



Hypnosis Prognosis

Close Any Deal Using
The Secrets To Power Persuasion





You use some of this everyday!

- Do you love sales but hate “Sales”?
- Art Vs. Science
- This changed my life!
- Selling uses psychology and taps into human nature
- Tap into human nature and you get what you want





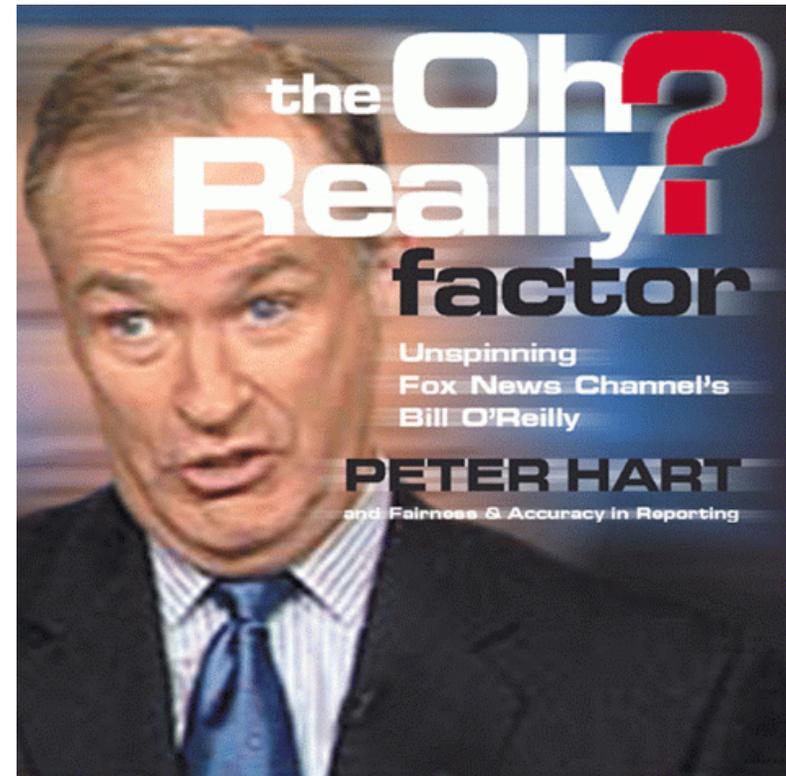
Perhaps you've heard of this?

- “Hypnotic Selling“
- “Power Persuasion”
- “Persuasion Techniques”
- “Conversation Hypnosis
- “Mind Control”
- “How To Win Friends and Influence People”
- Yada yada yada



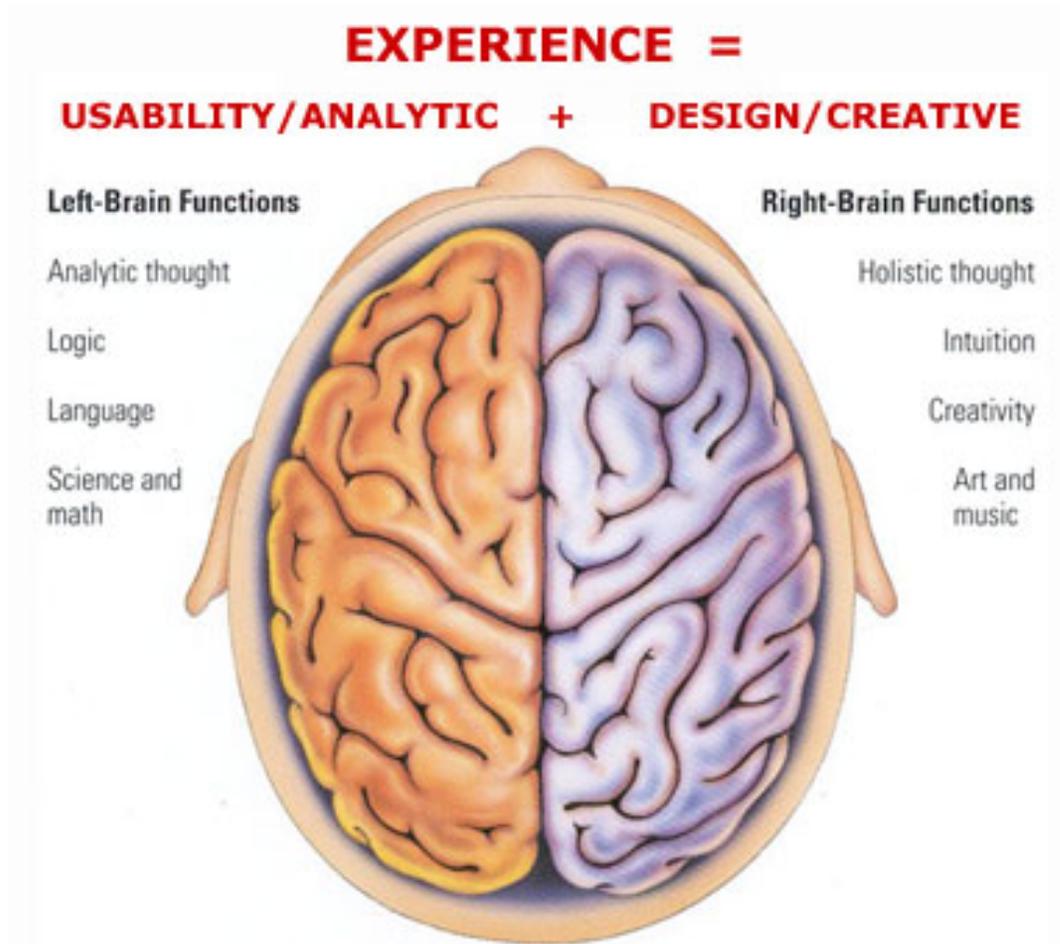


- The Most Powerful Persuasion Tools on the planet and how to use them!
- I am a skeptic by nature!
 - Hate motivational speakers.
 - I Don't believe in hypnotists...
- This stuff just works!!!!- None of the material will be shocking to you.
- You use this stuff all of the time, BUT JUST DON'T KNOW IT
- The key is to know why it worked for you and to ALWAYS USE IT!
- Master this “trickery”- Tap into the CORE of humanity!
- And it's FUN!





People buy for emotional reasons...
...But JUSTIFY it with logic!





Emotion or Logic?





Let's Get to it.....





People Want What They Can't Have!

- Remember your dating years?
- People want what they can't have
- People want what other people are fighting over!
- All people will want to use, do or buy something that will be more of a challenge to get
- The perceived difficulty of the challenge AND the perceived likelihood of success dictate how strong the pull will be
- Concept of SCARCITY-
 - HOW IT IS USED IN EVERY INTERNET MARKETING CAMPAIGN (only 20 units left, or "limited time only".. etc)
- For Recruiting-You MUST create challenge and competition!!





Tips for Clients



- Every candidate presented should come with a story about how marketable they are! .. How fast off market....
- Tell client you are unsure that you can get them to meet them (when first discussing the candidate)
- Tell client that they will have to sell to them if they want to land them
 - Give them actual hot buttons during the prep/brief
- Tell client how other clients are drooling... how picky the person is
- This plants critical EMOTIONAL SEEDS
- SEEDS need to be planted and LATER will sprout!
- So, use this all of the time!





Tips for candidates

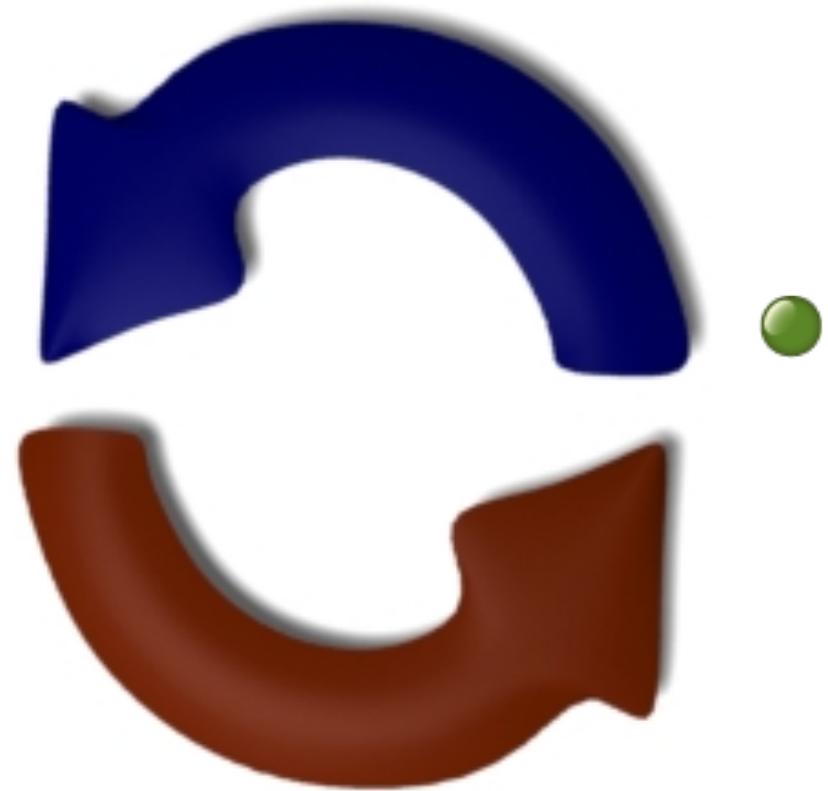


- Every job interview should be hard to get (even if a “shoe” in)-
 - “I’m not sure I can even get this for you”
- Never give glowing feedback like “wow, they loved you”..”You kicked \$**(#))” (Same for client feedback about candidate)
- Always find SOME concern that the client has about them.
 - NEVER LIE!!!
 - Don’t just get good feedback. Ask until you find something not 100% perfect
- If you don’t have any real ones, then give your personal thoughts about weaknesses.
- Tell them stories about some candidates calling you up constantly upset that they cant get to next step



Reciprocity

- People want to give back when you give to them!
- Free Grocery Samples
- Veterans giving out free flags/
Pens
- Buying time shares!. WE FEEL
GUILTY EVEN WHEN WE SAY
NO!
- My freebies often convert to
paid customers
(www.thedynamicsale.com)
- Huge concept for best internet
marketers and sales people!
- Create tons of value!!!





Tips



- START GIVING! And for FREE
- Offer to help out a great candidate with their resume.
- Do a free assessment for client on hiring.
- Send people great links to articles, etc.
- RETURN ALL PHONE CALLS
- Give plenty of free advice and helpful tips
- PREP/BRIEF THE DICKENS out of both sides!
- Create opt in lists and send out value added newsletters and videos, etc. (sign up for my site and see what I do)
- Just do right by people! You normally don't have the time, but YOU MUST!
- Truly, your candidates will be viewed in a different light!
- Have your candidate give/do something for your client (name of someone or a good vendor they used)
- Have your client give/do something for your candidate (name of someone or some good tool they use)
- Anything works. JUST GIVE and be generous!





Social Proof and Compelling Evidence



- Similar to people want what others are FIGHTING FOR!
- People like to do what the masses do!!
- People are MORE persuaded by what others do/think then by your clever words!
- It's why firms market themselves as “world leader” Or “fastest growing”, or “Fortune 500”
- Testimonials are used EVERYWHERE!
 - I can tell you how good I am, but when you see a peer or someone you respect tell you, YOU ARE SOLD!
- “Neil is the Tony Robbins of the staffing world” means a lot more on my site by someone else who said that!
- Do you really care what Gerry the Gardner thinks of the weed whacker?? Yes, it turns out you DO!



Tips



- Start getting testimonials ALL OF THE TIME and start NOW
- Load website, newsletter, MPA sheets, Brochures, etc with POWERFUL testimonials
- Use print, audio and video testimonials!
- Do references in advance, SPECIFIC TO A JOB ORDER for a tailor made testimonial (EVEN IF YOU HAVE A REFERENCE ON FILE)
- Research testimonials about your client and share with the candidate!.. Ask other people who work there why it is good
- ALWAYS USE third party stories to prove your point!
 - Feel/Felt/Found in objection handling
 - IT USES social proof
 - Yes, you're reluctant to take the first offer. I have seen this over and over and from Sam Smith recently.....
 - Nobody likes to be told they are wrong! (you can tell how someone else was wrong)
 - They will make the connection and figure out what to do
 - Nobody likes to just be sold to, but will listen how someone else was sold.
- Try to give actual name for 3rd party stories (even if un-known name)





More Tips



- The more compelling the “lessons learned”, the better
- Pick your most compelling points for any social proof or testimonial
- Always catch yourself when you are just personally spewing features and benefits!
- Come up with testimonials surrounding your biggest objections!! For ex:
 - “your fee is too high” and why that client is glad they agreed finally
 - “I’m happy with our current agencies”.. and share why the client is thrilled they listened to you
 - We are going through job boards first... etc.





AUTHORITY (related to above)

- People are more convinced by someone in authority
- Use of a great title can help
- 3rd party testimonials of how you are an “expert” help
- Let them know how/why you are different than others
- Self proclaimed authority also works (done on internet all of the time)
- Create a great webpage showing this (even though you won’t get traffic)
- Tell them you are an expert on matching, or knowing when it’s right
- Expert on the job market
- Publish articles and refer people to them





Conviction

- All things equal, conviction will outsell non conviction
- The hidden message is that it's believable and right!
- Mehrebian study myth- but it still is key!
 - Communication broken down into Words, Tonality, Body language
 - Words 7%
 - Tonality 38%
 - Body language 55%
 -
 - Misleading!!!!!!- ONLY deals with feelings and attitudes and not general communication
 - Congruency is the key here and in study!!!
 - Message must be congruent with tonality and body language
 - So don't take this to mean that you don't need great testimonials, or great script (selling plan). YOU MUST HAVE THESE!!
 - Words are FAR more important than 7% in selling!
- Sound excited and confident about an opportunity to a candidate
- Have more conviction over a candidate you are pitching to a JO-
 - If you are more convicted then competition then one step ahead
- Rookies have a tough time with conviction
 - "fake it till you make it" ALL TRUE
 - "being the expert





Tips to help with conviction

- Stand up when you talk. Headset
- walk around
- Use mirror to assure smiling (this comes across on other end of phone!!)
- Meet a candidate live before you skill market them
 - same for outside reps.
 - Do this **EVEN IF YOU DON'T HAVETO**
 - Story of how I forced my reps to do it and the “second see”. “it’s not my job. Thanked me”
- FIND something that gets you excited about client/prospect/candidate/you/your company
- Craft the most compelling points!!
- Use earlier testimonials that give you great conviction (**YOU ARE JUST WRONG MR CLIENT**“)
- Find **SOMETHING** that gets you excited about a client, prospect, candidate or your services and really craft the most compelling points so that you can deliver with sheer conviction!
- Work on your elevator speech and delivery!
 - Speech likely stinks!
 - Can’t sound like a **SCRIPT**. **NO** selling can
 - Scripts do the opposite of persuading
 - **ONLY** master actors can pull this off
 - Deliver “elevator speech” as though talking to friend at a restaurant
 - IE. “so, Neil. Why are you so good compared to others”





THE FEAR OF LOSS/PAIN AVOIDANCE

- Power of fear of loss VS Excitement to gain something
- Losing something or having something bad happen is MORE powerful than gaining something or having something good happen
- People are more motivated to AVOID pain then seek pleasure!
- Two great examples
 - Work much harder to chase/catch a thief who stole a \$5 bill from your table then would earn \$5
 - What Kahlua and vanilla extract taught me.
- Terms you have heard:
 - “stir the wound”
 - “find the pain”
 - “tear off the scab” (scary profession ☺)
- All should focus on how they can get out of a bad situation or avoid a problem VS gaining something good or getting better service.
- Scarcity again- People don’t want to lose something!
 - Limited supply, 10,000 obama commemorative plates minted
 - ACT NOW! IT wont be around for long
 - This offer is only good today!
 - I use it for mine! I make them real. I don’t do a lot of seminars, etc.
 - Make your scarcity real. SOMETHING THEY LOSE IF THEY DON’T CHANGE THEIR MIND NOW





TIPS

Scarcity-Let the candidate know you will only present a few people and they have until tomorrow to let you know, otherwise they are out

- Let the client know that you are presenting the candidate to them only, but need to get a sendout or your team needs to present elsewhere
- Let client know how their shelf life is limited and they must act now
- Let candidate know that they have to make a decision on the offer soon or the client will want to see some of your other "best people"
- Create scarcity in your pricing approach by offering limited time discounts or limited interview guides to the first X candidates who reply to a web promotion
- Always ID the hot buttons!. Now determine if they are POSITIVE or negative? (which do usually do?)
- Always find the "negative" side of "positive hot buttons"
 - I.e.. Need a job that is exciting. Turn into YOU WONT BE BORED ANYMORE
- Always discuss the current pains of the candidate job and how fun it will be to have them gone
 - "You must be so excited to not have to commute for an hour anymore? That must stink... tell me about it?"
 - Tell stories about how miserable you were in a job when you just weren't excited anymore
- Craft your selling points/pitches/testimonials using BOTH SETS of hot buttons
- Just always use hot buttons and stories surrounding these
 - During interview
 - During match call
 - Curing prep/brief
 - During debrief
 - During sales calls
 - Always!





Comparability

-The real theory of “relativity”

- It's all relative
- Ask for more to get less
 - Sometimes you get more
- You don't ask you don't get
- Girl scout cookies





Tips for comparability

- Always ask for a 30 or 35% fee or discuss a HIGHER markup
- Ask for exclusive and EIO to settle on direct sendouts
- Ask Client to see your best 3 candidates to settle on at least one
- Ask for direct send in for temp to settle on exclusive





PEOPLE LIKE PEOPLE WHO LIKE THEM: FLATTER TO THE MOON

- People will be more convinced by you, if they like you!
- “People like people who LIKE THEM”
- Be ENGAGED/PRESENT (also key for congruency with body language/tone/words)
- Flatter and compliment-
More persuasive later
 - Don't be fake
 - Don't over do it





TIPS



- Find 3 things about any candidate who you meet that could be impressive. TELL THEM YOU ARE IMPRESSED
- Tell them your thoughts on how hard it must have been to pull that off? Or how good they must feel?
- Find things about your clients that are impressive!! TELL THEM!
- Flatter both sides during the debriefs/Fups
- Flatter both sides on the OTHERS Behalves! (hold back and create competition, of course)
 - We need to intervene on their behalves, since we want them to like each other also
 - PROBE to find something good the client has to say about candidate and tell them
 - Probe to find something good the candidate has to say about the client and tell them!





Summary

- Get my free ebook on this topic!!
- These are the most proven, powerful persuasion tools on the planet!
- The ones we discussed are:
 - People want what they can't have
 - Reciprocity
 - Social Proof and Compelling evidence
 - Authority
 - Conviction
 - Fear of Loss/Pain Avoidance
 - Comparability
 - People like to be liked!





Summary

- The key is to use AS MANY ELEMENT as possible all of the time!
- Go back and see WHY IT WORKED FOR YOU and how you can use it ALL OF THE TIME
- Closing and mastering sales doesn't happen by accident..... Soon it become habit.. Must study and master





Other resources

- www.NeilLinkedin.com-
Special 949 audio and
video reply (normally
\$199).
- Free Full Training with
Backoffice!
- www.Neilperm.com-
Perm virtual Boot camp
- www.neilTemp.com
 - Recroded Virtual temp
Bootcamp





Any Questions?

Thank you!!!



Carpe Diem

&

Sell Like The Wind!!