

When I talk about one of the things you're going to love, it presupposes there are others too. And you're really going to love them! One of the things you're really going to love about this car is the feeling of power and control you get, every time you drive it. One of the things you're really going to love about our approach is how much money we'll save your business. One of the things you're really going to love about these cards is how quickly you become irresistibly influential.

to love about you're really going One of the things If I could show you a simple way that you can [benefit], would you be interested?

If I could show you a simple way that you can get people to pay twice as much attention to what you're saying, would you be interested? People buy benefits, so if you want to get their attention, tantalise them with a benefit they really value. If I could show you a simple way that you can cut your recruitment costs in half, would you be interested? If I could show you a simple way that you can increase your sales team's performance by 20%, just by using our products, would you be interested?

This is a sample from our Sales Question Cards™, coming soon. Visit www.saladconsulting.com for a selection of top quality influence products.

What's important to

you in a [desire]?

When you ask "What's important",

people tell you their criteria. Criteria

are often words like performance,

security, safety, or value for money.

The specific words they use are 'hot

buttons' you can use to influence them.

What's important to you in a computer

system? What's important to you in a

movie? What's important to you in a

partner? What's important to you in a

training course? Once you know which

buttons to press, you can present your

case accordingly, using their specific

## Tips for Rapid Learning

- Play makes learning fast and fun, so use games like Solitaire, Slapjack or Persuasive Eights (rules enclosed). Certain phrases are in italics. You
- can 'analogue mark' these phrases (E.g. with a gesture, a touch, lowered voice tone, a raised eyebrow etc) to send commands to a person's unconscious mind.
- Choose simple phrases (E.g. work with our company) to fill in the blanks in the patterns on the cards.
- End your suggestions with a descending voice tone for increased authority.
- Start reading the pattern on the card aloud, even if you don't know what you're going to say to complete it. Word selection is an unconscious function, so your unconscious may begin to fill in the blanks!
- Set a goal for the game, (E.g. to persuade someone to do a specific task or action). Then allow your unconscious to help reflect this in your language.

that .

When you say "Experience shows", it

confers an air of authority. If you then

talk about other people, you start to

build consensus, one of the core

principles of influence. Experience

shows that people who buy our

products really enjoy them. Experience

shows that companies who use our

approach cut their costs by around

15%. Experience shows that people

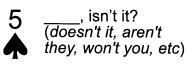
who learn these patterns become

extremely influential.

Experience shows

## Persuasive Eights

- The dealer deals 5 cards to each player and places the undealt stock face-down in the centre of the table, turning over the top card to form a discard pile next to it.
- Starting with the player to the dealer's left, a player makes a sentence using the language pattern on the face-up card, and says it aloud (they may first read the card aloud in full if they wish). They then play a legal card from their
- hand onto the discard pile. Legal cards are: a card of the same suit as the face-up card, a card of the same rank as the face-up card, or an
- eight of any suit. Eights are wild. When a player plays an eight, they nominate which suit it is to represent.
- ●If a player is unable to play a legal card, they turn over the top card of the undealt stock onto the discard pile.
- Play proceeds in a clockwise direction. The first person to run out of cards wins.



"Isn't it" is called a tag question, and it makes a sentence difficult to disagree with. Other examples are "doesn't it". "aren't they", "won't you" etc. It's easy to make a quick decision when you see just what you're looking for, isn't it? People feel good about getting a good deal, don't they? It's good to know that we can find the right package for you, isn't it? You can practice these patterns thoroughly, can't you? Say it with a descending voice tone and a gently nodding head for maximum impact.

ίμελ, won't you, etc) (doesn't it, aren't Sti t'nsi ,\_

you in a [desire]? What's important to

isn't it?

It's good to \_\_\_\_\_,

criteria words.



that Experience shows

What's it like when

When I ask what it's like, you have to search through your experience to find the answer. In the meantime, you're doing the thing I've suggested. What's it like when you imagine having solved this problem for good? What's it like when you think about actually living in this house? What's it like when you imagine increasing your turnover by

ر no،

What's it like when

The sooner you \_\_\_\_, the sooner you \_\_\_\_.

The sooner you X, the sooner you Y it makes a connection that may not

previously have been evident. The sooner you make this decision, the sooner you'll realise the benefits. The sooner you start tidying your room, the sooner you can play with your toys. The sooner you learn this pattern, the sooner you can start finding out just how much more influential you've become.

If I say something's good, and follow it up with an "isn't it", then as long as what I've said isn't too objectionable, you're likely to agree. And once you start agreeing, it's good to keep agreeing, isn't it? It's good to imagine all the benefits this is going to give you, isn't it? It's good to get the best value for money, isn't it? It's good to know that you're learning rapidly, isn't it?

I understand how you feel. [Person] felt the same way, but they found .

This is a simple yet elegant way to overturn objections. First it paces the objection, then smoothly uses a 'ministory' to make it safe for the person to change their mind. For a price objection: l understand how you feel; Mr Jones felt the same way, but he found that the money you save in maintenance alone justifies the investment. I understand how you feel; Pelfco Ltd felt the same way, but they found the increased performance justified the decision to buy this product.

same way, but they feel. [Person] felt the I understand how you

[person,company, etc] told me "\_\_\_\_"

I'm not telling you, I'm just reporting what they told me, so there's no need to resist. One of our other clients told me "The value for money we offer is second to none." When I first joined the company, my boss told me "Choose us and you'll be glad you did for years to come." My friend Joe once told me "You've waited long enough; it's time to make a decision" and I've always been grateful for his advice. One of my mentors once told me "Practice these patterns every day", so I did!

etc] told me "\_\_\_ [berson, company,



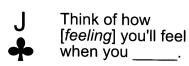
' the sooner The sooner you



isu,t it? it's good to

told me,"said,	Imagine how good you'll feel when you	Some people say to me "[objection]", but I know that	People who have already decided to, [name],
When you put something in quotes, it's not you saying it, it's them. When you quote a person who's quoting someone else, it's slightly confusing, and the embedded suggestion can go straight in. A supplier of ours told me "I have a client who said 'Give us the lowest price possible' whenever we met up." A friend of mine told me "I met a successful entrepreneur who said 'The key to success is realising when it's time to make a decision' when we were having dinner together". A teacher of mine told me "One of the people I modelled always said 'Practice diligently and you will reap the rewards' when he was working with me."	The unconscious doesn't distinguish between a real experience and a vividly imagined one. So engage their imagination! <i>Imagine how good you'll feel</i> when you're relaxing by the pool in your very own villa. <i>Imagine how good you'll feel</i> when you have finally resolved this productivity issue. <i>Imagine how good</i> you'll feel when you prove to yourself that <i>you can use these patterns skilfully</i> .	When you can predict an objection you're likely to get, you can overturn it in advance. Just state their objection in a painfully whiny tonality, then use a pleasant tone of voice to tell them what you want them to think. Some people say to me "It's so expensive", but I know that you already realise what a sound investment you're making. Some people say to me "It's not the right time for this", but I know that your company isn't willing to hide its head in the sand. Some people say to me "It's hard to practice these patterns" but I know that you appreciate the value of the skills you're building.	It's those people again. And the word "agree" becomes the first word of a command, a tough one to disobey when it comes right after your name. People who have already decided to work with our company. David, agree that the results we deliver are second to none. People who have already decided to purchase this product, Susan, agree that this is a fantastic deal. People who have already decided to study every day, James, agree that this is the best way to do it.
,biss",əm blot,	boog word anagine how good you you	Some people say to me "[objection]", but I know that	People who have already decided to already decided to agree.
4 It's not important that, what's important is that	As you consider the benefits of, you might like	Can I ask you to	A I know that [fact]. I also know that [benefit].
When I say "It's not important", you can relax, because I'm not trying to persuade you to do something. Alternatively, you might go "Oh yeah? I'll decide what is and isn't important!" Either way, this pattern's great for embedding commands. It's not important that you buy this airplane, what's important is that you buy the airplane that's right for you. It's not important that you hire me for this job, what's important is that you ensure that you've found the right person. You can even point at yourself as you say this, just to make sure their unconscious gets the message.	This is classic redirection. The "As you consider" presupposes that you're already doing it, and your conscious attention is directed to the second half of the sentence. As you consider the benefits of deciding to work with our company, you might like to look at our client list. As you consider the benefits of a decision to buy this apartment, you might like to watch the sun setting over the hills. As you consider the benefits of choosing to play with these patterns every day, you might like to think about who you're going to test them with.	I'm asking permission - how polite! Of course, by the time I've asked you, you've processed the request. And if I've invited you to do something 'internal', you've already started doing it, just by listening to my question! Can I ask you to <i>imagine how you would feel</i> when you're sailing this boat? Can I ask you to <i>hear what your boss would say</i> when you tell him you've exceeded your targets by 20%? I'm just asking!	If I tell you a fact about your situation, and you agree, it increases the chance of you agreeing with the next thing Is claim to know. Even if the next thing is a mind-read rather than a fact. I know that you have a sales force of 500 people. I also know that you'd welcome the opportunity to increase their productivity by 10%. I know that you are a very busy person. I also know that you're the sort of person who's willing to invest some time to increase your effectiveness. I know that you're reading this card. I also know that you can start to think of the ways that you can use this pattern.
tert insportant that by lt's not important that a's what's with a that is that insportant insportant inspirat that	S As you consider the you might like to to	Can I ask you	A I know that [fact]. I also know that [benefit].
8 If then Does that seem fair enough?	7 You can	6 It's easy to, isn't it?	5 It's OK not to
If X happens, then Y will happen. It's just logic. And it's good to know that the universe is logical, isn't it? If you find a car that meets your needs, then you can <i>drive it home this afternoon</i> . Does that seem fair enough? If we present a proposal that addresses your issues at a fair price, then I'm going to ask you to <i>sign the contract</i> . Does that seem fair enough? The beauty of this is it gets a commitment right at the outset, and people like to remain consistent with their previous statements. If you feel that this pattern makes sense then I'm going to ask you to <i>use it in the next 24 hours</i> . Does that seem fair enough?	"Because" is a magical influence word, because people love to have reasons for things. Studies show that people are much more likely to comply with a request if they're given a reason why they should. The reason doesn't even have to make logical sense! You can leave a message at the tone, because I return all calls. You can relax about the price, because we offer very reasonable payment terms. You can learn fast using these cards, because they've been designed with your learning in mind.	Isn't it nice to know that things can be easy, under certain conditions. It's easy to make a quick decision when you see just what you're looking for, isn't it? It's easy to forget about going anywhere else when you're looking at a suit as beautiful as this, isn't it? It's easy to do something spontaneous when the conditions are perfect for it, isn't it?	When you feel under pressure to do something, then get told it's OK not to, it can be such a relief. Such a relief, in fact, that sometimes you decide to do it anyway. Of your own free will, of course. It's OK not to take a decision today. It's OK not to take me to the movies tonight. It's OK not to buy me a slap up meal. Oh, what's that? You'd like to? Well go right ahead, that's OK too!
8 If then their boes that seem fair enough?	because  Z you can	6 It's easy to when the min't it?	D It's OK not to ◆

Qby	You might want to	10 will cause [benefit].	9 It's important, is it not?
"By" is an ambiguous word, because it can mean many things (by, bye, buy etc), but sounds the same for each one. This makes it particularly useful for sales. As a company, we stand or fall by our products and services. I'll meet you over there by the handmade electric guitars. By and by, you'll find this pattern to be a valuable way to motivate people to act. By the way, I recommend that you only sell things you believe in. Selling anything else diminishes your self-esteem.	You might, or you might not. I'm just stating a possibility. You might want to imagine how relieved you'll feel when you know you've got the right protection in place. You might want to have a look over by our deluxe series. You might want to think about the people you know who would really love you to get them a set of these cards, wouldn't they? It's just a possibility. Keep it in mind!	A will cause B, like night follows day. We've all been taught about cause and effect, so it's an equation that makes sense to people. Your decision to attend this workshop will cause you to clear away the obstacles to success, and start to achieve the results you want. When you choose our bespoke service, you will cause a steady increase in your company's turnover for the next three years. The decision to use these cards regularly will cause you to learn more rapidly than you ever thought possible.	"Is it not" is such a strange way to end a sentence, because it's just so difficult to disagree with, is it not? It's important that you feel you're getting a good deal, is it not? It's important to know that you're making the right decision, is it not? It's important to really feel good about yourself, is it not? You're right to pay attention to the important things in life.
.—— va —— D	tnsw theim noY L	10 will cause [benefit].	,—— tnshoqmi a'tl 6
Sooner or later,	When people like yourself, [name],, they	A means	K, I said to
Sooner or later. Does that just about cover it? Sooner or later, pretty much everything happens, one way or another. Sooner or later, your company will have to <i>deal with this issue</i> . Sooner or later, you'll realise that <i>now</i> is the perfect time to <i>take advantage of this offer</i> . Sooner or later, you'll really start to <i>notice these patterns emerging</i> in your language.	We're not saying who, exactly, just that they're people like yourself. And the fact that they're like you means you're more likely to trust their opinion. And there's a great opportunity to get an embedded command in just after the name. When people like yourself, Peter, come on this training course, they experience a profound increase in their abilities. When people like yourself, Jenny, come and work for our company, they feel right at home. When people like yourself, Neville, tell everyone how great these cards are, they feel a deep sense of satisfaction. Really!	People love to know the meaning of things, which means that you can create that meaning for them. This is a great way to set the frame at the start of an influence situation. The very fact that we're having this meeting means that we can find the right way to work together. You've made the time to come into my shop today, which means that we can definitely find the right holiday for you. You're reading this explanation, which means that you have a commitment to learning, which means you can achieve whatever you set your mind to!	One of the best people to quote is yourself, because it involves telling a mini-story. Stories get people to 'take their armour off', and that's when your messages can go in most easily. I was once in a situation like yours, and I said to myself, "Just make a decision why don't you!", and then everything started to run smoothly. When I first got into this business, I said to myself "You just need to focus on what you want, and everything else will fall into place", and funnily enough, it did. When I first learned about the langauge of influence, I said to myself, "Use these patterns every day and you'll be superb in no time".
Sooner or later,	Vourself, [name], they	——. ——. Weans	K myself, " said to
7 This may not be relevant to you, but [benefit].	6 By now,	5I ask "[question]" but	4 I'm not going to tell you
When I say this may not be relevant to you, you start to pay close attention so you can check whether it is or not. Plus, if I say it may not be relevant, some people go "Oh yeah? Maybe it is relevant!" This may not be relevant to you, but our clients typically <i>get 20% more sales by using our services</i> . This may not be relevant to you, but studies show that when you <i>buy this car</i> , you're getting the safest vehicle on the road. This may not be relevant to you, but our research suggests that people become far more influential when they use these cards regularly.	"By" is such an ambiguous word, and so perfectly suited for sales. By now, you can recognise what makes our proposal so compelling. By now, you're probably beginning to imagine how impressed your colleagues are going to be. By now, you may already have started to think of all the ways you can feel good spending the money we're going to save you. Bye now!	Just like you can embed commands, you can also embed questions. Just take the yes/no question you would like to ask and embed it in a larger sentence. If you're in rapport, they'll respond to the embedded question with a 'yes' or a 'no' signal. With some people I just ask "Are you ready to close the deal now?" but with other people I wait for them to tell me more about their needs. Sometimes, when I meet someone new, I ask "Would you like to go on a date with me?" but with other people I wait and see. If they respond when you ask the 'embedded question', you've got your answer.	I say I'm not going to tell you it, so you can take it easy. Then, while you're taking it easy, I tell you. I'm not going to tell you to give me a ridiculously low price on this, because I don't want to put you in a difficult position. I'm not going to tell you to think of all the money you'll save if you follow our advice. I'm not going to tell you to play with these cards every day, because it's not my place to do that. So I'm not. Really!
This may not be relevant to you, but [benefit].	'wou ya 9	5l ask "[question]"	the solution of tell you you will you will you will have a solution of the sol



People like to feel good, and you can get them to attach their good feelings to the direction you want them to go in. Think of how happy you'll feel when you come to work for a company that really values you. Think of how good you'll feel when you celebrate having reached your target. Think of how amazing you'll feel knowing that you've made a positive difference in someone

I'm not going to say "\_\_\_\_", because

This pattern uses the power of both

negation and quotes, and you can use

it to say the unsayable. I'm not going to say "I'm the perfect person for you",

because that would just be arrogant. I'm not going to say "Your business is in safe hands with us", because that's

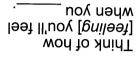
such a cliche. I'm not going to say "Buy

a set of these cards for everyone you

know", because that's a decision you

have to make for yourself!

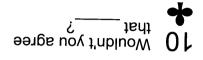
I'm not going to say





Wouldn't you agree

Wouldn't you agree that, "Wouldn't you agree" is a rather...agreeable way to begin a sentence? It's like a back-tofront tag question, and can be rather difficult to disagree with. Wouldn't you agree that modern businesses need to learn how to manage change? Wouldn't you agree that people have to keep developing new skills? People like to appear consistent with their previous statements, so create contexts where their agreement moves them in the direction you want them to go.



Imagine yourself

[experiencing

benefit].

When you invite someone to imagine,

they make pictures inside their head.

And when the pictures start, the feelings

soon follow. Imagine yourself waking

up each morning and looking out at

this beautiful view. Imagine yourself

being recognised as the person who

solved your company's cashflow

problem. Imagine yourself getting people to want to do what you want them to do, just by saying a few well-

chosen words. As they start to make

the pictures, you can even add details

of what they'll see, hear and feel to

make their experience even more vivid.

.[jijənəd

I wonder whether

you are aware

of .

When I wonder whether you are aware

of something, it guides your awareness

in that direction. If you are aware of it,

great! Now you're thinking about it. If

you're not aware of it, even better,

because now you're curious. I wonder

whether you're aware of the vast fortune

that a person can make by investing

with our company. I wonder whether

you're aware of the huge amounts of

money companies waste on advertising

that never gives a return on investment.

I wonder whether you're aware of the

awesome power of the human brain,

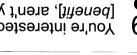
and how the ability to learn rapidly is

fexbeijeuciua

Imagine yourself

[penetit], aren't you? You're interested in

yes to you, aren't you?



the fact that

You're interested in

You're interested in becoming irresistibly

influential, aren't you? One of the keys is to guide people's awareness where

you want it to go, starting with the

issues, wants or needs you're going to

address, and the specific benefits they

will get. You're interested in having

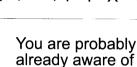
more free time, aren't you? You're

interested in increasing your income, aren't you? It has the added bonus of

getting people comfortable with responding "yes" to the things you say,

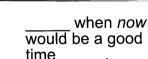
and you're interested in people saying

[benefit], aren't you?



People like to feel clever, so when you say that someone probably knows something, they are less likely to disagree. When you say they are probably already aware of something, it presupposes that the something is true. You are probably already aware of the fact that emotional intelligence is more important in business than IQ. You are probably already aware of the fact that people who invest in their own development are more likely to become millionaires. You are probably already aware of the fact that people who practice these patterns become skilled far more quickly. Really. It's a fact!

the fact that already aware of Xon sie brobably



practice this pattern. How about now?

amıt would be a good MUGU UOM



when you . You may already be aware of it, and you may not. Either way, I'm presupposing the "it" is true. You may already be aware of the award-winning customer service you get when you become our client. You may already be

aware of the sense of accomplishment

you'll get when you do this job. You

may already be aware of the amazing

results you're going to get when you

You may already be

aware of [benefit]

wyeu you aware of [benefit] you may already be

master this pattern.



You're going to when you find out \_\_\_\_\_.

People love to discover things, so tell them how great they'll feel when they do. Then tell them what to discover! You're going to be amazed when you find out just how much money you can save! You're going to feel delighted when you find out about this new opportunity! You're going to laugh your head off when you find out how much fun you can have using these patterns!

\_ tuo bnit mueu lon You're going to

, I just STOP & I say to yourself

When people think they know what's coming, they don't listen so closely. This pattern takes advantage of that fact, and is great if someone's a bit 'tranced out' by what you've been saying already. When I'm in a situation like yours, I just STOP and I say to yourself "Stop messing about and make a decision". At this point, once I've been through the figures, I just STOP and I say to yourself "It's time to sign on the dotted line". The "STOP" is a pattern interrupt, and creates an opening for you to send their internal dialogue in a new direction. Cool eh?

& I say to yourself **GOTS** isu(I,



you are aware I wonder whether

your birthright.



time \_\_\_\_.

Now is a powerful word, because it brings a person's attention into the present moment. It's particularly useful when you want someone to take action now. I'm just calling to find out when now would be a good time for us to put a date in the diary and meet up. I was wondering when now would be a good time for you to tidy your room. The phrasing's a little bit odd, but people don't seem to notice. And if they do, just say "Never mind". I'm not sure when now would be a good time to

[Future time], when you're [benefiting], you'll look back

When you invite a person to project into the future, it changes the way they frame the present. In six months time. when your earnings have increased by 25%, you'll look back at today and feel relieved that you made the right decision. A month from now, when you're relaxing by the pool under a clear blue sky, feeling the warmth of the sun on your body, you'll look back on this moment and wonder why you were even concerned by the slightly larger pricetag. In a few months, when you're marvelling at the profound effects of your new language skills, you'll look back and laugh at how easy you've found it to practice regularly.

You'll look back You're [benefiting], Future time], when

10 It's good that	Has it ever occurred to you that?	8 I wouldn't advise you to until	7 I'd like to show you how
When I say that something's good, it presupposes it's true. And if it's something you're involved in, the fact that it's good is rather satisfying, isn't it? It's good that you've had the foresight to involve our company at this point. It's good that you've decided to make a commitment to your financial independence. It's good that you've chosen to increase your linguistic flexibility. Well done!	Has it ever occurred to you? If it hadn't, it has now. Has it ever occurred to you that you could be sitting on a goldmine? Has it ever occurred to you that, by making a few simple changes, your business could become the market leader? Has it ever occurred to you that you have the potential to be one of the most influential people in your profession?	When I advise you not to do something that's beneficial to me, I seem more credible. Meanwhile, I can embed a command telling you to do what I say I'm not advising. Finally, I hit you with the "until" statement that presupposes you're going to end up doing it anyway. Holy moly! I wouldn't advise you to place your order with us until you fully satisfy yourself that we can provide you with exactly what you want. I wouldn't advise you to book a place on this seminar until you feel comfortable that this is a great investment for you.	It's not an order, I'm just telling you what I'd like to do. I'd like to show you how you can create an extra eight hours a week for doing the things you enjoy. I'd like to show you how you can save 50% on your utility bills, every single month. I'd like to show you how you can enjoy becoming exquisitely skilled at persuasion and influence, just by playing cards.
10 It's good that	9 Has it ever occurred to you that ?	8 I wouldn't advise you of to	Light in the to show you how
Irresistible Influence Cards™ by Jamie Smart	As you sit here, listening to me, you might	Q I would like to suggest that	<ul><li>J We've, and,</li><li>so</li></ul>
"You may already be aware that language is your most powerful persuasion tool. And you probably realise that influence is your most valuable skill, so you're going to be amazed when you discover just how quickly your skills increase by using these cards."  www.saladconsulting.com  Published by Wordsalad Publications  ISBN 1-905045-02-6  0 1 9 9 5	"As you sit here, listening to me". These words register as 'true' the moment you say them (assuming the person is sitting down). This is a great way to smoothly guide someone's attention in a certain direction. As you sit here, listening to me, you might already have started to feel how great it will be to have this problem resolved. As you sit here, listening to me, you might like to think about what you're going to do with all the money you'll save by switching to our service. The great thing is, when you say "you might", it's tough to disagree with, because after all, you might, mightn't you?	Sometimes it can be useful to soften your suggestions, and this is one way to do it. I would like to suggest that you remember what you wanted when you started this business. I would like to suggest that you take a moment to imagine how you would feel if you were financially independent. I would like to suggest that you study the literature I've given you. I'm not telling you to do anything, I'm just explaining what I would like.	I call this the 'mini review', and it's one of the simplest, most effective ways of pacing and leading a person. You merely state some facts about what you've done so far with them, then add in a suggestion. You've been explaining what you need, and I've told you how we've helped other clients, and we've looked at possible solutions, so you're probably wondering how soon we can get our team in here and making a difference. You've described your situation, and I've told you about us, and we've reviewed the options open to you, so by now you're probably ready to choose the one you want.
9 7 8 1 9 0 5 0 4 5 0 2 0 © 2004 salad	K As you sit here, listening to me, you might	S suggest that suggests the suggest that suggests the suggests su	We've and so and so and