

The Empowered Entrepreneur Show

Episode 031

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Intro: Welcome to The Empowered Entrepreneur Show. Discover your life's purpose, reprogram your mind for success, and attract an abundance of paying clients to your business. Now here's your host, Tom Tenaglia.

Tom Tenaglia: Aloha, empowered entrepreneur. I am Tom Tenaglia and you're listening to The Empowered Entrepreneur Show. Today, I want to go over a simple trick you can use to remove resistance to your offer. One of the reasons why this might be important to you is you might wonder, how do you get them to accept your offer? What I like to do is look at different things in my life, different things that might seem like they're unrelated, and figure out just how they are related to business and marketing, because from an esoteric perspective, the message of everything is contained in anything. So, the idea that I can look at things that look like they're unrelated and figure out what the message is for me, and how to apply it in business and marketing, I like to do that. One of the things that I came across that I was doing this with, it was martial arts.

In some martial arts, the idea is that you go with the energy of the opponent and for lack of a better phrase, use the energy of the opponent against them. So, if somebody is making an offensive move like a punch or a kick going with the direction of the punch or the kick from your defensive stance. Now, I'm not a martial artist in that sense. I've studied it a little bit, but there might be professional martial artists that are listening to this that might pick up on some intricacies of what I'm saying that that may not be totally accurate. But the point is, I would look at some forms of the art where the response would be based on what the other person was doing. So, it wasn't just a okay, here's my plan of attack, but rather, Let me look at and calibrate to the opponent, and respond based on that.

It wasn't just a defensive play, it was a way of doing an offensive attack as well. So, I would watch people training in different forms of martial arts and pick that up, and it got me thinking, well, it's no different in sales and marketing where you want to go with the energy of the potential client. What I mean by that is if somebody comes to you and they go, "Oh, your price is too high," well, back in the day I used to say, "Well ... " You can pre-frame that and you can still do that. You can still say something earlier to prevent that type of objection, but you wouldn't want to launch into a defense on how your price is not high at all. That doesn't make any sense.

You would want to work with the direction of your price is too high. You could say the NLP phrase, "Compared to what?" It's a common one. Or you can use other forms of communication to get them to better elaborate on what makes them think the price is too high. One of the fallacies I think that people sometimes think about when it comes to getting somebody to talk about something that they don't want is, "Oh, well I'm putting the focus on the thing that I don't want them to think about, like my price." But the reality of it is, if you push up against the objection, you actually create more trouble than it's

worth because ... There's an exercise where if you push against another person's hand, the person will push back. Even if, even if they know the push is coming.

Even if they know that that's what you're about to do, and no matter how much they want to resist, the tendency is still to push back. So, in sales and marketing, one of the things that we need to do is work with the energy of our potential client, not push against it. Whatever the objection is, you're not going to want to defend it logically, more times than not. You're going to want to defend it emotionally. In order to do that, you have to better understand where they're coming from. So, one of the ways to remove resistance to your offer is to ask questions that result in a no answer, such that the no answer moves the person in the direction that you want.

What I mean by that is asking something like, let's say you wanted to have ... Let's say I wanted to ask somebody to sign up for a program and I already did you the whole pitch or whatever, say, "Well, I'm sure after going through all of this, you're thinking this isn't for you, right?" And they go, "Well, no." It's a lot easier for them to say no in a situation. You basically diffuse it and there's like, okay, they go, "No," no, it's not not for them, so then, okay, well you can then move right into how it is that you would want to close the deal. Even asking a question instead of saying, "Are you ready to get started?" Which would require a yes, and a form of commitment, so we want to diffuse that and we can ask a question like, taking what they would go back to if they didn't buy and asking if that's what they want.

For example, in some forms of network marketing, the idea is rather than having a corporate job to build a network marketing business, so you could say something like, "Well, I'm sure after seeing everything that I've just gone over with you that you would prefer to stay with your corporate job, right?" And they go, "no. No, no, no." So, you can take any objection for why they wouldn't get started, and why they wouldn't purchase anything that you're offering, and turn that in the form of your closing question.

Any objection. So price, if they start asking you about your product or service and you're like, "You know, I could tell you about it, but you might be ... You're probably going to think that the price is a little crazy. I'm not even sure that it would be worth sharing with you. However, I'll tell you anyway, look, I charge \$5,000 for this and it probably sounds crazy to you, right?" They're like, "No. No, not at all. Not for all that value." So I mean, you can take any objection and turn it around in the form of a question such that, no, moves them in the direction that you want.

It's just like, you got to look at where they're at and where you want them to get to, and then use the momentum of what they're going to throw at you, for lack of a better phrase, to move them in that direction. So, whatever common objection that you get, you can take that, yes, you can pre-frame it, yes, you can

head it off earlier on in the conversation, that's kind of another skill set, but if you're wanting to close them and you're like ... normally when I would say, "Hey, are you ready to get started?" They come up with the, "Well, I've got to go check my calendar, and I got to go talk to my wife," or my husband, and all of that. So then you can just say, "Look, I'm sure you need time to check your calendar and talk to your spouse about this, and you're not in a position right now to get started, right." Then they can go, "Well, no. I think I can get started." Then you can move it forward from there.

If they go, "Yeah, absolutely. I do need to talk to my spouse," just say, "Well, my calendar's filling up," which is totally true of course, "And normally I would say that I would want a commitment within 24 hours, would it be unreasonable to say that you would tell me that you're ready to get started in 24 hours?" Then they go, "No, that's not unreasonable at all." So, you're still asking a no question. You're still asking something that moves them in the direction of what you want by saying no. See, no is easier to say for a lot of people, and it doesn't imply a commitment. So, unconsciously it's just easier and there's less resistance with it.

If they're pushing at you, for lack of a better term, with an objection, using a question in the form of a no, well, can help basically diffuse it. See, some people think that, "Oh, that's what a takeaway is." I tell them that, it isn't for them. No, you don't want to put them down in the sales process. You don't want to try to ... You have to stay within rapport. You can go like this, you could say it sounds like this, it doesn't ... this isn't what you're looking for, but that to me is not where I necessarily want them to put their focus.

I might say something like, "It sounds like you don't fully understand how this is going to help you," and then they go, "Huh, okay." Yeah, you mean it so that the presupposition in there is that it's going to help them. Then they can go and they can continue talking. Now, you can ask other questions then that through the answer of no, gives them the idea that they're not committing and yet you're moving them in the direction that they are. So, think through the objections that you get. Think through what is that resistance that you're feeling, and then what forms of questions can you ask, even ahead of time before the resistance comes, that would prompt them to answer no and move in the direction of effectively a sale.

I would even say, sometimes I say something with the idea of it's going to sound crazy to them if I tell them my price and I'm like, "Look, my breakthrough sessions are expensive. They're \$5,000, but this is what I do with them." I'm using it as an example to actually explain to a potential client what the response was from another potential client, especially if I'm teaching somebody sales and marketing. What the person actually ends up hearing is they hear the benefits of the breakthrough session without even realizing that's what I'm actually telling them. Because the whole point of bringing up that example was to share

what another client's results were for the purpose of saying here's what the other client learned in the process to bring into their business.

Just think about, if I were to break this down into steps really, step one would be to identify the resistance that you would get in your current sales process. Then step two would be what forms of no questions can you ask before the resistance would come up that will move them in the direction that you would want? It's really that simple. A corollary to it could be to say, look at what questions you're asking that result in a yes answer or that you're wanting a yes answer and actually ask them in the form of a question that results in a no answer that gets you what you want.

Let's say you're even ... classic example in a relationship where you're looking to go out to dinner. It's like, "I can't imagine you're in the mood for a burger tonight, right?" And the person's like, "No. No, a burger would be okay." You're putting the focus on what you want them to think about, but removing the resistance in the process. The idea is also, here's another psychological component to it from reading that I've done over the years is, what you're asking somebody to check in on is what they're going to go and find and filter and check against. If you say there are times where you're ... you sound like a close minded person, the person's going to go in and they're going to find times where they're closed minded and they're going to agree with you, more than likely than not.

If you say you sound like an open-minded person, they'll go in and they'll in their mind, and they'll find times where they were open-minded about something and they'll respond with, "Yeah, okay." Especially if you have a rapport. If you say, "Are you closed minded?" And they're like, "No, no, no, no, no. I always considered myself an open-minded person, okay, then you want to calibrate to the fact that they kind of were able to find the reverse, but most people look at ... like if you said, "Oh, there are times where you've been pretty closed-minded in your life, pretty much everybody's going to find a time or two or three where they were. If you go, there are times in your life where you've been extremely open-minded, they're going to go and find a time in one, two or three times where they were extremely open minded, especially if you make it so universal like that where it's ... There are times in the course of your life where you've done that. Well, of course. Just about everybody has in one form or another.

What the point is, is what you're putting the focus on is really the thing that you want and then you're just allowing them to answer no as a form of basically moving in that direction. If you go, "I'm sure you don't have \$5,000 for a breakthrough session, right?" You're actually putting the focus on, that they have the money, but you're giving them the opportunity to get out of the deal. See, nobody ... What's the saying? Right. People don't like to be sold to, but they love to buy, so you're giving them an option to go, "You know what? I could find the money. I could do this." All of a sudden they become part of the problem

solving strategy and then they're like, "No, no, no, I can come up with the money." "Okay, cool."

See, when it feels like they're having to come up with something they give it to you and it feels like they're losing them money, then they don't want to do it. They don't want to come up with solutions. The logical solution finding doesn't make any sense there, they're not going to do it. But, if you give it an emotional reason to find it, to come up with it, to be able to pay you, and the benefits they're getting, and they see the benefits of working with you and doing business with you, then they'll move mountains to go and find the money.

I've had clients that are like, "Okay, I got to do all this stuff to get the money, but I'm real excited about working with you and I really want to do it. Can you just give me some time to move some money around and to go sell a couple of things, and to go do some transfers, and stuff like that." "Sure, of course. Absolutely. I admire your commitment to this process and your dedication to working together." Then they feel really, really good about it. They know what they're getting. People who pay me \$5,000 for a breakthrough session aren't focused on the \$5,000, they're focused on the results of the breakthrough session because I've told them story after story, and helped them understand how it was going to help them.

That's basically it. That in a nutshell is what we're doing here. Go ahead and apply that strategy in your business. I'm in the process of ... I'm actually very curious about testing this strategy in online sales where they're not face to face or they're not on the phone, so I'm in the process of mapping out how I want to go about testing that. I may or may not have results to share on that, depending on ... this is the early stages of mapping that out. If if you're in a position to test and let me know, feel free as well. However, this strategy works very, very well with phone conversations, in person conversations, online video conversations, or online audio, just where you're directly interacting with a human one-on-one, or even in situations where there's more than one person there, but we're a really where it's person to person and not person to computer.

I have not tested it person to computer yet, so I am looking at figuring out if I have an appropriate avenue that I can get a statistically significant result on to see if this type of strategy works online or not. But, feel free to test it, let me know your findings, and if you need help applying it for your particular business, just go ahead and reach out at empowerdentrepreneurshow.com and go ahead and help you. I will say that your question doesn't have to be in the form of a statement with a tag question. "I'm sure you don't want to get started right now, right?" No, it can be any yes or no question, just that the answer is no. For example, if I'm asking somebody to potentially go out of their way for something, I might say, "Am I inconveniencing you by asking for ... " blah, blah, blah, blah, blah. Then they go, "No, not at all.

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You can also ask questions of that sort, where you take the idea of the objection and you use it in the form of a direct yes or no question. It doesn't have to be a statement with a tag question. Can be an actual yes or no question. The point is, more times than not, it's easier for somebody to say no than it is to say yes. So, take the objection or the resistance that they would give you, and then ask a question that results in a no answer to move you ... to move them in the direction that they want, and then go from there. With that, Aloha; a hui hou. I'll talk to you again soon.

Outtro:

Thank you for listening to The Empowered Entrepreneur Show.