

This is part 1 of How to unlock the buying strategy. Imagine how easy selling would be if prospects would just tell you exactly what to say to get them to make a purchase. You don't have to imagine anymore because this system by Ken Ellsworth does exactly that. In this part 1 audio, you will hear the basics of this strategy. According to Ken's research, people use buying codes when they make purchases. These codes are the exact same steps used when forming the decision to buy. Unlocking them involves not only saying the right things, but also saying them in the exact right order.

Through a series of carefully crafted questions, Ken's method has people unknowingly revealing their buying codes. Selling has never been easier. Here are the key components from this audio part 1, how Ken's system works, and what you will need to get started. Why you will want to practice this system on your friends and family before you try it on prospects and how to do that. How to look for unconscious physical feedback cues that will let you know that you have gotten their code right. What criteria that people must meet before you can sell them anything. The way that most people sell is wrong, but fortunately it is not hard to rethink your selling strategy. In this audio part 1, you will hear how to do that.

Ken: Hello. My name is Ken Ellsworth. I am about to teach you a completely different way of selling; something that I guarantee that you probably never heard or seen before.

Have you ever wished that you knew exactly the right thing to say to make a sale? Have you ever wondered during the presentation what the other person was thinking? Have you ever wished that you knew exactly the combination of things to do that would make that person absolutely buy from you? I am going to tell you and show you exactly how to get someone to tell you exactly how to do that. By the time that we are done with this program, you should be able to know exactly what to say and in the right order to get someone to buy from you.

Before we go any further, one of the first things that you should probably do is just take the manual and skim through it, just glance at each page. The manual just has a bunch of concepts in it. Each page just has a few things written on it and by just glancing that way, you are going to get an idea. It is going to kind of remind you of things as I go through and explain each of these concepts. Once you have just glanced through the manual and just read every page, which will take you all of a minute or two, then as I come back and start to describe stuff, hopefully that will trigger a little bit of that in your brain. You will already have an idea of what the buying strategy worksheet looks like. You will already have some of these concepts in your mind of things that I am going to talk about a little bit later like code words and other things.

I think that the way most people sell is completely wrong. Take a minute to think about how you are selling right now. How does it actually feel when you are making a sale? If you are like most people you are probably anxious. It probably feels like you are trying to convince somebody. Almost all sales programs use a combination of scripts or logic to try and sell. In fact, that is just not the way that people buy. Right now as you are selling, you probably have a list of different points that you are trying to make or different features or different benefits. You probably have certain questions that you ask in certain ways. Again, that is all using logic.

The fact is everybody has heard that expression that people buy based on emotion and then they justify it with logic. In fact, I was just reading a famous sales training book just the other day. In the very beginning of the book the author makes that point. He makes the point that people buy based on emotion and they justify it with logic. Then the entire rest of the book is filled with different logical techniques, different kinds of scripts, different kinds of closes, different kinds of closing questions, and different ways of handling objections when they come up. All of those techniques are based on logic. Every time that I see that stuff I just kind of shake my head. What I am going to be teaching here is really based on the latest neuro science. Just in the last few years, we have been able to actually look at people's brains with functional MRIs, inspect, and PET scans. We have been able to see actually what the brain is doing while people are doing different kinds of mental activities. For example, we have been able to look at the brain when people are being sold or when people are actually making a buying decision. We can actually see what part of the brain that people are using to do that. One of the things that this brain scans have shown us is that people really do definitely make that decision to buy based on emotion. Another way that I like to describe that is that people really make the decision to buy unconsciously. This decision is basically made based on our beliefs, our values, it is kind of made based on the experiences that we have had in the past. Really very few people themselves, for example myself or somebody else, if you were to ask them how do you decide to buy something? Most people don't actually know because it is unconscious. Most people just don't know that unconscious process even about themselves.

What I am going to show you as we go forward here is exactly how to get somebody to tell you that unconscious buying strategy. The reason that I call this program the buying code is because it really is like a code. The analogy that I like to use is that it is like the combination to a safe. If we want to open a safe, all we have to do is to know the exact combination. We have to know it is left 23, right 14,

left 7. If we know that, we can open the safe, but not only do we have to know the numbers, but we have to know the right sequence. For example, if it is left 23, right 14, left 7, we could take those same numbers, 7, 14, 23, but if we don't put them in the right order the safe isn't going to open. It can be the exact numbers, but if we go 14, 7, 23 or 7, 14, 23 or 23, 7, 14 it is not going to open. We have to do it exactly in the right sequence or the right order. It has to be 23, 14, and 7.

People's unconscious buying strategies are exactly like that. If you know how that you can actually get somebody to tell you their exact buying strategy, how they make that decision emotionally. The exact steps they use and the exact sequence that they do it in. Once you have that information, selling becomes really easy. All you have to do is play back that exact sequence to them and it is an automatic response, it is irresistible. The really cool thing if you attend a live training is to actually see that process where we can actually take somebody's buying strategy like that and we can give it to them in the same information, but in the wrong order. People will come up with some kind of objection why they won't buy, but if we put it in the exact, right or correct order they will buy. Then again, we will test it. We will go back and give them the exact same information, but again put it in the wrong order. Again, they feel uncomfortable. They decide, "Ah, you know." It is almost like there is something missing.

That is an interesting part of this program. Even though I will be able to tell you and teach you the steps here, it is very experiential. The advantage of attending a live training is that you can have it done to you. You can actually feel what it is like yourself. What I would suggest is that you are going to need to really experiment with this. I can give you all of the information here in this training and you need to go out and really practice it. You need to go out and really play with it. You are going to need to go out, and it is like any skill, it is like learning to ride a bike or learning to play the piano. You are going to have to practice over and over and over again until it becomes really easy. The benefit though is that this is a very specific sequence of steps. If you do these steps, then getting someone to buy from you is really simple and really easy. It's pretty much automatic.

As we go forward in this training, I am going to teach you an easy step-by-step process. You are probably going to have to listen to this more than once because sometimes I am going to explain something and I am only going to mention it once, but it might be a very, very key piece to the puzzle. So sometimes you might think that you have all of the pieces, but if you skip one little part of this it doesn't work. As I said before, it is like the combination to a safe. You have to have all of the

pieces and you have to put them in the specific order. So I would really suggest that as you learn this process, you probably listen to this several times. Go over it. The good thing about it though is that it really is pretty scientific. It is really step-by-step and the nice thing is that we can test it. As I go forward I am going to show you how you can literally test to make sure that you have the code or that you have the combination to that person's strategy. You are going to be able to test it even before you run it on them. You are going to test it as you run it on them. The person is literally going to tell you whether or not you have it right. If you don't have it right all you have to do is just back up a step, figure out what you did wrong, redo it, and you will get the strategy. Once you have the strategy it is almost, I hate to use the word mind control, but it is literally almost like that. The person unconsciously, without even thinking about it, makes that decision to buy them.

Every single time that we do a live training I demonstrate that. We generally ask the sales manager or one of the people in the room, "Here. I am going to sell you this." I always tell them don't buy from me. When I get to the end of it, come up with some kind of objection. Tell me now or I want to think about it or something like that. Then we list the person's strategy and I run it on them and then I say, "Okay, will you buy this?" Every single time the person goes, "Yes." The room always cracks up. The person gets embarrassed. I always go, "Wait a minute. I thought I told you don't buy it?" They go, "Oh yeah. Okay. Do it again." Then we run it again and automatically right at the end, before they consciously even think about it, the person will go, "Okay. I will buy it."

That is the beauty of this process. It is so powerful that even when you think ahead of time, I don't want to buy and I am going to say no, if somebody has your strategy it is literally going to push your buttons. Your brain is going to go into this default mode and you are automatically going to buy. There is a real benefit to that if you use it ethically, which is that you are going to know exactly how this other person thinks. You know when I first started I asked what would it be like or have you ever wished that you knew exactly the right thing to say to make the sale? By doing this process the other person is going to tell you exactly what to say and then in what order to say it.

Not only that, but as we go forward I am going to talk about a thing called physical code. This physical code, you are going to be able to watch the person and as you watch them, they are going to be giving you feedback. They are literally going to be telling you whether or not you have their code right. There is a very specific thing that they are going to be doing that is going to tell you. Yeah, you have the code

correct or if they are not doing this thing you are going to know that I don't have the code correct. I have to go back. I missed a step or I have to redo a step or I did something wrong. Then you can fix it and then go forward again.

So it is really a step-by-step easy to do process, but it does take practice. You are going to have to play with it. You are going to have to experiment with it. What I would say is find people at work, check with your spouse, you know every time that you run into somebody; a friend or associate, you take somebody out to lunch, play with this. Run it and do it. When I was first learning this, I use to do that all of the time. I use to notice somebody's watch. I would go, "Oh, that is a nice watch. Do you mind telling me how you decided to buy that watch?" Then I would literally get their buying strategy for the watch. Or I would walk up to people and go, "Oh, really nice car. Do you like it?" They would go, "Yeah." Then I get their buying strategy on cars. So you can literally get people's jewelry buying strategies, their car buying strategies, their clothes buying strategies. By constantly doing that every single day and by practicing one part of the technique or another part of the technique, you are going to learn to master it. Pretty soon it is going to be somewhat easy to do. It is going to almost be automatic for you.

Again, once you do that then selling becomes really easy. It becomes really smooth. It isn't this anxious process for you or hoping that you have the right question, hoping that you have enough benefits, or trying to figure out what can I say or how can I say it to this person to get them to buy from me? Once you really learn this process, you will understand that it is a process and that it is just like a code, just like the combination to the safe. All you have to do is know the numbers in the exact right order and then all you have to do is feed that back to the person and automatically unconsciously, they are going to think they are consciously making this decision, but it is not really. It is an unconscious decision and they are going to want to buy.

With that being said obviously before somebody can buy from you or before you can actually sell something they have to meet certain criteria. If I were going to sell somebody a car, obviously they would have to be able to buy the car. If I were a real estate agent and I was selling someone a house they would have to be able to buy the house. I can have the strategy perfect. I can run it perfectly and I can fire off that buying impulse from somebody unconsciously, but if they don't have the capability of buying, if they are not actually able to buy, then yeah, they are not going to buy. Obviously, that is part of the process too is that you have to sort people. The people that you approach, the people that you run this on actually have to have the ability to make the

decision. They have to have not only the ability, but they have to have the capability. They have to have the money. They have to be the person in the business that has the buying authority if you are trying to sell a business owner.

The very first step in getting somebody's buying code and getting their buying strategy is what I call setting it up or pre-framing it. Sometimes this particular step is a step that people forget to do. Sometimes they don't do it well enough and that really limits our ability to get the rest of the information. One of the things that has to happen as we set this up or as we pre-frame it is, people's code or this unconscious strategy is actually what we call state dependent. What we mean by that is the information is really only going to be available to their conscious mind when you have them in the same emotional state that they are in when they access the information.

Let me see if I can explain that a little bit better. If we all go back and remember a time when we were in school. Maybe you can remember when you studied for a test and you really learned the information and then you got to the test and then all of a sudden here you are taking the test and the pressure is on and wow, there is the question. You know that you know the answer to the question and you literally can't remember what the answer is. You are sitting there going, "Wow, I know that I know the answer." You just can't access it.

Another good example of this is one time I was at a party. I think it was a Christmas party and my boss walked up to me and I went to introduce my wife. I said, "This is my wife." I literally couldn't think of her name. What happens in those situations where we can't remember somebody's name and we can't remember information that we studied is memory and is what we call state dependent. What that means is scientifically your mind; thoughts literally produce certain chemicals in your body. In order to access the memories you have to be producing the same chemicals. Your body has to be in the exact same emotional state that it was when you learned the information. If you are relaxed during a test, you are going to be able to remember the information because when you were learning it you were relaxed. The problem is that you go into the test and you are all anxious; therefore you are not in the same state, which was relaxed, as when you learned the information and you just can't access it. So one of the things that we really got to do is we have to get people into the exact same mindset. The exact same emotional state that we want them in, in order to illicit the code.

The other thing that is really important before we literally also learn anything about how to get someone's buying strategy or their buying

code, is that again it is very, very context dependent. What I mean by that is that we have to get them in the exact same emotional state. We have to get them in the exact same mind state. It is really important that the person be in the right state of mind and not only that, but that we are talking about the exact same thing that we are going to be asking them about.

For example, people have strategies about everything. So not only do people have buying strategies, but people unconsciously have a love strategy. There is a very specific way unconsciously that everyone falls in love and that is different for everybody. In my work as a therapist, one of the things that often happen is that people come in and they are heartbroken. They can't get over this person that just broke up with them. It's been months and they are still emotionally distraught. One of the things that we can do is actually illicit their love strategy and then we can go in and shift their thoughts, shift their memory so that, that person is no longer is remembered in the same way so that it is no longer firing off the exact same strategies. So if I wanted to illicit somebody's love strategy I have to get somebody to go back into that state of mind of being in love.

Now the importance of this for us as sales people or for you when you are going to go sell somebody is you have to get them in that exact, specific state of mind when they bought something. So what we have to do is we have to ask the person. Do you remember when you bought that? Can you think back to that moment in time? Again it is really context dependent. What I mean by that is again; if I am a car salesman I am going to want to illicit their car buying strategy. That car buying strategy is going to be a little different than their investment strategy. If I am a financial advisor, again I want to get their strategy for choosing a financial advisor or I want to get their strategy for making the good investment.

A lot of times I see other people using similar techniques that I am going to teach you. A lot of times they do it wrong. There is a really famous sales trainer out there teaching financial advisors and he makes the mistake of asking the question, what is important about money? Now that gets people thinking or in the exact state of mind of oh, money, but that is a completely different state of mind. It is a completely different context than choosing a financial advisor. It is a complete different context than making a financial investment. The same thing is going to be true if I am a marketing consultant and I am trying to get a business owner to hire me as the consultant. I am not exactly trying to get his buying strategy. I am going to try to get his hiring strategy because what I really want him to do is hire me. His hiring strategy for a consultant is going to be very different than his

hiring strategy for an employee. So I have to make sure again that I get them in that exact same state of mind and then ask the questions exactly right so that I can get the information that I really want to get. One of the biggest problems it has and one of the reasons that it sometimes doesn't work is because we aren't putting people back into that exact state of mind. Therefore, the information that we are getting isn't correct.

As we go forward, I am going to be telling you exactly what to say and how to say it. One of the things that you are going to notice as you play with this and ask you practice it is if you literally change one word in a sentence, you are going to get totally different information. So when I tell you to ask the question this way, you have to ask it word-for-word, exactly like I am telling you. Otherwise, you are going to get faulty information or you are going to get different information than what you really want.

Michael: This is the end of part 1, please continue to part 2.

This is the beginning of Part 2, titled How to Get Your Prospects Prepped and Ready. In order for prospects to be influenced by the system, they have to be in the right frame of mind; in Part 2 you'll hear how to get them there. Because a brain is contextual when it comes to buying, it's important that you get prospects to recreate specific, enjoyable purchasing experiences. And in Part 2, Ken explains how to do this. This step is crucial to your success and should not be skipped or underestimated; it also must be done exactly right.

The key components from this audio are the most important questions to ask your prospects that must be said word for word. How to draw a map of your prospect's buying strategies. How to prevent yourself from contaminating and ruining the process. Once you have your prospects prepped and ready to go, you'll easily be able to pull out the code words you need to uncover their buying strategy. Now let's get going.

Ken: One of the first steps in eliciting a person's strategy or finding out their buying code is you want to establish rapport with a person. There's lots of different ways to establish rapport, and in fact in this particular program I'm not going to really go into that in depth because I'm going to assume that you already somewhat know how to do that. If you don't actually know how to tap into somebody's unconscious greeting, if you don't actually know how to match and mirror. If you don't actually know how to establish rapport with somebody through liking and some of these other principles, I would definitely suggest that you study some other programs,

maybe study some of the other things and actually learn how to establish this rapport.

Just real briefly, that's the first step. We want to establish rapport with a person. If I'm a marketing consultant I can easily establish rapport just by asking the person about their business; asking them, "How did you get started in this business? Why did you get started in it? What do you like about it? What are your challenges?" A lot of times just by asking those kinds of questions it's going to get them talking. People love to talk about themselves. And then just as I just kind of match their experience as I ask about each little thing that they're talking about, I'm going to be establishing that rapport.

As a part of that rapport process, one of the things I want to do is again get the person into the right frame of mind. I want to get them back to thinking about this same emotional state that they were in the last time they did something like this. So, depending upon what I'm doing—for example, if I'm a car salesman I might ask the person, "Oh, is that your car?" And they would say, "Yes," and I would say, "Oh, how do you like it?" Then they would start to tell me about it. See, what I've done at that point is I've kind of set the stage by simply asking the question "Is that your car," it's gets them thinking about the car. And then I ask them if they like it, again they start thinking about the car. Unconsciously they start to think what do they like about the car, what they don't like, they start to think about times they've driven the car. It just kind of puts them in the frame of mind of thinking about the car.

If I wanted to illicit somebody's jewelry buying strategy, again I might know [inaudible]; "That's a really nice bracelet. How did you decide to buy that bracelet?" Now the reason I'm starting off by saying "that's a really nice bracelet" or "that's a nice car," is because it's much too abrupt to just launch into "how did you decide to buy that bracelet" or "how did you decide to buy that car." You need to transition people into this. You can't just abruptly go up to somebody and ask them their buying strategy, it's too abrupt. People start to wonder, "What, huh? Why are you asking me that?" Whereas, if I start off by saying, "Wow, that's a really nice bracelet. How did you decide to buy that?" It's not abrupt. People don't wonder why I'm asking, they automatically assume that the reason I'm asking is because I really like the bracelet.

Part of the process is this setting the frame or starting the process of getting people into the right frame of mind so that we can actually start the process of beginning to ask them the right questions. How

you go about pre-framing or setting someone up to get them into this state of mind to find their buying strategy is going to depend a little bit upon the circumstances or the situation you're in. If I'm a car salesman, I'm on a car lot, then obviously I can ask them about their previous car or I can start to ask them a little bit about what they like about cars or maybe why they're looking for a new car and I can get them in that frame of mind. If I'm just going up to a friend or I'm just doing this with an associate at lunch because I'm practicing, that's when I'm going to say something like, "That's a really nice watch," or maybe I'm going to say to them, "Hey, you know I'm learning this new technique. I want to try something. Do you mind if I ask you a few questions.

If I were a financial advisor and I was sitting down with somebody, then again a good transition into that would be, "Before we go any further, I want to find out a little bit about you." And obviously, if you're a financial advisor you're going to do that suitability and you're going to start to ask them questions. And so, as a part of asking them questions then you're going to say, "I need to know a little bit about how you make decisions and how you think." Then you can start to ask them the questions. Setting the frame or getting people ready before I start to ask them that first question is a real very important part of the process and it's often the part of the process that I notice people skip or forget to do. I think one of the reasons people forget and skip it is because it's actually not necessarily a part of the process as we're doing the process; it's kind of a preparatory step, so I think that's the reason sometimes people just leave it out.

The first real step in finding somebody's unconscious buying code is literally to ask them the question and it's a very specific question. Again, I can't reiterate this enough, but you really have to get the question exactly word for word right. If you leave off one word or change one word, you're not going to get their buying strategy; you're going to get something different. And then as you go to sell them you can have bad information and it's not going to work. Basically, the question is, "How did you decide to buy _____?" Now, depending upon the industry I'm in I might be able to change that question a little bit or I am going to change the question slightly.

For example, if I'm a financial advisor I might pre-frame it a bit by asking them, "What was the best financial decision you've ever made in your life," and then letting them explain that to me. And then I'm going to ask that question, "How did you decide to buy that investment?" If I'm a car salesman I might ask them, "How did you

decide to buy your last car?” If I’m a real estate agent, I’m going to ask them, “How are you going to decide that this is exactly the right house?” One of the things we do have to keep in mind here is that beginning thing that talked about, which is that it’s context dependent. If I’m asking them about the house, if I ask them, “How did you decide to buy your last house,” I’m going to get a slightly different strategy that I might get for their current buying strategy.

For example, maybe when I bought my last house I was looking for a neighborhood that had a lot of children in it because I had young kids. But maybe at this point all of my kids are grown and they’re gone and now I’m looking for a really quiet neighborhood that doesn’t have a lot of children running around in the street. The actual answer is going to be slightly different. Before it might have been, “Well, I decided to buy that house because it had a bunch of children.” Where’s my strategy now is, “I want a quiet street.” Same thing with a car. Maybe my last car I bought it because it was really fast or maybe it was really good looking and maybe at this moment in time I’m looking for a car that’s economical, that gets really good gas mileage. Maybe I’m looking for a car that fits a baby seat easier, whereas my last car it was just me when I bought it. But now I’ve got a family and I’ve got to fit three kids in the back seat.

So the question is going to be slightly different as we go forward and for each industry it is slightly different. The question needs to be exact. And if you have a question about this and you need it for your specific industry, I’ve included some examples of this for each industry in your manual. If it’s not in there exactly for you, don’t hesitate to e-mail me or give me a call and I can quickly or easily give you the exact question that’s going to fit your situation. And again, I can’t reiterate it enough, sometimes if you change just one word in this you’re going to get a slightly different thing. Let’s assume I’m a marketing consultant and I’ve pre-framed, I’ve set up the kind of mental environment here. I’m meeting with this business owner, maybe he’s heard me give a talk so he’s interested in what I do. Then as I meet with him I ask him how did he get started in the business and then he starts to explain that to me. Then after I’ve established that rapport and I’ve got him thinking about his business, maybe I might ask him the question what challenges he’s finding in the business.

So I’m starting to get him to think about things that he’s wanting to change. Then what I might ask is whether or not he’s ever hired a consultant in the past. If he has then I’m going to ask him, “How did you decide to hire that consultant?” That will be a good

question to at least get his buying strategy for what he did at that particular moment in time. And then I can ask him the question, "How would you decide that this is going to be perfect for you?" And then he'll give me his strategy on buying my services. So again, look in the manual; see if it's got the question for your specific industry. But the basic question is going to be, "How did you decide to buy _____?" And where that blank is, I'm going to insert car, watch, sweater, jewelry, house, investment, insurance and whatever it is I'm trying to sell, because that's going to give me the exact buying strategy for this particular thing that I'm trying to sell them.

As you look across the top of your worksheet and it's very important that you use this worksheet as you're eliciting someone's buying strategy. You literally really, really need to have the worksheet in front of you. If you're on the phone you need to have the worksheet there. If you're talking to someone in person you really should have the worksheet in a notebook and you should be writing this down. What I've found over the years is I can ask the question, but if I'm not writing it down chances are I'm not going to get it in the right order or I'm not going to hear the exact word that they're using. So using the worksheet is very, very important. On this worksheet you're going to literally draw a complete map of the person's buying strategy. So what you'll notice is across the top of the worksheet there it basically says buying strategy and then it says how did you decide to buy _____. And then you'll notice it says 1, 2, 3, 4, 5, going horizontally across the page. What you're going to do is you're basically going to fill in the answers as they give them to you.

For example, let's say I ask the person, "How did you decide to hire the last consultant?" And maybe the answer was, "Well, they came highly recommended." Right there in number one I'm going to write *highly recommended*. Maybe the first thing they are going to say is, "Well, I heard them speak." So right there in number one I'm going to write *heard them speak*. If, for example, I'm asking somebody how did they decide to buy that watch? Maybe the first thing they're going to say is, "Well, I really like the way it looked." So I'm going to write *looked* right there in that number one space. Whatever they tell me at first, I'm going to write that in. Now, one of the things that we need to talk about right here is a big problem that happens. As you're paying attention and as they give you the answer, they're literally going to tell you in, what I like to call code words, which is basically they're going to give you a word and most of the time that word is going to be what we call a "nominalization."

And a nominalization is basically something that doesn't fit into a wheel barrow.

For example, if they say, "I really like the way it looked." I can't fit *looked* into a wheel barrow, it's just a word. If they said, "I heard them give a talk." Again, the word *talk* is really non-specific. It's what I like to call a "code word." So we're going to write this code word down right there in that space. One of the biggest problems that happens is we end up contaminating this code word. What I mean by contaminating is the person will say one thing and we'll literally write something else down. Every single time I've taught this, every single time I've done a seminar, I come across this contamination. Even as many times as I've done this, as many times as I've taught it, as many years as I've been practicing this, I occasionally, every so often, I'm guilty of it myself.

I remember one time a few years ago I was giving a talk and I was eliciting someone's buying strategy and I literally started to write it down and I contaminated and wrote a completely different word in there. What do we mean by contamination? Let's say, for example, I'm a car salesman and I ask the person how are they going to decide to buy this car and they say, "Well, I want a really big truck." So I'm going to write down *big truck*. What happens with contamination is unconsciously since this word "big" is really nebulous and we can't really define it, we don't know what it means, we automatically ourselves define it. For example, when somebody says "big," I automatically go, "Oh, I know big means." And I start thinking they want a one ton truck. The problem comes, we don't really know what they mean by "big." And I use the example of big as a perfect example because one time I had a car salesman do this and the woman came in and literally that's what she said, "I'm looking for a really big truck," and the salesman wrote down "big."

One of the things we're going to do later is show you how to figure out what exactly "big" means and what we're going to do is ask them, "What do you mean by big?" And you'll see that on the left hand side of your paper there, it says, "What does _____ mean to you?" And we're going to put the code word in there, we're going to say, "Okay, what does big mean to you?" When the salesman asked the woman that, she said, "Oh, what that means is I want to be sitting up really high so that I've got a good view and it just makes me feel better to be sitting up really high." Well, now the salesman knew, she doesn't want a one ton truck, she just wants something where she's sitting up high. Once the salesman realized that, started talking to the woman in her own language and started

showing her things where she was sitting up high, she turned to the salesman and she says, "You know I've been out shopping all week and you're the first salesman that really gets it. You're the only one that understands what I'm looking for." Because he understood the fact that he had to figure out what big meant and that there was this process that we call *contamination*, he's the only salesman that got the sale from her. He's the one that established the most rapport.

I see this time after time and it's probably one of the key things you're going to really have to watch for yourself. For example, somebody might say—another good example is I had a real estate agent one time and as she was practicing this she asked the woman, "What are you looking for in a house? How are you going to decide to buy?" And the woman said, "I want a house with a really good view." So she wrote down *view*. The next step is we've got to ask them what does *view* mean to you? And as we write that down, now you're going to go underneath the one and up there at one you're going to write *view*, but then what the person tells you it means we're going to write down below it. So now we're going to go down the page vertically. What happened with this real estate agent is everybody had been showing this woman houses with the typical thing that people might think of as a view, which is I get to look over the street lights, or I can look for miles.

What happened she was out showing this woman houses and all of a sudden they're driving down the road and they see a for sale sign, so they pull into this house and as they're showing it the woman says, "This house is perfect." And the real estate agent is thinking, "Wait a minute, what do you mean it's perfect? It doesn't have any view. It's surrounded by trees." And the woman is standing in the kitchen and she looks out the kitchen window and she says, "See, it's got the best view here. I can't see the driveway. From the kitchen window I can't see any of my husband's cars." And what the woman was meaning by *view* is she wanted to be able to look out her windows and not see her husband's cars. Her husband liked to work on cars and maybe he had five or six cars, and she just didn't want to see them when she looked out the window of her house. But that's what *view* meant to her.

So we're going to have this same problem all the time. You have to write down exactly what the person says. You've got to listen carefully and not interpret. You've got to ask them. If somebody says, "I want a house that's open." You've got to ask, "What do you mean by open? What does that actually mean to you?" If I'm a business consultant or a marketing consultant and somebody tells

me, "I want to be able to increase my sales." We can automatically assume we know what that means, but we don't, we have to ask. "What does increasing your sales mean to you?" And maybe what the guy's going to tell us is, "It means I'm going to make more profit." Or it means, "I'm going to pay less taxes." Again, you'd be surprised sometimes when you ask people what something means, what it really does mean. A lot of times we assume it means one thing and it means something totally different.

This is the beginning of part 3 titled How To Find and Decipher Code Words. The meat and potatoes of Ken's system is in finding your prospects code words so that you can use them in the right sequence. Believe it or not your prospects will tell you their code words if you ask them. They will also tell you the order that they go in. You just need to train yourself to listen for the answers. In this audio, you will hear exactly how to do that.

Key concepts from this audio are how to get your prospects to tell you every last part of their buying strategy, how to get prospects to be as specific as possible when defining what each code word means to them, the pitfalls to avoid that will contaminate the process. The best part of this system is that Ken's questioning process actually makes prospects feel comfortable and at ease with the buying experience, like someone has finally come along who cares about what they are looking for. Now let's get going.

Ken: So let's just review for a second. What we are really trying to do here is find someone's buying strategy; the way that they unconsciously come to the decision to buy. The way that we are going to do that is we are going to ask them about the last time they bought this thing. For example, if it was jewelry, we are going to ask them about a time when they bought jewelry. If it is about buying a car, we are going to ask them how are they going to decide which car is going to be the perfect car for them. If it is a house, we are going to ask them how will you decide to buy the house that you are going to buy? If it is a business consultation, we are going to ask them, "How are you going to decide if this is going to really help you? How are you going to decide that this will be a really good purchase? How are you going to decide to buy this?" As soon as the person answers that question, they are giving us code words, they are giving us things. They are going to say things like, "I want a car that is dependable. I want a car that is economical." Those words dependable, economical are code words. If we are talking about a house, they are going to say things like, "Good neighborhood or I want a house with potential or I want good schools." Again, good neighborhood, potential, good schools; those are all what we call code words. We don't know exactly what the person means when they say those.

So to start with, we are just going to write those words down. We are going to need to write down the exact word that that person used. When they say good neighborhood, I have often seen agents write something different down. When somebody says, "I want something with potential." I have seen agents write down, good investment property. That is where we come up with contamination. When somebody says, "I want a big truck." The salesman says, "Ah, they want a one-ton, 3/4 ton truck." Again, we don't know what big means, we don't know what good neighborhood means, and we don't know what potential means. We are going to have to ask them. We just need to write down that particular word.

If you haven't already, now would be a really good time just to be looking at that worksheet. As you look at the worksheet, up in the top left-hand corner, you will see where it says name. You are going to write the person's name there; whoever the client is. Across the very top of the sheet you are going to see things like towards, away from, procedures, options, internal, external, same, different, convince, mode, and times. I am going to talk about this a little bit later. I am going to explain to you exactly what that means and why that is important.

Right below that, you are going to see that it says buying strategy and it says how did you decide to buy "blank". Then it is going to go one, two, three, four, and five. You will notice that right underneath that it says, "Anything else." What happens when we ask somebody, "How did you decide to buy that watch?" They are going to say, "I liked the way it really looked." We are going to write, "The way it really looked" in number one or just looked. That is the code word that they have given us.

Now at this stage, they have only given us a part of the code; kind of like the combination to a safe. They have only given us one of the numbers. We don't even know if it is the first number or the second number or the third number. We are going to have to keep asking here. That is where this anything else comes in. Let's say that I am asking someone about their watch buying strategy. I ask them and I say, "How did you decide to buy it?" They say, "I liked the way that it really looked." I would say, "Anything else?" They might say, "Oh, it was a really good price." Then I will come back to them and go, "Okay. So you really liked the way it looked and it was a really good price. Anything else?" They might go, "I liked the quality." I am going to keep doing this until they go, "Hmm. No. That was it." Generally, depending upon the person and depending upon what they are buying. Again, each one of these is really specific. Generally you are going to find that there are about three, four, maybe five things that are going to

be the key components to this strategy. In order to get them all, you just keep asking, "Anything else?" We just repeat what they have said and then we ask anything else.

Sometimes at this point as sales people or especially when you are learning this, a lot of people think well gee isn't the person uncomfortable when we are asking them these questions? Doesn't it get to be intrusive when we are asking, "Anything else? Anything else? Anything else?" My experience with this is and most of the salespeople have really mastered this, no it is not intrusive. In fact, the person really appreciates it when you ask them. What you are going to find as we go through this process too is that it is a phenomenal process for establishing rapport. When you ask people how they decide and what is important to them, then people start to really feel like you understand them. They start to feel like you are really listening and that you really get it and that you are really the only salesperson that is actually paying attention to them and really knows what they are looking for. So rather than being intrusive this actually becomes very elegant. It becomes very rapport building. You get really in sync with the person. They really feel understood when you are asking them these questions.

If you look on your worksheet, you will also see on the worksheet that underneath the one, two, three, four, and five, there are columns that are going down. You will see off to the left of that that it says details. As we are asking the person, let's say for example we are asking them how they bought their last watch. They say, "I liked the way that it looked." Again, I don't want to contaminate. I don't know what looked really means. So as you can see off to the left there, I am going to say, "Can you tell me more about what "looked" means to you?" Maybe they are going to say, "Oh, it was really elegant." So underneath "looked" in that first column, I am going to write elegant. Then I am going to ask the person, "Ultimately, what is important about it looking elegant to you?" They are going to give me an answer.

So you will see off to the left there it says, "Can you tell me more about what that means to you and ultimately what is important about that?" That is how we actually fill the sheet down. As we go forward in this program, at the end I am going to give you several examples of my actually eliciting people's buying strategies. So you are really going to be able to listen to how it is done. You are actually going to see the sheet filled in. It is relatively simple. It is relatively easy. I have already done this hundreds and hundreds of times. It seems like it is more complicated than it is. It is actually pretty simple and pretty easy.

Once I have gone across the top of the sheet there and I have asked them how they are going to decide to buy. I fill in, like for example, the watch “look, value, quality”. Then what I have to do; now I have the numbers for this thing. What I have to do though, sometimes people don’t give them to me in the right order. So now what I have to do is actually ask the person and I have to put them in the right order. If the first one there is “look” and the second one is “value”, then I have to ask them. “Okay, which is more important to you? How it looks or the value?” They are going to tell me, “Oh, the value is more important.” So I am going to make that number one. Then I am going to ask them, “Okay, which is more important the value or the price?” They are going to tell me again which one is more important. Asking them which is more important allows me to start to put these things in the correct order. I will find out which one is number one, which one is number two, which one is number three. This is really important because like I said in the beginning, it is not just the numbers of the combination to a safe, but it’s the sequence and the order that you put them in that matter.

Once we have the code and once we have the right words and have them in the right order, then we just want to replay that back to the person. We want to say something along the lines of, “So, if I have this correct, when you bought your watch it was how it looked, it was the quality, and it was the price.” Now what happens when I replay the code back to them, if I have it correctly is unconsciously, automatically the person is going to tell me that I have the code right. The way they do that is in every single case they do what I like to call the bobble head. I like to call it the bobble head because if you have ever seen those little bobble heads, the head nods up and down. This is a fantastic way to literally check whether or not we have the code.

If we start off and we say, “Okay, let me see if I have this correct. When you went to buy your watch, you liked how it looked.” If they don’t start nodding right at that point, then chances are look isn’t the most important thing to them. Definitely if by the time I have said the second thing and they don’t start nodding, then I don’t have it in the right order. I need to go back and redo it. This is really important. We want to test this code. We want to play it back to them and we want to get that physical confirmation. We want to see them actually nodding their head up and down. It is really fun when I teach seminars to teach this part of the seminar, this physical code part because what will often happen is I will say that people are going to tell you that you have the code right. Then what I will say to someone is, “I have your code. Now don’t nod your head.” You will start to replay the code to them and they literally won’t be able to not nod their head. They will try and some people that are really good, you can see them like holding their

head and physically struggling not to nod, but in the average situation where a person doesn't know they are going to nod and you are not telling them ahead of time not to nod, they are going to nod every single time. That is what is important about this. If you get the code correct. You repeat it back to them and they don't nod their head, you don't have the code. If you have the code, they absolutely, positively, in every single case, are going to nod their head. They are going to let you know, yes that is it.

Once I have that, now I can use it in the sales process. How I use that in the sales process is very elegant. Again it has a lot of integrity because at this point what has happened is you have asked the person what do they need to know, how are they going to make that buying decision? What you have from them is unconsciously how they think, what they need in order to actually make a good decision.

So once again, let's go back to this really quick, simple example that I am giving you on the watch here. The person says, "It is the look. It is the value and I think it was the price." No, I think it was the look, quality, and price. Let's go with look, quality, and price. So they say, "It's the look, the quality, and it's the price." Then now again, my sales presentation is really simple. I am going to go and look through the case. I am going to find a watch that is going to look exactly like they described. Remember in the beginning, it is a code word. I don't know what look means, but as I am filling in my sheet here. I am going to ask them, "Can you tell me what "look" means to you." They are going to tell me, "Well it was gold. It was slim. It had a black face." So I am going to know by the time I fill in my entire sheet exactly what "looked" means. The same thing when they are telling me quality. I am going to be asking them, "Can you tell me more about what quality means? What does that actually mean to you?" They are going to tell me. Then again, when we get to the price I am going to ask them, "Okay what is so important about price to you? Why is that important?" They are going to tell me. They are going to say, "Well I only have \$10." Now I am going to know. Okay.

So now it is really easy to sell them. I am going to go and look. I am going to pull out a gold watch with a black face that has a certain quality to it and that is priced under \$10. I am going to show it to them in that exact order. If I show it to them in that exact order then that is literally their unconscious buying strategy at that instant in time. They are going to go, "Okay." They are going to be sold.

Now the beauty of presenting their information to them in their exact order is you will never have an objection. Think about that for just a second. I always make that statement. You will never have an

objection. The reason that I say that is because in my experience an objection tells me that I didn't get the code correct. An objection tells me that I didn't put it in the right order or I am missing a piece of it. What happens when we are missing a piece or we don't have it in the right order is that for some reason the person unconsciously doesn't feel right. They feel like, oh it is not a good decision. They shouldn't make the decision and their unconscious is telling them, "Don't do it." Sometimes they don't even know why they don't want to make the decision. That is where I disagree with a lot of sales programs where they start talking about here are all the ways to handle objections. It is really a mute point because in almost every single case that I can think of when the person is giving you an objection the objection is really just saying, "Look I just don't feel uncomfortably comfortable at this point." There is something wrong with the sales process or there is something wrong with this product. So therefore, I don't want to buy it. That objection is just telling you, "I don't want to buy." Now if you are in there trying to solve objections, now you are in an adversarial relationship. The difference is when we are using their brain strategy. We are getting their information from them. We know exactly what the order is that they want in order to make the correct decision. If we present the information to them in that order, they can make the correct decision and they will feel totally comfortable. When I say that they are going to feel totally comfortable about it, what happens is they never have buyer's remorse. They don't then think later, maybe I should of, would of, and could of. What happens is that they feel totally, unconsciously congruent with the purchase.

Michael: This is the end of part 3. Please continue to part 4.

This is the beginning of part four titled The Key to Locating Your Prospects Motivational Keys. Motivational keys are what propel people to action, but since each person has a different set of them you will need to test to see what motivates each prospect individually. In this audio, you will hear how to find out what kind of person your prospect is so that you can determine what will call them to action. The determining factors covered in this audio, number four is does your prospect answer in, towards, or away language? Is your prospect a procedures or options kind of person? Are they internal or external? Do they notice things that are the same or different?

After you listen to audio four, you will begin to notice the different types of people and the different ways that they are motivated. This is an important step and once you master it, it may affect the way that you talk to everyone from your spouse to your boss. Now let's get going.

Ken: Now what is going to happen as you are filling in this worksheet, again let's take the example that I am just using here, the watch. It can be anything. It can be a car, it could be business advice or a consulting arrangement or anything.

If I have asked them at first, what is it and how did they make the decision. They say, "It was the way it looked." Now I am going down the page and I say, "What is important about the look? What does look actually mean to you?" They are going to say, "It needs to be gold because gold goes with my clothes or it needs to be really thin. It needs to look thin. It needs to have a black face." Whatever they say about look. I am writing that down. I say, "Okay, ultimately what is important about that?" They are going to tell me. Now as I am going down, what is going to happen is sometimes they are going to mention a very specific name like "the way it feels" or "that it's thin". As they say that, if you are good at listening to people, you are going to hear a little emphasis to certain words. They are going to put some emotion into certain words as they tell you this.

Whenever I fill out a worksheet like this with somebody and they add a little emotion to the word, then I always circle that word. Those are what I like to call "hot buttons". Now the cool thing about when we are repeating this code back to somebody in the sales process, we have the top there and we have everything in order. Quite honestly as we are presenting it, we can actually substitute any of the thing in the column for that item. So if for example if I was repeating the strategy back to the person, and the first thing that they said was "look". As I asked them what is important about look they said, "Oh, that it be gold. Oh, that it looked thin." As I am repeating the strategy back to them, I don't have to say, "Okay, so the first thing would be the look?" I could actually say, "So the first thing is that it would be gold?" Or I could substitute and say, "So the first thing is that it would be thin." See I can actually use any one of the things in that column as I am presenting it to them.

Again if I go to the second item and that second item was "quality". Let's say that I asked them what quality meant. Maybe to them quality means, "I want a watch that doesn't have a battery." See it is really weird how sometimes you think quality means one thing and it actually means something else to somebody. If I ask them what quality means and they say, "Oh, I want a mechanical winding watch. I don't want to have to put a battery in it." So now as I am doing the sales presentation I can say or as I am repeating the code back to them making sure I have it right. I would say to them, "Okay if it were a gold watch and it was mechanical winding and it was this price, then you would buy it." As I am saying that, I should be seeing that head

bobbing, that little slight nodding that they are going to do unconsciously because they can't help it, because it is their strategy. It is ringing true to them unconsciously.

Again, if we look at your sheet you are going to see one, two, three, and four. You are going to put those in the correct order by asking them what is more important, this or that? With each one of those things, we are going to be asking them, "Can you tell me what this means? What does view mean to you or what does quality mean to you? What does economical mean to you?" They are going to tell me. Then I am going to listen for "hot buttons". I am going to listen for certain words that are very emotional when they mention them. Then when I am firing back the strategy, I am going to specifically want to use those emotional words because those are the ones that are going to fire off the emotion. Remember that we started this by saying that buying is emotional. People justify it with logic.

So by doing this people are going to tell me what emotions they are using to buy with. I can literally fire those off. What is really cool is sometimes when you see or hear these code words and you repeat them back to the person, again you will see the reaction in the person. The person will literally flush. Their face will turn red because you nailed that emotion, right on the head. The person is literally just, "Wow, that is it." When you are doing it this way, you are going to get phenomenally good rapport with this person. They are literally going to be thinking, "Wow, this person really understands what I want, what I am looking for, and what I need." When we just give it back to them in the order that they needed it in unconsciously, they are going to have a really easy time. In fact, it is going to be automatic. It is going to be like a combination to the safe. The safe is going to automatically open or they are going to automatically unconsciously go click, "I have decided to buy."

About at this point, some of you are probably wondering, "Well wait a minute. Across the top of the page there are these other things. Towards, away from, procedures, options, internal, external, same, different, convince, or mode. You have probably been wondering what the heck are those? What are they for? Those are what I like to call motivation keys. What we are really going to find out here is what is motivating someone. What is it going to make them to take the decision to make the automatic decision that they are going to buy it right now? What is going to push that emotion in a forward direction? What is going to get them motivated, so to speak? Each one of those is literally a motivation key. It is a thing that propels people to taking action.

The first one is what we call towards or away from. A lot of times you won't even need to ask this question. You are going to hear it as you are eliciting their buying strategy, as you are asking them ultimately what is important about blank to you or can you tell me how you are going to decide to buy? They are going to literally tell you whether it is towards or away from. For example, if somebody says, "I don't want a car that is going to break down." What am I going to write? Not break down as the code. Now is not breaking down towards or away from? It is away from breaking down. So it is an away from strategy. They are moving away from the pain of having this breakdown or having their car broken down. If someone makes a statement like, "Oh, I really want a school that my son can go to so that he can get a scholarship." Is that away from or towards? It is a towards. So really this towards and away from, you are not going to have to ask the question. You are literally just going to hear it. Now sometimes in one part of the strategy, it is going to be away from. Then in another part of the strategy it may be towards. What is generally true overall though is the person will have dependency. Maybe a lot of the strategy is going to be away from or maybe a lot of the strategy is going to be towards or maybe all of the strategy is towards, but there is this big, giant moan there that you could hear. When they were talking to you what was said was, "Oh, what is really, really important is that I don't have a drive to work. I hate driving to work. I hate getting stuck in traffic." Well what is that? That is an away from. I am going to know. The fact that they emphasized that, the fact that they put some emotion into it when they were talking about it, I am going to know that is an away from. I am going to circle it, write it on my worksheet as I am talking to them. When I go to make the sale and when I go to repeat this back to them that is the key part that I am going to really kind of focus on. I am going to push that button because when I push that button, the person is going to feel really motivated to take action.

The next one that you are going to see there is called procedures and options. This is the way that people generally want to get things done. It is the way that they want to go through the sales process. The way that we find out whether somebody's procedures or whether somebody's options is we ask what I like to say is the "why" question. Why did you choose "blank"? So for example if we were trying to sell them a car we would say, "Why did you choose your last car?" If we are selling them a house, we would say, "Why did you choose your last house?" If I was a real estate agent I would say, "Why did you choose your last agent?" If I am a business consultant and they have ever hired a consultant before, I would say, "How did you hire that last consultant?" Now what happens is when I ask them this "why" question, options people literally hear "why" and they will give me one

of those code words or two. They are going to tell me why. "Well it was because of the value. It was because of the way it looked."

Procedures people literally don't even hear the word why. What happens is that they are going to tell you a story about how it happened. They are going to tell you the series of events that led up to them making that decision. It is a little bit tough to try to tell the difference until you have done it a couple of times, but once you get used to it, you will literally recognize it. Again once you ask a "why" question, the procedures people literally don't hear the word "why". It doesn't register. They don't tell you why, they tell you how. When they are telling you how, that tells you they are "how" type of people. They are telling me procedures. Now the reason that this is important is because, again, in my sales presentation I want to know this. If it is a procedures type person, I want to be telling them in my sales presentation, "Okay, this is the next step and this is the next step and then this is the next step. Then here is what is going to happen."

If it is an options person and I start to tell them the steps of what is going to happen, they literally get bored instantly and tune me out. They literally won't hear anything I say if I start to describe that. Options people literally just want to see the possibilities. They don't want to know the steps. They just want to know the possibilities. Whereas procedures people, they don't care about the possibilities. They don't care about what is going to happen. They want to know what is going to happen next. They want to know what is the next step. This is really important, as we are, later on, firing this code back to them. Because if we do it wrong, they are going to get turned off and they are not going to be motivated to make the decision. It is one of those things where if it is just done a little bit wrong, unconsciously the person doesn't feel right. If unconsciously they feel, ah something just isn't right here, that is where we get the objection at the end. That is where the person says, "Well, I am going to need to think about it. Well, you know I am just not sure that this is the right one for me." If it is a car, "I need to go check on some other lots. You were the first one that I went to." If we fired off the code correctly, they won't have any objections. They won't need to go to the other lot. They won't need to think about it. They will automatically, right at that moment in time, make the decision. That is why knowing these motivation keys are really important. That is why knowing whether or not the person is options oriented or procedures oriented is important because as I am firing this code back at them, I want to be able to build that into it. I want to say, "Okay and here is the next step. Then here is the next step. Then here is what we are going to do. Then here is what we are going to do." Whereas with a procedures person or excuse me as the

options person, I want to just be talking about the possibilities and firing buying strategy back at them.

The next motivation key is what we call internal or external. This is a key that has a lot to do with how the person again is motivated and it has to do with are they motivated really by themselves or are they motivated by some outside source? Are they motivated by what other people think or do they just make the decision themselves. How are we going to elicit this? Because again, we are going to ask them, "How do you know that you bought the right watch? How will you know that you made the right decision in hiring me as a consultant?" If they make a statement like, "Well, I will just know." Then I know that they are internal. If they make a statement like, "Well, my spouse says so." Or if they make a statement like, "Well, I know because everybody liked it." Then I will know that they are driven by external.

Now, sometimes people aren't totally one way or the other. So sometimes they will kind of hedge this. They will say, "Well, I will know it because my spouse will like it and I will just feel it." In that case, I want to play it back both ways to them. Again, just be asking this. In this whole process, learning how to use the buying strategy and eliciting people's codes, you are going to need to practice this. You are going to need to learn to listen and hear what people are saying. Again go out there and ask somebody how they bought their watch. Then start to find out. Is this person internally or externally motivated? You will start to really pick up on it right away. You will learn to catch this and you will learn how to start to fire it back at them.

In your manual, you are going to notice a sheet or one of the pages there that has three rectangles at the very top. Then right underneath those rectangles it is going to say, "What do you notice about the above boxes, the above rectangles?" I want you to stop the program right now and just answer that question. You will see that it has five spaces there. What I want you to do is just write in those spaces, what do you notice about those boxes?

Now, there is a reason why I had you do that. The reason is because by answering that question, you are going to notice this next motivation key, which is called same or different. You are going to notice, for example that some people are going to answer that. They are going to say, "Well, they are all rectangles. Well, they are all the same size. They are all, whatever." If they are saying, if they are starting to notice how they are the same, then they are noticing sameness. Other people are going to answer the question. They are going to say, "Well, two of them are straight up and one of them is on its side." They are going to start telling me how they are different.

Another way that I often find this out about people is I have them pull three coins out of my pocket, like a quarter, a dime, and a penny. I just lay them down there on my notebook on the table and I ask them. I say, "Tell me, what do you notice about these coins? Just describe these coins." What will happen is people will say things like, "Well, two of them are heads and one is tails." Or they might say, "Well, one of them is copper and two of them are silver. Two of them are small and one is big." When they say that I know that they are noticing difference.

Other times people will say things like, "Well, they are all round. They are all money. They are all metal." When they say things like that, they are telling me how they are all the same. Again, when we are talking about this, some people are totally one-way and some people are totally another, but some people are a little bit of both. For example, some people might have noticed about the boxes, "Well, they are all rectangles. Two of them are straight up and one is on its right side." What that tells me is that person is noticing sameness with difference. Or someone might notice, "Well, one is going horizontal. Two of them are vertical. They are all the same size." In that case I know, "Aha, they are noticing difference and then sameness."

This can be really, really important in the sales process because if we have somebody that is only noticing difference, they are the kind of people that normally in a sales presentation a lot of sales people have trouble with them. The reason people have trouble with people who notice differences is because every time you say something as a salesman, their automatic, unconscious response is to notice the differences. They can't help it. They don't mean to. It is just a natural unconscious process.

So if I am a car salesman and I say, "Oh, isn't that a beautiful color?" A person who notices difference is going to go, "Well, not really. Well, I sort of like it." If I am selling a house to a person that is noticing difference is always going to come up with something. A great example, I was teaching this to a real estate agent one time. She went, "Oh, my gosh. That totally explains this couple that I have been dealing with. The woman loves everything that I have been showing to her. The husband keeps coming up with stuff." I said, "Well, run this little test and I am willing to bet that the husband is totally noticing difference. He doesn't notice sameness at all." As a salesman this is one of those where you almost treat them like a two year old. You use reverse psychology on them. Reverse psychology or that thing that we use to call reverse psychology, works really well on people with difference.

For example she said, "This guy would come in and you know the wife would love everything about the house, but he would notice this. You know the floor has a slight wobble in it or something." I said to the real estate agent, "The next time that you show them something like that and he notices the floor say, "Of course there is nothing that you can do to make that floor smooth." Someone who notices differences automatically is going to mismatch that. They are going to go, "Yeah there is. I can probably do this." The agent came back and she said, "Oh my gosh. That worked perfectly. I've wasted six months dealing with these people. I have shown them a dozen houses and every single one the husband hated it. I just did what you said." Before I showed the husband something I said, "You are going to hate this kitchen." He walked in and he would go, "It is not so bad." She finally sold them a house.

So it is not always important when people are noticing sameness or when people are noticing sameness with difference, but it is going to be really, really important if you have that one person who is noticing total difference. In that particular case, you are going to want to use a little bit of reverse psychology with them. Because that helps them in the decision making process. Like I said, this is just a way that they are processing information. It is a way that they take information that is coming at them and notice it. It is not good or bad. You know people who notice difference they are not bad people or anything. It is just the way that they sort out information. They just happen to notice how things are different. We want to use that in the sales process.

Michael: This is the end of part four. Please continue to part five.

This is the beginning of part five titled How to Use Your Prospect's Buying Code Once You Got It. After you have figured out your prospect's buying code, you will need to know how to present it to them in just the right way. Although this finishing step is simple, it takes a bit of psycholinguistics. Ken calls this the convincer mode. It involves determining the kind of sensory system your prospects prefer along with the psychology of language that will motivate it.

Key concepts from audio five; how to talk to your prospects once you have figured out their sensory system, additional tips that will get people excited about the sale, and how to look for nonverbal signs from your prospect that you are doing everything right. Although every prospect has a different buying code, you should be able to figure them out within the course of a short conversation, but like anything else it is going to take a little bit of practice to perfect it. We are confident that once you practice it and master it, you will be closing clients more than ever before. Now let's get going.

Ken: The last one of these motivation keys that you are going to see is called convincer mode. When we say mode, what we really mean by that is what sensory system is somebody using? Are they using vision? Are they using sound? We are talking about the five senses when we talk about the convincer mode; sight, sound, taste, and touch. Typically people aren't going to use taste for example as a convincer mode. People are going to use sight, sound, or feeling. They are going to use one of those three modes. The way that we are going to find that out is that we are going to ask the person how they know.

For example, how will they know when they have found the right car? How will they know when they found the right house? If we are selling jewelry, how will they know when they have found the perfect ring? They will tell us. When they tell us, we are going to be listening. If they say, "Well they are going to know it because it is just going to look just perfect." Then I am going to know visual. If they say, "Well I will know because it will just feel right." Then I know kinesthetic. They are noticing that. This is really important because as I am playing back their strategy to them, I want to use that particular mode as I am talking to them. This is really, really important and this is where sometimes, again the sales process goes a little astray. If someone's convincer mode is visual and they are telling me I am going to know it is the right car because it is just going to look right to me. I am the car salesman, at the very end I found them the right car, and I am going through the process of reading back the strategy to them. I say, "Okay, how does that feel?" They are going to look at me odd because feeling has nothing to do with it. It is look. So I want to say to them, "Ah, how does that car look? How does this one look to you? You know, we have the deal all done. How does that look?" If we get the deal all done and I go, "Okay, how does that feel?" They are going to look at me strange. By the same token if they are a feeling type of person and I get the deal all done and I hand them the contract. I go, "How does that look?" Again, we are going to start getting some of this unconscious resistance because it is not about how it looks. It is about how it feels.

Now you are going to notice that right under convincer mode there, it says times. What happens unconsciously is we have to play this buying strategy through our mind unconsciously a certain number of times before we come to that absolute, total conviction that this is the right thing to do unconsciously. Occasionally someone will have just a one-time convincer mode. Most of the time, someone will have a two or three time convincer mode. Occasionally, it might even be more than that. It is pretty rare that I see somebody more than that. It is pretty rare that I see somebody that is one time. Most of the time,

people's convincer mode is two or three times. What we are going to have to do is we literally have to play back this buying code to them a certain number of times. We have to walk them through it two times or we have to walk them through it three times. Each time we walk them through it, we are going to get that head bob. We are going to see that they make that buying decision yes, but where we are going to get that total motivation, where we are going to get that total conviction to actually make that decision is once we have done it a certain number of times. Like I said, it is kind of rare that somebody's mode is only one time. I have seen it happen. Boy those people are a pleasure to sell because literally all you have to do is fire off the buying strategy. They are like, "Okay. Done. Let's go."

Whereas when it is a two or three time, sometimes we have to fire it off several times. Occasionally somebody's buying strategy is done over a period of time, for example over a certain length of time. For example, it will take them a certain number of days. It might take them a week to make that decision. That is a little bit rarer strategy. You won't see it as much, but occasionally you will see that. Again, they are going to tell you that. Even rarer still is the person whose buying strategy is literally, as far as the convincer of it, is literally never or it is what we call consistently. In this particular case, they are never totally sure or convinced. It is like we have to convince them over and over and over and over again. Luckily for us, it is very seldom that we come across somebody like this. It is literally a very small percentage of the population, but we can still sell to these people. We can sell them very elegantly with their buying strategy. We just have to use certain words with them. We have to, as we are playing back the buying strategy, as we are talking to them, as we are presenting them with the details that they need. For example if it is about the look, if it is about the gold. We have to say things like, "Every time that you look at this gold or each time." Literally if we use these words like "each time" and "every time" and "you will find every time" and "you may find every time consistently", when we use these kinds of words it literally will get their unconscious mind tapped into that consistent basis. They will start to kind of play the strategy unconsciously out into the future over and over and over again so that they will feel good about the sale.

When I start to use this wording like "each time" and "every time" and "you will find every time", we are starting to get in a little bit to what I call psycholinguistics. It can be an important part of selling. If you have never really studied the psycholinguistics, you might want to take a look. It is a little bit more advanced than what we are talking about here, but it can really help in the sales process. Learning how language affects somebody unconsciously. Learning how we can

literally imbed suggestions. How we can direct someone's thinking through the words that we use.

Let's review the steps to listening to someone's buying strategy again. First, we are just going to establish rapport with somebody. If I am a business consultant, I might meet with them. One of the first things that I might say is, "Wow what a fascinating business. I have often wondered about this kind of business. Can you tell me a little bit about how you got started?" If I am a car salesman and someone walks onto the lot. I might ask them, "Gee, is that your car over there?" There are lots of different ways to establish rapport. Initially and natural born sales people are very good at this. In psycholinguistics we go into a little bit more about how to establish rapport. Quite honestly as you get into buying strategy, you are going to establish tremendous rapport, but it can be really important at the very beginning to establish a little bit of rapport. It really helps.

Step number two is to set it up, to pre-frame it, to get people into the same exact mental state of buying. Get them back into the last time that they bought. Again, step one is rapport. Step two is either set up or pre-framing questions. I don't walk up to somebody and just go, "How did you decide to buy your watch?" I am going to walk up to them. I am going to say something like, "Wow, nice watch. I really like that. That is different and it is interesting. How did you decide to buy that?" See when I set it up that it is that I like it, that it is new, and that it is interesting, now when I ask them how they decided to buy it, it flows.

That automatically brings us to step three, which is how did you decide to buy? That first question right across the top. We are eliciting the buying strategy. As we are eliciting that buying strategy, we are saying, "How did you decide to buy "blank"?" Again you have to ask the question exactly. It's pretty specific for each industry. So we are going to ask that question exactly. They are going to give us a code word. Then we are going to say, "Okay, anything else?" We are going to repeat it back to them. We are going to go, "Anything else?" When we get a number of things, hopefully they are done. At that point, again, we are going to repeat it back to them and say anything else. They are going to go, "No, that was it." Literally that is what they say, "No, that was it."

Then our next step is that we can literally start to define each criteria. This step and the next step, we can interchange. For example if the first thing that they said to us about the buying strategy was it was about how it looked, then I want to find out what looked meant to them. If the buying strategy was a car and I asked how are they going to

decide to buy a car? They said, "Price is really important." Then I am going to ask, "Okay, can you tell me a little bit more about what is important about price to you?" We are going to go down the column and fill that in.

Once we have that filled in or once we have the top filled across, we need to now put it in the right order. So we have to go, which is more important? Is it number one or number two? For example if as I am asking them, "How did you decide to buy a car or how did you decide to buy this car?" They say, "Well it has to be the right price. It has to be really dependable. It has to be economical." Now I have those three things, so one, two three across the top there. What I have to do is I have to put those in the right order. So I have to go, "Okay, which is more important? The right price or economical, which is more important, economical or dependable?" By asking them which is more important, I will get things in the right order. So I need the order, and I also need what each thing means. Once I have that, now I have the map pretty well filled out.

Again, as I am asking those questions, I am listening. I am going to be noticing what those motivation keys are. They are going to be telling me whether they are going to be moving towards or away from. I am going to be listening. A lot of times I can hear that convincer mode right off the top. They are going to be telling me. If I don't hear it as I am going through and listening, then ask them directly. Ask them. You have the questions right there in your workbook.

Once I have that all back, once I have this sheet filled in, I have their buying code. I have the hot button. I have the words that they are using that are really going to push the emotional unconscious things. I know the exact order that I need to put it in. All I need to do at that point is go through my benefits. All I need to go through the things that I am trying to sell them and put them in that right order. So for example, if I have a car then all I need to do is go through the sales presentation. I need to talk about price first. I need to talk about how this car gets good economy. Then I need to go into how this car is dependable. If I put it in the exact right order, they are going to automatically at that point go, okay and they are automatically going to buy.

Now in the past I have often gotten the question, "What percentage of people buy? How many people buy using this strategy?" My answer to that is literally if they have told you what their unconscious strategy is and you give them the information that they are looking for in the exact order and sequence that they want it in, in order to make the buying decision and how they make the decision unconsciously, then

every single person is going to buy. Now is it realistic to expect that every single person is going to buy? Well, yes and no. The only people that - there is only three times that I could possibly think of where this doesn't cause somebody to automatically buy.

Number one, you don't really have their code. Maybe you have missed a step. Maybe you didn't get the beginning of it. Maybe you don't have the ending of it or something is missing there. The surest way to know whether or not you have their buying code is to repeat it back to them and notice that bobble head. If you repeat it back to them and you get the bobble head, you have the code. So the first reason that people might not buy is because you don't have their code, but if we have their code and they are giving us the bobble head, that is not the reason that they are not buying.

Second reason that I have ever seen that people wouldn't buy is because they literally can't. Let's say I am selling investments and the minimum investment amount is \$10,000. Maybe the person hasn't told me, but they only have \$9,000. Maybe they are coming in to talk to me and they are doing it because they are going to get an inheritance and they haven't told me that they haven't gotten it yet. Maybe they told me that they do have it. You know sometimes people don't tell the truth. So maybe they just don't have the capability. If I am a business consultant and I am trying to sell the business owner, maybe he actually has a partner and he can't make the decision without his partner's approval. So maybe they can't actually buy. In that case, you can have the strategy perfectly. You can be playing it back. The person can be nodding their head and doing the whole bobble head thing and they can want to say yes. They actually can't. They don't have the capability to say yes. They either don't have the money or they literally don't have the authority to say yes. In that case you can have the strategy perfectly, but they can't buy.

The only other example that I can think of that people don't buy when you have their strategy is if we are an unethical sales person. This is something that I would constantly emphasize. I would tell you, "Don't be unethical." Some of the stuff that I will teach you with the psycholinguistics and some of the stuff that you are learning here with this buying code, it is almost like magic. You can use it in phenomenal ways to literally push people's unconscious buttons. They will do things without even thinking about it. One of the reasons why they might not buy is because your product doesn't match their code. This is where that unethicalness comes into it.

Let's say for example that the person is buying a car and a large part of their buying strategy was value. I might be able to push their

buttons enough, but if my car isn't a great value and value is one of their strategies, I shouldn't be trying to sell it to them. If part of their buying strategy is value, then chances are I shouldn't be selling them a Rolls Royce or a Bentley or a Ferrari. Did any of you catch something that I did right there? I took the word value and I automatically told you what I thought value meant. See, this is where it comes really important not to contaminate because it might not be true that value has anything to do with the way I think of value.

Somebody could walk in to the Ferrari dealership. They could be giving the strategy. They could say, "I want a really good value." Then we ask them, "What is that mean?" Maybe they say, "I want to get it for a good enough price that it will stay at that value, that it won't ever go down in price. To me that is a really good value." This is where not contaminating comes in and it is really, really important. Let's go back to the idea why they are not going to buy.

Their last reason of why they are not going to buy is that literally our product might not be the right product for them. It might not match their strategy. In that case, I can quickly go through and get their strategy. I don't need to waste any time trying to solve it. I know that my product is not a fit. It is not a match. I am not going to waste my time and energy. This is so much more elegant, so much faster, so much quicker, than sitting there and trying to sell somebody when I don't even know what their strategy is. I don't know it is going to be a mismatch. I am constantly kind of telling them all of the benefits and the features. I am going through the sales presentation from step one to step two to step three. Then they give me objection. Then I fire off my ways of handling that objection. I try another close. See I don't need to go through all of that hassle if I get their code and I notice that what is important to them isn't a fit with my particular product. Maybe they need to go to the Toyota dealership. Maybe my brand of jewelry is not the right jewelry for them. Maybe I am not the right marketing consultant for them because we are just not a fit here. There are really only those three reasons why people won't buy if you have their buying code; either you don't have the code, they can't actually buy or what you are trying to sell them doesn't really match their code.

I have included several examples of my eliciting people's buying strategies. Listen to each one of those examples. Listen to the way that I phrase the questions. Listen how the person responds. Look at the worksheets and see how I filled it in. See if as I am asking the questions and they are responding if you can hear those code words.

I am going to give you several examples of that. You should listen to those several times. Once you get pretty good at being able to see the

flow of how this works. How I literally in one or two sentences, ask that set up question. Ask them, “Oh, that is a nice piece of jewelry. How did you decide to buy it?” I set somebody up with a car question and ask them. Whether I am talking about somebody’s house or an investment. Just kind of listen to each of these several times until you get a real feel for it. Then go out and practice. You really don’t want to practice this when it counts. So get your practicing in when it doesn’t count. Go up to a friend, find their buying strategy for how they bought their tennis shoes, find their buying strategy for how they bought their car. Find their buying strategy for how they bought their house. This is like any other skill. You need to practice it until you get good at it. Once you get good at it, it will become really simple, really easy and you will wonder, “Oh my gosh, how did I ever sell before I knew what somebody’s buying strategy was?”

The last thing, if for some reason the question doesn’t seem to fit or I don’t have your industry down and you have a specific question, my phone number is right with the package there. Don’t hesitate. Give me a call. Obviously I can’t spend three hours on the phone with you trying to start at the beginning of this and walking you the entire way through it, but I can gladly answer a specific question. I can gladly tell you chances are what you are doing wrong or how you are phrasing the question wrong. If you are having problems with it, don’t hesitate to call. I can usually, quickly, in probably 10 or 15 minutes figure out exactly what you are doing and get you going in the right direction with it. If we fix that, if you are doing it correctly, you are going to see your closing percent literally skyrocket. Again, it should be literally almost everybody that you talk to. As long as they have the capability and as long as your product is the right fit for them, then you should close them.

This is the end of part five. I hope you have enjoyed and benefited from Ken’s Unlocking the Buying Code System. For questions please email Michael@MichaelSenoff.com or call 858-274-7851. Thanks for listening.

Ken: So I can walk up to people and go, “That’s a nice necklace.” Okay? What have I done? I went up along side of him and I am starting to set them up and I go, “Wow, I like that. I am thinking about getting one for my significant other. Since it is really nice, I was curious. How did you choose that? How did you decide to buy that necklace? How did you decide?”

Karen: Oh, you are asking me. I think I like the way it looked around my neck.

- Ken: Okay. There was probably something about how it looked because what is looked?
- Karen: It is visual.
- Ken: It is visual.
- Karen: Oh I see, code word.
- Ken: But then again, it is the code word. I have no idea what looked means do I? So I say, "What is it about how it looked? What is important about how it looked?"
- Karen: Shiny.
- Ken: Okay, anything else?
- Karen: It lay nice on my neck. My hair gets caught in the thinner ones.
- Ken: Oh, okay. So it looked really nice. It laid really nice and you know how it would feel. Okay. I contaminated because she never said feel. Okay? But I did it for a specific reason, because some people will listen to these and think that I contaminated.
- Karen: I didn't even notice that you did.
- Ken: You didn't because I had your strategy because you said, "It pulls my hair." What is pull?
- Karen: Feel.
- Ken: It is a feeling. Pulling is kinesthetic. It is a feeling. So I just substituted the word pull for feeling. I'm good enough that I can get away with it. Okay? If I want to be real specific, I might not know what pull means. I am interpreting that. If I said, "Okay, so you really liked the way it looked. You imagined how it would lay and you knew it wouldn't pull on your hair." What am I getting?
- Karen: Feeling.
- Ken: Exactly, so I know that I have the strategy. I can feed it back and test it. So if I was going to sell you a necklace, and you noticed wow, this one really looks a certain way. Right? It is shiny. It will lay real nice and it wouldn't pull on your hair. What do I have? Notice how that feels to you, it feels just right, doesn't it? Doesn't it feel?

Karen: Yeah.

Ken: Now, if I do it opposite, I am going to logically convince her. Right? Okay, I have this necklace and it is the highest quality of materials. It was really well made. It is designed just perfectly. Everybody thinks that it is the greatest thing going. Would you buy it?

Karen: No, I don't give a rip.

Ken: Exactly. Notice.

Karen: She became very still.

Ken: Exactly. Was I giving any head bobbing?

Karen: No.

Ken: Watch. If I play a different strategy, I am not going to get any of that head bobbing. Okay? "If I have this really expensive necklace, but it was low priced and it was made by this famous designer, and it was on sale." Notice I am not getting any head bobbing. I am not getting any. The more she is going no, isn't she? Watch, now I will go back to her strategy. Okay I say, "I have this necklace that really looks great."

Karen: Okay, back on track.

Ken: Don't you go, "Oh, back on track."

Karen: Yeah.

Ken: It would really lay perfectly.

Karen: Oh yeah.

Ken: It wouldn't pull on your hair.

Karen: Yes, that's very important.

Ken: See, how does that feel?

Karen: Oh, good.

Ken: See the difference? One I have the strategy. One I am trying to sell the logic and reasoning. I can use all of the logic and reasoning in the world, that doesn't mean you are going to buy the necklace.

Karen: No way.

Ken: Exactly.

Jane: Wow, there were a million times where you messed up.

Karen: I was thinking when you said that, that I have never had a jewelry person try to find out what I liked. I have always had to find out myself. No one has ever strategized me like that.

Jane: But look how much you do it in houses.

Karen: Yeah.

Ken: How much do you think I could sell you if I found out what it was about the look that you liked?

Karen: Oh yeah.

Ken: What if I said, "What is it about the look besides the fact it is shiny. Anything else about how it looks? I mean what is important about the look to you?"

Karen: I think the feel of it is actually more important than the look.

Ken: Okay. Now we haven't gotten into this, but next week we are going to get into this, which is putting the code in the right order. She just told me that it is not about the look, it is about the feel. So now I know and I need to shift those. As I shift them, I am going to get even more congruent with her. So what is it about how it feels that is important to you?

Karen: You don't even know that it is on.

Ken: Ah, okay.

Karen: You don't even know you are wearing it.

Ken: Anything else?

Karen: My earring doesn't get caught in it.

Ken: Anything else about how it feels.

Karen: I can't think of anything right now.

- Ken: Okay. Watch. I will sell her all kinds of jewelry all day long, if I was the guy on QVC right? I said, "Here is this necklace. It feels like you are wearing nothing."
- Karen: Oh yeah.
- Ken: It just feels perfectly. We designed the clasp, the chains, so that you never get your hair caught in it.
- Karen: Absolutely.
- Ken: It is – I mean it just looks perfectly.
- Karen: I want a bracelet just like it. I want rings for my toes. I want my ankle.
- Ken: If she bought a necklace from me and I worked at the jewelry store, right?
- Karen: Uh-huh.
- Ken: I called you up a month later. I said, "I just had to call you because we have this special necklace in that everybody has said that it just feels perfectly. It is just weightless."
- Karen: Oh yeah.
- Ken: The one thing is that it never pulls on your hair.
- Karen: Ship it to me.
- Jane: Oh you are funny.
- Karen: That is how I am really feeling.
- Ken: Yeah, ship it to me. You just bought two necklaces from me. I call you six months later and I go, "I thought you would want to know that we just got a brand new necklace in."
- Karen: I think that I am maxed on necklaces, but I will take the bracelet.
- Ken: We do. We have a bracelet.
- Karen: Oh, maybe an ankle chain.
- Ken: You know the necklace you bought?

Karen: Yeah?

Ken: We happen to have a bracelet, an ankle chain and a ring.

Karen: Ship it to me.

Ken: They all feel just like that.

Karen: Oh yeah. It's true. That is what I am really feeling.

Ken: Wait a minute. She doesn't even know how much it costs.

Karen: I don't care. I mean.

Ken: Exactly. You don't, do you?

Karen: Probably if it was a lot.

Ken: As long as it was affordable to you.

Karen: Right.

Ken: As long as you could afford it.

Karen: See I trust you because you cared about me. You cared about how it laid on my neck. So by now you wouldn't even ask me, I would think, about the price.

Ken: I kind of have an idea about whether you could afford it or not. Right?

Karen: Lord.

Ken: You know what? You know what, I just thought that you would want to know. We have a watch.

Karen: Hmm.

Ken: It just feels weightless.

Karen: I am pretty picky about watches.

Ken: Right?

Karen: Yeah.

Ken: But it just feels so good.

Karen: Ship it to me.

Ken: So what do I know about her code?

Jane: It's a simple code.

Karen: It's all about how it feels.

Ken: It is all about how it feels. I have a key word.

(Everyone talking at once)

Karen: I don't know, I have to think. I haven't strategized for that yet. I don't know.

Ken: That code word was the weightless. Watch what happens when I say, "I have this ring. When you put it on it is just weightless."

Karen: Ship it to me.

Ken: See. I have the code.

Jane: Wow.

Ken: See. All I have to do is – it is like the combination to a safe.

(all talking and laughing)

Ken: You know, if I was to call her up and say, "You know I have this brand new material that we are making these rings out of. It is really shiny. It is weightless. It feels like nothing."

Karen: Can I have it?

Jane: You are killing me.

Ken: See how easy it is to sell somebody when you have their code?

Karen: If you knew how I felt inside, I really feel like that.

Ken: You probably do.

Karen: I really do feel like just ship it.

Ken: Like you really want to buy it. Like why does he keep even asking?

(all talking and laughing)

Ken: See, this same exact principal applies to everything else.