If you haven’t already made the logical leap, the same principle applies to in-person sales presentations. A well-crafted long presentation will almost always sell more than a well-crafted short presentation. If you know how to persuade, you’ll have more time to do it. It’s as simple as that.

ABOUT THE AUTHOR
- Drew Eric Whitman, aka Dr. Direct!, is an internationally renowned advertising and sales trainer and consultant who specializes in teaching the psychology behind the sale.
- His work has been used by many of the largest and most successful companies and organizations in the United States, including American Automobile Association, Advertising Specialty Institute, American Legion, Amoco, Faber-Castell, and Texaco, among many others. He has worked for the direct-response division of Weightman Advertising Group, the largest ad agency in Philadelphia.
- Drew was also senior direct-response copywriter for Union Fidelity Life Insurance Corporation, one of the largest direct-to-the-consumer insurance companies in the world.
- He is the author of Ca$hvertising: How to Use More than 100 Secrets of Ad Agency Psychology to Sell Anything to Anyone.