



Jacques de Villiers

Thinking - Writing - Speaking to change the World

How To Persuade Anybody To Do Almost Anything

Blast Your Sales Through The Stratosphere!

Compiled by Jacques de Villiers

2009





Contents

1. What motivates us to act?
2. Power Impression
3. Power Beauty
4. Power Talk
5. Power Presentations
6. Power Lie Detection
7. Power Words
8. Power Language Patterns
 - The Powers of Don't
 - The Power of Probably
 - The Powerful and Hypnotic "Might and Maybe"
 - The Power of Thinking an Idea is Ours
 - The Power of Truth
9. Power Touch
10. Miscellaneous Tips
11. Win-win



“Everyone lives by selling something,” - Robert Louis Stevenson

As a master persuader you need to know what makes people tick. There are really only two things that motivate us. Pain and Pleasure. The pain of losing something and the pleasure in gaining something. People are motivated more by the fear of losing something than by the reward of gaining something of equal value.

1. What Motivates Us To Act?

The Desire to Gain

- To make money
- To save time
- To avoid effort
- To achieve comfort
- To have health
- To be popular
- To experience pleasure
- To be clean
- To be praised
- To be in style
- To gratify curiosity
- To satisfy an appetite
- To have beautiful possessions
- To attract the opposite sex
- To be an individual
- To emulate others
- To take advantage of opportunities

The Desire to Avoid Loss

- To avoid criticism
- To avoid loss of possessions
- To avoid physical pain
- To avoid loss of reputation
- To avoid loss of money
- To avoid trouble

Source: Bob Stone, Successful Direct Marketing Methods, NTC Business Books, 1194, p. 379



2. Power Impression

Richard Nixon lost the election to John F. Kennedy after a disastrous television debate in 1960. Nixon looked ill at ease, unshaven, and middle-aged – as if recovering from a serious illness. John F. Kennedy, on the other hand was elegant in a dark, well-tailored suit that set off his healthy tan. They were running neck and neck in the polls. After the debate 43% of people called it for Kennedy, 29% called it even and 23% called it for Nixon. Here's the kicker, though. Nixon only lost by 103 000 votes out of 68-million cast. So, whichever way you cut it, appearance is important to the master persuader.

1. Power colours of blue, black or charcoal grey communicate strength and competence. Dark blue pinstripe suit communicates the greatest sense of authority of all.
2. Body Language - If you are making a presentation in which establishing credibility, making an initial impression or building a relationship is the prime purpose, and then your body language will have the greatest impact.
3. If you are making a presentation, such as a face-to-face sale or negotiation, which is information-heavy, then words become more important.
4. But when words and body language clash – body language will win
5. Display or promote your qualifications. Qualifications confer status and expertise
6. Build your reputation on openness and honesty
7. Don't oversell or exaggerate

3. Power Beauty

Attractive physical appearance likely to enhance your persuasion capabilities greatly

- In studies done on college campuses, it has been proven that female students perceived by faculty as attractive receive substantially higher grade-point averages than male students or unattractive female students (studies J. E Singer)
- Attractive females could change attitudes of males more than unattractive females could (studies by Mills & Aronson)
- People who are perceived as attractive (especially women) are also perceived as more likable, intelligent, trustworthy and credible than unattractive people.
- People who are perceived as attractive get more lenient sentences from the jury. Except when they have committed fraud – then they get the book thrown at them



To enhance your physical appearance. The following are obligatory.

1. Appropriate dress for you persuasive setting
2. A neat appearance in every way from hair to shoes
3. Positive body smell. Not overly perfumed
4. No breath odour
5. In style for those who will be looking at you
6. Controlled weight

4. Power Talk

Studies show that speakers with good verbal skills come across as more credible, competent and convincing. The more words they know, the better persuaders they become – English has 615 000 words

1. Power talkers use affirmative language. Their words communicate precisely what they expect to happen.
They never say “If we ...”
They always say “When we...”
2. Power talkers speak assertively – describe themselves, their beliefs and their achievements positively and confidently. They never say “Well, it is only my opinion, of course and I could be wrong...” they always say “I believe ...”
3. Power Talkers accept responsibility They don’t say “That’s not my department. You’ll have to talk to some else to help you.” They say, “I’ll help you myself. I’ll get the person responsible to ring you.”
4. Power Talkers speak decisively. They don’t waffle; they get straight to the point and say exactly what they mean. They don’t say, “I think this will probably solve your needs or hopefully, this will give you what you are looking for. They say, “This is going to fit your needs exactly. I know this will give you exactly what you want.”
5. Power Talkers use the language of integrity. They never say, “To be perfectly honest, we had to reprimand John for poor performance.” They say, We had to reprimand Kevin for poor performance.”
6. Power Talkers avoid intensifiers such as very, definitely and surely
7. Power Talkers avoid hesitations and fillers – powerless speakers hesitate a lot and rely on fillers such as uh, umm and well.
8. Power talkers avoid disclaimers such as “I am not an expert in this field, but ...”



9. Power Talkers try not to be overly polite – powerless speakers use please and thank-you too often
10. When it comes to vocal delivery, if you sound energetic and confident, you will very likely be viewed as energetic and confident. If you sound weak and timid, you will be viewed as weak and timid.
11. Use a low pitch to project authority
12. Have a downward inflection not an upward high-pitched one at the end of your sentence.
13. Use pauses for effect. Mark Twain said “There is nothing so powerful as a rightly timed pause”. Here’s an example “Ask not what your country can do for you ... ask what you can do for your country.”

William Safire (former White House speechwriter and political columnist) said: “Ronald Reagan’s delivery could lift a bad speech by the scruff of the neck, shake it and make it sing.”

5. Power Presentations

In 1986 study by the University of Minnesota and 3M found that presenters who use slides and overhead transparencies are 43 percent more persuasive than those who don’t.

1. Determine your central message
2. One idea per visual
3. Organise presentation around three to five main points
4. Position your main message at the beginning or end of your presentation. Information in the middle is quickly forgotten
5. Think visually – use as few words as possible
6. Keep text brief, simple and readable
7. Wherever possible, add colour
8. Try to speak first if the audience is to make up their mind at a later date. Speak last if the decision is immediate
9. Grab your audiences attention with a dynamic opening
10. End strongly – call for action and spell out exactly what you want



6. Power Lie Detection

We are not good at detecting lies in a study carried out at the university of California – police, detectives, judges and lawyers are 45% to 60% accurate at spotting lies. The only group that did better were Secret Service agents at 64% accurate. So, perhaps the following tips will help you ascertain if someone is lying. Also, if you are guilty of any of these foibles – you can rectify them.

Deceit oozes out of every pore in our body

Face

- Eyes – liars avert their eyes to reduce anxiety levels. Their pupils dilate and blinking reduces “The eye is traitor of the heart – Thomas Wyatt.
- Liars smile less – resorting to forced smiles. When we spontaneously smile, the muscles beneath our eyes create skin wrinkles. Forced smiles do not alter these muscles. The forced smile appears more quickly, is held longer and then fades away irregularly.

Body

- Liars try to keep their hands still or out of sight
- Deceivers often engage in more frequent self-touching - continually touching their nose, chin or mouth
- Confident, honest people stand erect or sit up straight. Liars, because of their insecurity, slouch more and often put their hands in their pockets.

Voice

- Liars raise the pitch of their voices, especially at the end of a sentence.
- When liars talk, they hesitate more by leaving gaps in their speech.
- Liars are also sometimes inclined to mumble and speak inexpressively.



Words

- Liars avoid making factual statements – they use generalisations instead of specific statements.
- They depersonalise their answers and avoid using *I* and *we*. Nixon did not say, “I did not do that,” – he said “The President would not do such a thing”, when being questioned about his role in the Watergate Scandal
- Liars circumvent the question – never give direct answers.
- Liars add phrases “to be perfectly honest and to tell you the truth.
- Liars exaggerate.
- When using numbers they use round numbers and all the numbers they use appear to be multiples of each other.
- Liars can sound too good to be true
- Liars give more information than necessary.
- Liars, to cover up their deceit, oversell.

7. Power Words

Sticks and stones may break my bones but words will really destroy me – Jacques de Villiers

The Top Four words of Master Persuaders

Name – most powerful word on the face of the earth

Please and thank you next in line – *thank you* for seeing me today. *Please* give my proposal every consideration, Bob

Because

Ellen Langer, a Harvard social psychologist performed the following experiment in 1977.

She asked a favour of people waiting in line to use the library’s copy machine. When she asked, “Excuse me, I have five pages. May I use the machine, **because** I’m in a rush? 94% let her move ahead in line.

When the request was phrased without those last five words, only 60% let her move ahead in line.



This is fascinating – When she said “Excuse me, I have five pages. May I use the machine *because* I have to make some copies? 93% let her move ahead in line with no reason other than *because*.
Some Examples:

- ***Because*** of the amount of money you’ll make, you want to invest now
- You’d probably be happiest investing in the largest advertisement available **because** of the increased response you’ll get.

Use **because** in any sales pitch because it will increase your closing ratio and make you lots of money.

Power Words That Sell

Advantage - Save – Benefit – Security – Comfort – Trust – Results – Value – Exciting Deserve – Fun – Guarantee – Free – Love – Right – Powerful – Improved - Discovery
Investment – Happy – Joy – Money – Safety – Vital – Proud – Easy – Proven - Health
Profit – New – Truth - You

Of these, the most powerful are:

New

Free

8. Power Language Patterns

Language, if properly used, can have a hypnotic effect. Here are some tried and tested hypnotic techniques that are effective.

The Powers of Don’t

Look at what I’ve underlined – this is what the mind remembers (this is the hypnotic effect)

- **Don’t** feel as though have to buy something today
- **Don’t** look at me and smile



- **Don't** consider taking me out to dinner if you don't want to
- **Don't** decide now. You can do it later if you're uncomfortable
- You **don't** have to help me clean the house ... really.

The Powerful and Hypnotic "Might and Maybe"

- You might want to take the rubbish out ... now.
- You might want to cut the lawn ... now
- You might want to consider adding to your portfolio ...now
- You might want to buy this book ...now
- Maybe you haven't purchased more life insurance ... yet
- Maybe you'll go ahead with the investment programme when you consider your future tonight.

The Power of Probably

When we give people credit for knowing something they really know nothing about they generally will say nothing and allow us to believe them to be smarter or more aware than they really are.

- You probably already know ...
- You probably already know that you're going to buy this
- You probably already know, deep in your heart, how much I love you
- People can, you know, lose weight with this plan
- You will realise how smart you have been for having purchased this book
- Sooner or later you will be happy with your decision
- Eventually, you will know that this is right for you.



The Power of Thinking an Idea is Ours

People do not like to be told what to do. We like to think that each great idea is ours.

- I wouldn't want to tell you to consider a new career, because you want to be in charge of your own future
- I could tell you that you are making a mistake but I won't. You want to figure it out for yourself
- I could tell you that BMWs are far superior to this car but I won't. You'll realise it after you've owned this car for a few years.

The Power of Truth

Get people to say or think **yes**, and then request what you desire by telling the truth

For a Politician

- Taxes are too high
- Crime is on the rise
- The government is misspending your money

(Therefore) – vote for me and we will make a change together

For a Life Insurance Sales Person

- You want to feel as though you will have money to live comfortably in your retirement
- You deserve the best things in life
- You've worked hard all these years
- You've sacrificed for your children

(Therefore) Invest in this programme to give you not only what you have earned, but what you deserve



For a Deserving Wife

- I've worked every day without a complaint
- I do all the housework
- I take care of the children

(Therefore) Don't you feel I deserve this one-week holiday?

Get it? See how you can use these hypnotic suggestions for your product or service.

Success and Successful

These two words relate to Maslow's Hierarchy of Needs – and target the ego side (which is just before self-actualisation). This is where our status needs come into play.

So use the words like this, for example ...

- Your company will be successful if you
- You will be a success if you ...

You can tie these words in with – Imagine if ...

- Imagine if you could be a success, what would you do?
- Imagine if your company were successful. How would that make you feel?

9. Power Touch

Yes, believe it or not, most of us respond to touch.

Here are the various forms of appropriate touch and how to use them.

Men by men

- Hand
- Shoulder



- Forearm
- Upper arm

Women by women

- Hands
- Forearm
- Upper arm
- Knee

Women by men

- Hands
- Forearm

Men by women

- Virtually entire body (how gullible are we men?)

Try this

Use the pointer finger and middle finger. Touch the forearm of your prospect. Keep contact for one to three seconds while looking at him or her in the eye. State your point and ask for agreement.

Note, you may use this touch one more time at the close of your communication and **no more**. If touch was effective the first time, the exact repetition will most likely trigger a positive response to your offer and result in a win-win situation.

10. Miscellaneous Tips

Sales Tip: Rejection and Retreat

A boy scout approaches you in the street and asks you to attend a concert on Saturday night to raise funds for his Scout Hut. And it will only cost you R25. You don't really mind the R25; but to spend your Saturday evening at a Scout concert – you don't think so. So you tell the youngster, “Thanks, but no thanks.” He replies (looking suitably forlorn), “That's ok if you don't want to come to the concert. Would you then just buy this chocolate bar for R3? All the proceeds go to building our Scout Hut.” If you're like me, you fork out the R3 happily and pay for the chocolate. It absolves



you of guilt and you've done a good thing, haven't you? The boy scout has used one of the oldest tricks in the persuasion book – he gets you to reject his big offer and retreats to his smaller offer (the one he really wants you to take in any case).

Here's how to use the technique when prospecting on the phone for new business.

“No”

You ask a prospect for an appointment. If the prospect says “yes”, that's great, set it up and go and make a sale. If the prospect says “no”, here's what you say: “That's OK. Would you mind if we from time to time sent you a newsletter/marketing material/information (whatever)? If the prospect says, “that'll be fine,” (and normally he does) you say “Thank you. Could I please have your email address?”

Two things have happened here – (1) your company gets an opportunity to continue marketing to the prospect (if you keep educating your prospect to the benefits of using your product/service, he/she will eventually buy) (2) you get permission from the prospect to market to him/her. This is important, especially with email marketing – you need to get that opt in permission.

6 250 Qualified Prospects

So let's do the math: imagine if you have 5 sales people in your team and they prospect diligently every day. They manage to speak to 20 prospects a day and each sales person manages to get permission to market to only 10 of those prospects every day. Translated this means that your team adds 250 prospects to your database each week. If we factor in 48 weeks, this means that every year, your company has an additional 6 250 qualified prospects that you can market to. According to the advertising gurus, it sometimes takes a prospect up to 6 times before he understands your message and trusts you enough to buy. So, keep yourself top-of-mind and you will make sales over the medium to long term.

Stay Positive

Your nervous behaviour breeds nervous behaviour in your prospect. Stay positive at all times.



Enthusiasm

Enthusiastic sales people outsell unenthusiastic sales people. Your attitude and enthusiasm really is contagious. So be enthusiastic whenever you're in a selling situation.

Ask and ye shall receive

When managing directors were asked why they didn't buy from sales people, 70 percent said that they weren't asked for any commitment.

Always ask for some kind of commitment before you leave your prospect. Be it – for an order, another meeting, to see the decision maker – always get some kind of commitment.

If we don't ask, we are not doing our job properly. Sales people that don't ask have thin children.

Options

Many sales professionals walk away after a prospect says no to their offer. Take a leaf out of the book of Japanese negotiators. They literally where you down. For example, I (with my Western outlook) will attend a meeting to negotiate a contract. I'll meet the first Japanese negotiator, then the second, then and the third, and so on for hours on end. By this time I'm exhausted and pretty much prepared to agree to anything. Normally at more favourable terms for my Japanese counterparts. So, give your prospects lots of options until they give in. Typically, you will use the rejection then retreat formula that has been discussed previously. Sell them the Rolls Royce and finally settle on the Toyota.



11. Win-Win

The techniques you have learned are extremely powerful. The universe has a funny way of catching us out and normally what we give is what we get (just a lot more). I don't have to tell you that we should use these techniques with integrity.

My test for integrity is that it must be good for me, it must be good for my prospect/client, it must be good for the environment and it must be good for the greater good.



I wish you well in your business endeavors and know that you will make it.

Until we meet again ... Live on Purpose.

Jacques de Villiers
MindTrust Marketing
PO Box 4312
Rivonia
2128

Cell: 082 906 3693
Email: jacques@jacquesdevilliers.com
Web: www.jacquesdevilliers.com
Web: www.jacquesdevilliers.co.za