

*The most important
persuasion tool you have
in your entire arsenal
is integrity.*

— ZIG ZIGLAR

*Every sale has five basic
obstacles: no need, no
money, no hurry,
no desire, no trust.*

— ZIG ZIGLAR

*You've got to be success
minded. You've got
to feel that things are
coming your way when
you're out selling;
otherwise, you won't be
able to sell anything.*

— CURTIS CARLSON

*Every extension of
knowledge arises from
making the conscious
the unconscious.*

— FRIEDRICH NIETZSCHE

ETHICAL GUIDELINES

The Straight Line System is *only* designed to be used in an ethical way: to get people to buy things they *should* buy to improve the quality of their lives and to overcome obstacles that are limiting them and preventing them from having the things they *should* have to make their lives better.

- 1** Never pressure a client to *do* something they shouldn't *do*.
- 2** Never pressure a client to *buy* something they shouldn't *buy*.

THE THREE 10s: "MUSTS" OF THE CLOSING PROCESS

Before you can close a sale, you must accomplish three things with the client:

- 1.** The client has to love your product.
- 2.** The client has to love and trust you.
- 3.** The client has to love and trust your company.

If you fail to accomplish any one of these, the client will not buy.



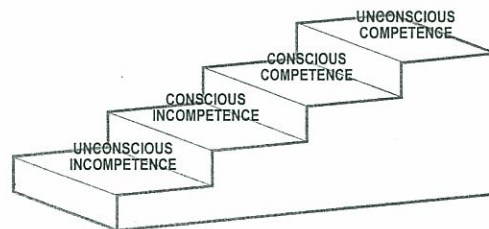
3 WAYS TO OVERCOME BUYING WOUNDS

In order to close a sale, you have to overcome the client's wounds by doing three things:

- 1** Create an airtight, logical case for why it makes sense to buy now.
- 2** Create an airtight emotional case for why the client should buy now.
- 3** Crack through the client's limiting beliefs.

The best way to deflect an objection is to answer it before the client brings it up. With the Straight Line system you'll be anticipating all objections, looping them back, and knocking them out before the client even brings them up.

THE 4 LEVELS OF LEARNING: THE POWER OF THE UNCONSCIOUS MIND



Level 1 - Unconscious Incompetence
(You don't know that you don't know something)

Level 2 - Conscious Incompetence
(You are now aware that you don't know, or are incompetent at something)

Level 3 - Conscious Competence
(You develop a skill in that area, but you have to think about it)

Level 4 - Unconscious Competence
(You are good at it; it comes naturally to you)

*Dream lofty dreams,
and as you dream,
so shall you become.
Your vision is the promise
of what you shall one
day be; your ideal is the
prophecy of what you
shall at last unveil.*

— JAMES ALLEN

*You don't close a
sale, you open a
relationship if you want
to build a long-term,
successful enterprise.*

— PATRICIA FRIPP

*Sales are contingent
upon the attitude of
the salesman—not the
attitude of the prospect.*

— W. CLEMENT STONE

*Most great people
have attained their
greatest success just
one step beyond their
greatest failure.*

— NAPOLEON HILL

THE POWER OF VISION

Goals are an integral part of attaining wealth and happiness. Goals by themselves, however, are not enough to get everything you want. To get ahead in life, you also need something infinitely more powerful and personal than a goal: **your vision for your future.**

Setting goals is important as they represent the milestones along the way to realizing your vision. But your vision must sit on top of your goals, pointing the way to where you want to go.

*What do you want to create for your life?
What is it that would get you up early and keep you up late at night? What would your life be about? What does that vision look like?
If you had no fear moving forward, what would you do in your life? What challenges might you be excited to overcome? What do you want to contribute to your own life and the lives of others? If you knew you could have it any way you want it, what would you really want for your life? What do you want to give, create, be, feel, or share?*

THE STRAIGHT LINE: CLOSING SCRIPT

And one last chance...

Okay, great. Well, the reason for the call today is that you're one of the last of the group who hasn't actually enrolled yet, and, if you have sixty seconds, I'd like to share an idea with you. You got a minute?

1. **Use transition words:** Well, now, and, but.
2. **Slight drop in tone** at "Well, the reason for the Call" implies you have a **secret and scarcity**.
3. Emphasize that it's scarce, that there's not a lot around, and your tone must be congruent with this.
4. Use transition words to go up and down in tone and volume.
5. **Whisper** and they'll see you as **someone worth listening to**—especially coupled with "bottled enthusiasm".
6. Your "bottled enthusiasm" is **rooted in absolute certainty**; it's still there when your tone drops, and the prospect knows it.
7. "Got a minute", stresses the 'reasonable guy'.
8. **Building rapport is in your tone** and it happens like that.

Remember, always keep your script in front of you, but never sound like you're reading from a script.

THE MAGIC OF RAPPORT

Tonality + Body Language = Rapport

Rapport is one of the most important features or characteristics of unconscious human interaction. It is commonality of perspective: being "in sync" with, or being "on the same wavelength" as the person with whom you are talking.

1 Tonicity: Mastering the art of speaking like an influencer is learning to effectively and elegantly apply tonal patterns to control somebody else's internal dialogue so that they're thinking exactly what you want them to be thinking without having to say a lot of words.

2 Body Language. It's more than just how you stand or the gestures you use: it's the management of space and time around you. Key elements of body language include: non-verbal communication (i.e. eye contact), wrapping your package, matching and mirroring, and pacing and leading.

5 WAYS TO OVERCOME PERSONAL OBSTACLES

Success comes from doing what others are not willing to do. Most people say they want to be successful, but very few are willing to go the extra mile. Doing what most people are not willing to do starts with changing the way you think about yourself and what it takes to succeed in life.

It consists of five specific activities that will remove the primary obstacles to your success:

1. Getting rid of old patterns that don't support you.
2. Mastering your emotional states.
3. Understanding how the brain works.
4. Mastering your fear.
5. Setting lofty goals.

*Nothing great
was ever achieved
without enthusiasm.*

— RALPH WALDO
EMERSON

*Everyone lives by
selling something.*

— ROBERT LOUIS
STEVENSON

*The Action Threshold
is the moment
when the scales tip in
favor of action;
the moment when
everything changes all
at once and a person
takes action toward
the greater good.*

— JORDAN BELFORT

*Man is a goal seeking
animal. His life only
has meaning if he is
reaching out and
striving for his goals.*

— ARISTOTLE

3 THINGS IN 4 SECONDS

You MUST establish the following three things in four seconds:

- 1** You're as enthusiastic as hell. This tells the prospect you must have something really great to offer.
- 2** You're sharp as a tack. If they don't think you're sharp as a tack, you're wasting their time.
- 3** You're an authority figure and a force to be reckoned with. People are taught to respect and listen to authority figures from a young age.

THIS ALL ROLLS UP TO ONE SIMPLE FACT:

You are a person who can help them get what they want and achieve their goals.

THE STRAIGHT LINE: OPENING SCRIPT

You have 4 seconds...

Hi, is John there?

Hi, John! This is _____, calling from Global Capital, in Tampa, Florida. How's it going today?

Great! Now, if you recall, you attended a seminar last Thursday night over at the Marriott Hotel, with one of our top Forex traders, James Arnell. Does that ring a bell?

1. Use up-tones to pace, pace lead.
2. Raise your voice at the end of "Global Capital, in Tampa, Florida" to infer a **micro-agreement**.
3. Use a **tone of 'mystery'** at "Now, if you recall".
4. How's-it-going-today, **contracted**, says, I really want to know!
5. The **power of the pause**, not before "at the Marriott Hotel".
6. **5 beats is the 'kill zone'** of the pause in the script.
7. **Raise your tone**, to say, "Does that ring a bell?"
8. The words, "One of our top traders" are **grouped/said together**.
9. Use hypnotic patterns.

ACTION THRESHOLD

The Action Threshold is the unconscious set point that your client needs to be motivated beyond in order to take action. This can happen in two different ways:

POSITIVE

The client needs your product and is motivated enough to buy.

OR

NEGATIVE

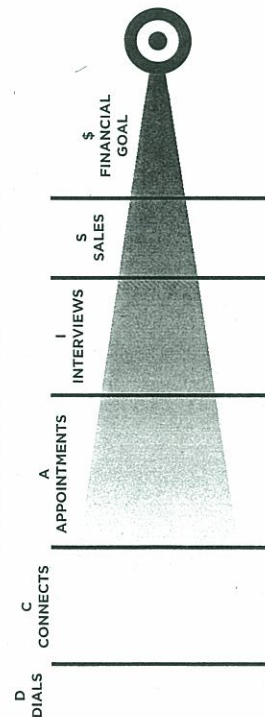
The client feels enough pain and uneasiness that he needs to buy for peace of mind.

The Action Threshold is merely someone's beliefs about buying. Through life experiences, people build up a resistance, or more accurately limiting buying beliefs, that lead to a higher set point for buying.

The best way to combat these limiting buying beliefs and lower someone's action potential is through the use of:

1. Language Patterns
2. Belief Busting
3. Making Logical Cases

YOUR SALES FUNNEL



You must create your own personalized sales funnel—establish your financial goal and calculate the sales, interviews, appointments, connects and dials needed to reach that goal.

Going forward, use this chart to visually stay on track with your goal and to monitor your progress.

Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of another.

— NAPOLEON HILL

Save your most powerful language patterns for the final close:

- 1 If you do even half as well as the rest of the people who have gone through this program...
- 2 All I ask if that you give me one shot...
- 3 The only problem you'll have is I didn't call you six months ago and get you started then.
- 4 Believe me you will not be sorry. Sound fair enough?

Judge a person by their questions, rather than their answers.

— VOLTAIRE

And old Dave, he'd go up to his room, y'understand, put on his green velvet slippers—I'll never forget—and pick up his phone and call the buyers, and without leaving his room, at the age of eighty-four, he made his living. And when I saw that, I realized that selling was the greatest career a man could want.

— ARTHUR MILLER,
DEATH OF A SALESMAN

TRIGGER WORDS

Trigger words cause clients to react in certain ways. Five of the most powerful trigger words are:

- 1 Virtually.** "Virtually" allows you to make bold claims without speaking in absolutes.
- 2 Only.** Only is a great minimizer, especially when associated with price. When you ask for an order and include a dollar amount, use "only."
- 3 Because.** "Because" is a justifier. It provides a reason that causes people to think differently about what you're asking for.
- 4 Cash Outlay.** "Cash outlay" is a re-framer. It gets the client to look at the cost of the product in a different way.
- 5 I Would Be Glad To.** This re-framer is especially powerful for after the fact. "I would be glad to" is a huge rapport builder. It also changes how you feel about yourself through the use of positive self-talk.

ASKING THE RIGHT QUESTIONS THE RIGHT WAY

Asking the right questions in the right way can yield crucial information about your client and their specific needs giving you the edge in creating satisfied and long term clients.

3 points to keep in mind...

- 1** Identify clients "WHY": the logical and emotional reasons behind the choices they make.
- 2** Memorize questions in order: start with general questions and move toward specific ones.
- 3** Ask permission to ask questions, always keeping your tonality and delivery in mind.



POWERFUL CLOSING PATTERNS

These are the lines you use to close the sale. Choose the ones that are congruent with who you are:

- 1 Believe me.** "Believe me, if you do even half as well as the rest of the people who have gone through this program you're going to be very, very impressed. All I ask is after you've made money with this I want a ton of referrals. Sound fair enough?"
- 2 Your wife.** "Your wife will be kissing you when you walk through the door." This pattern knocks out the fear that loved ones will disapprove of the buying decision.
- 3 Kid's schools.** "If you do this you'll be sending your kids to the finest schools." This is a powerful emotional pattern. Do not make statements like this if your product cannot live up to it.
- 4 I am not getting rich here.** "I'm not getting rich here but I know you're going to do really well with our program and you'll give me a ton of referrals and that's how my business grows. Sound fair enough?"

OFFSETTING LANGUAGE PATTERNS

These are phrases to insert into your patterns and loops that help to remove negatives.

- 1 Hold your hand every step of the way.** Clients always worry that once they buy, you will leave them hung out to dry.
- 2 I'm going to show you the ins and outs.** Often, people hesitate to buy because they fear they won't know how to use it properly or that it will be difficult to use.
- 3 Huge upside, little downside.** This phrase addresses the fear of what could go wrong by convincing clients they have a lot to gain and little to lose by buying your product.
- 4 In-depth training program.** This is a great pattern to use when your product requires people to learn something in order to use it.
- 5 It's a long-term relationship.** This pattern uses future pacing to remind clients what you can do for them over the long term.

*It is literally true
that you can succeed
best and quickest
by helping others
to succeed.*

— NAPOLEON HILL

*The key to successful
leadership today is
influence, not authority.*

— KEN BLANCHARD

LANGUAGE PATTERNS FOR LOOPING

6 **What's the worst that could possibly happen?** It allows the client to run through all the possible bad outcomes if the product doesn't work out and compare them to all the positives if it does.

7 **We can start off small.** This is an effective pattern for minimizing some of the client's fears while setting the groundwork for doing more business in the future.

8 **Please don't misconstrue my enthusiasm for pressure.** Today's clients are very distrustful of high-pressure salespeople. This pattern allows you to put it out there and defuse it.

9 **I understand what you're saying.** This is a great response to the person that says, "Let me think about it."

10 **Getting started is very simple.** "Getting started is very simple. It's just a question of some basic information." This is an excellent soft or trial close.

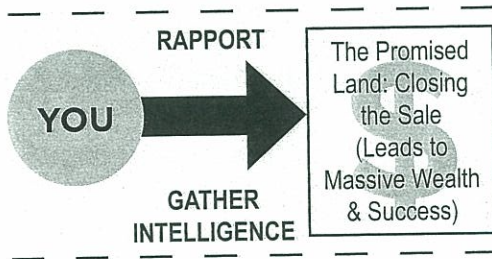
11 **Cash outlay of only...** "Cash outlay" always sounds better than "costs." You can also use the term "investment."

*Always render
more and better service
than is expected of you,
no matter what your
task may be.*

— OG MANDINO

THE 3 TENETS OF STRAIGHT LINE PERSUASION

- 1** You have to develop instant rapport on both a conscious and an unconscious level.
- 2** You must learn to gather intelligence effectively.
- 3** Always control the sale by keeping it on the straight line.



LANGUAGE PATTERNS FOR LOOPING

Looping takes place when you start getting near the close but you can tell the client isn't quite ready. These patterns will help you loop effectively and keep you moving down the line.

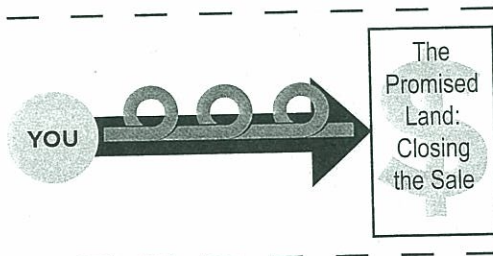
- 1** **Does it make sense to you?** Ask in a calm, curious tone, "Does the idea make sense to you? Do you like the idea?" This is not a pattern to use with certainty.
- 2** **True beauty.** "You see, the true beauty of the program is that it's..." and then go on to describe how it will solve the client's problems and make his life better.
- 3** **If I had been...** "If I had been your financial advisor for the past three years, making you money on a consistent basis, you wouldn't be saying 'Let me think it over' right now. You would probably be saying, 'Let's get started.'"
- 4** **As far as my company goes...** This is an excellent transition from selling you to selling your company.
- 5** **What we can do for you besides this one transaction...** This should be presented more as a statement than a question. Find three things (which can include your up-sells) you can do for the client outside this transaction.

THE ART OF LOOPING

Looping is the KEY to sales. You should make three loops to capture the Three 10's. Imagine you are going left to right on the straight line.

If the first response you get is "Let me think about it." Then you 'loop' them back, getting to what is holding them back on your own terms. First use deflection: "I HEAR what you are saying, but let me ask you a question. Does the idea make sense to you?" After you deflect the client's initial refusal, go backward and resell your product. 1st: Does the idea make sense? 2nd: Sell yourself 3rd: Sell the company

Use the power of ten, ten, ten, then ask for the order.



FIVE WAYS TO TURN CLIENTS INTO CUSTOMERS FOR LIFE

- 1** **Never duck a phone call.** All it takes is one ducked phone call to kill the relationship.
- 2** **Send them to your competitor.** If you really can't help your client, tell them where they can get the product they need.
- 3** **Remember their family.** After you close the client, find out who they are and a bit about their family, interests, etc.
- 4** **Use gifts (correctly).** Give gifts that the client will actually appreciate.
- 5** **Write effective thank you notes.** "Thanks for the gift, it was great" doesn't cut it. Get personal and specific. Tell the person why you liked it, using emotional trigger words.