



Influence, Persuade & Sell

THE SECRET OF GENERATING TRUST

WITH SERGIO ZAMBRANO

THE SUCCESS MENTOR

Module 1 - Secret of Gaining Trust

Notebook & Diary

Challenges - Exercise:

What issues are holding me back?

1.

2.

3.

4.

5.

Additional Notes:

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Perceptual Systems

Audio * Visual * Feeling * Logic

Perceptual System Quiz - Step One

Place a number next to every phrase.

4 = Closest to describing you

2 = Next best

3 = Next closest

1 = Least descriptive of you

1. It is easiest for me to:

- _____ Choose color schemes
- _____ Pick out comfy furniture
- _____ Select the perfect volume for music
- _____ Identify the most relevant point of any subject

2. I make important decisions based on:

- _____ how it sounds to me
- _____ how it looks to me
- _____ after studying available information
- _____ what my gut tells me

3. Which sentence is the most accurate:

- _____ I hear every sound around me
- _____ I can make sense of just about anything
- _____ I observe things most people don't
- _____ I love comfortable clothes

4. During an argument, I am most influenced by:

- _____ the person's tone and volume
- _____ whether I can see the person's perspective
- _____ the logical points made
- _____ the other person's true feelings

5. I tend to:

- _____ dress myself to match my mood
- _____ listen to music that matches my mood
- _____ watch movies that match my mood
- _____ word my sentences to match my mood

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Scoring - Step Two

Copy down what position you gave each response, then transfer those numbers to the grid below.

Statement 1

_____ V
_____ F
_____ A
_____ L

Statement 2

_____ A
_____ V
_____ L
_____ F

Statement 3

_____ A
_____ L
_____ V
_____ F

Statement 4

_____ A
_____ V
_____ L
_____ F

Statement 5

_____ F
_____ A
_____ V
_____ L

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Results - Step Three

Total each column.

	V (Visual)	A (Audio)	F (Feeling)	L (Logic)
Stmt 1				
Stmt 2				
Stmt 3				
Stmt 4				
Stmt 5				
TOTALS				

Note: To check to make sure you have done this correctly, the sum of your totals should equal 50.

RESULTS: You can now see that your highest total represents your perceptual preference. Your second highest is the perceptual preference you use secondarily and so on...

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Perceptual Systems

Audio * Visual * Feeling * Logic

My primary preference is: _____

This means: _____

So when I communicate, I tend to use words like: _____

My secondary preference is: _____

This means: _____

So when I communicate, I tend to use words like: _____

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Practice using perceptual language:

Audio - Write 3 sample sentences

1. _____
2. _____
3. _____

Visual - Write 3 sample sentences

1. _____
2. _____
3. _____

Feeling - Write 3 sample sentences

1. _____
2. _____
3. _____

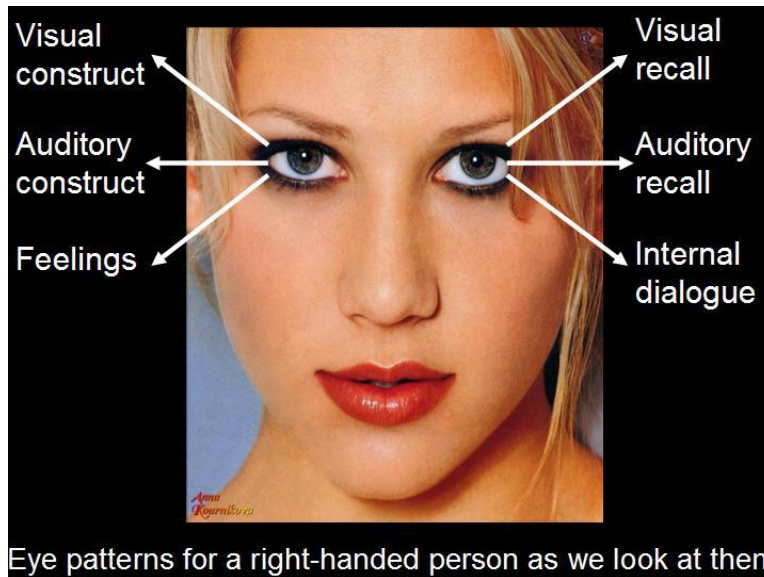
Logic - Write 3 sample sentences

1. _____
2. _____
3. _____

EYE GAZE PATTERNS

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NOTICE THE PEOPLE AROUND YOU. Makes notes on each person's Eye Gaze Patterns while asking these questions:

1. Do you remember your first car? What color was it?
2. How old were you when you met your first boyfriend/girlfriend?
3. What was your favorite outing with your parents when you were young?
4. Do you remember your first bicycle? What color was it?
5. Do you remember the name of your 3rd grade teacher? What was it?

Name: _____

Notes: _____

Name: _____

Notes: _____

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Name: _____

Notes: _____

Name: _____

Notes: _____

VISUAL

See
Look
View
Picture
Imagine
Focus
Show
Appear
Paint a picture
Reveal
Take a peek

AUDIO

Hear
Listen
Tune in
Silence
All ears
Resonate
Sound
Make music
On another note
Melody
Roar

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What additional words can you add to the VISUAL list?

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What additional words can you add to the AUDIO list?

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Now let's take a look at words we might use when communicating with someone who favors Feeling or Logic.

FEELING

Touch
Feel
Get hold of
Tap into
Grasp
Throw out
Solid
Slip through
Hand in hand
Pull some strings
Tap into
Hard

LOGIC

Know
Change
Perceive
Process
Think
Learn
Understand
Consider
Without a doubt
Figure it out
Question
Insensitive

What additional words can you add to the FEELING list?

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

What additional words can you add to the LOGIC list?

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

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Scenario Exercises

Let's assume you have recently met with the prospect and have identified his/her preference in communication. **Here's the scenario:**

You just met in their office. You think there is **no interest**, yet you also know the company has a need for your product/service.

**How would you start bonding with a prospect who has a
LOGIC PERCEPTUAL REPRESENTATION?
(Write a short dialog.)**

Let's assume you have recently met with the prospect and have identified his/her preference in communication. **Here's the scenario:**

You just met in their office. You know there is **some interest**, yet you also know the company has a need for your product/service.

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How would you start bonding with a prospect who has a

FEELING PERCEPTUAL REPRESENTATION?

(Write a short dialog.)

Practice - Practice - Practice

1. If your client says the following, how would you interpret the meaning and how would you respond? "I'm feeling a little uneasy about this product, so far. I'm sensing my staff might think they are going to be replaced and start looking for other jobs."

INTERPRETATION:

RESPONSE:

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2. If your client says the following, how would you interpret the meaning and how would you respond? "I have one main concern about this product. My boss will want to know this and so do I... Since it was only developed 12 months ago - what problems have come up so far?"

INTERPRETATION:

RESPONSE:

3. If your client says the following, how would you interpret the meaning and how would you respond? "I see there could be side benefits to using this product. Yet, it actually looks awkward to use."

INTERPRETATION:

RESPONSE:

4. If your client says the following, how would you interpret the meaning and how would you respond? "I hear what you're saying, but so far I can't imagine if it will benefit us enough for its cost."

INTERPRETATION:

RESPONSE:

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What does this body language tell you
and how would you deal with it?



Her body language communicates: _____

To bond and generate trust, you will: _____



Her body language communicates: _____

To bond and generate trust, you will: _____

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Her body language communicates: _____

To bond and generate trust, you will: _____

Her body language communicates: _____

To bond and generate trust, you will: _____



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What does the body language in each photo tell you?
How would you improve the bond and further generate trust?



Her body language communicates: _____

To bond and generate trust, you will: _____



Her body language communicates: _____

To bond and generate trust, you will: _____



Her body language communicates: _____

To bond and generate trust, you will: _____

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Exercise: MATCH & MIRROR #1

It's important to practice the match and mirror technique. So for the next day or two, use this method on **FOUR** people you don't know very well. I would like you to record your experiences here. **What did you do? How well did it go? Were you subtle? Did they notice? Did you feel a bond being created?**

PERSON #1

PERSON #2

PERSON #3

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PERSON #4

Exercise: MATCH & MIRROR #2

1. You are trying to sell your fitness training and coaching services. Your prospect responds in a low, unhurried tone.



What are his gestures and facial expression communicating? How would you match and mirror this person to create a deeper

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bond?

2. You are selling beauty products to the owner of a day spa.



What are her facial expression communicating? How would you match and mirror her to create a deeper bond and generate trust? gestures and

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3. You are the female on the left who is a freelancer marketing professional. You have just given your pitch to the department heads of a large corporation.



What are her gestures and facial expression communicating? How would you match and mirror her to create a deeper bond and generate trust?

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4. You are selling your computer tech services to this female prospect.



What are her gestures and facial expression communicating?

How would you match and mirror her to create a deeper bond and generate trust?

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RECAP - SECRET #1

How to Quickly Generate Trust

- Learn which perceptual system your client uses
- Notice facial expressions
- Observe speaking & movement speed
- Imitate tonality, unless yelling
- Imitate hand gestures
- Scan all non-verbal communication
- Match and mirror all verbal and non-verbal cues
- Match breathing and tonality
- Be subtle
- Observed and note the feeling you have once you have established rapport and gained trust

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As you begin to use these advanced means of communication, keep in mind that there is no right or wrong mode of each person... that's just how they are wired. To be a master communicator, you want to keep in mind that people are best at communicating when you understand how they filter - delete, distort and generalize

**NOTE: If you would like your work reviewed,
scan your responses into a .jpg,
join the Sergio Zambrano Facebook page,
and send a personal message along with your scan.**