

PERSUASION
ENHANCEMENT



with Michael Bernoff
Action Journal

*Great communicators are not born.
Great communicators are made.*

Human Communications Institute and its founder, Michael M. Bernoff, offers strategies and techniques for the betterment of the lives of our clients. HCI assists clients in clarifying personal or career goals and working out a plan of action, determined by clients, to help achieve said goals. HCI accomplishes this by carefully listening to client concerns, providing open, honest feedback, and asking questions intended to elicit responses from clients that will lead to decide what steps to take to achieve the desired goals. HCI will neither criticize nor judge clients. HCI is focused on results and is open to using any and all methods to assist clients in achieving your desired outcome(s). Any information divulged to HCI by clients shall remain completely confidential, except in the event of illegal activity by the client, or admission of the client of the intent to commit an illegal act. In the latter case, HCI will cooperate fully with law enforcement authorities.

Neither HCI, nor Michael M. Bernoff is in the business of providing advice, legal or otherwise, and clients seeking advice should retain the services of a qualified professional in that particular area. Furthermore HCI does not provide therapy or mental health counseling. Clients with major psychological problems should consult a mental health professional. Any action taken will be the sole decision and responsibility of the client, and HCI will not be held accountable for any consequences arising as a result.

Use of Language

This event may contain adult language. Clinical psychology, and associated research, indicates that every language contains “taboo” words that produce strong emotional responses. This language is often considered generally unacceptable, yet when used for extreme restorative aim, is tremendously beneficial.

Michael will deliberately use outrageous language to establish an environment of total truthfulness. These words activate deep emotions and are used strategically to incite growth; not to bring harm or to offend anybody.

This language is used deliberately for each precise situation to inspire the participant to rise to a higher level of accountability.

Dear Participant,

Welcome to PERSUASION ENHANCEMENT, the course that will rapidly empower you to become more persuasive and influential in every facet of your life. The key to achieving success with this information is not solely in the acquisition of information as much as it is putting the information into action. Knowledge is power *only* when you take action on that knowledge.

Much of what is contained within this program is advanced strategies to assist you in excelling in your career, business or personal life. It requires practice, repetition and flexibility. You will not find any magic pills or potions in these next three days. What you will discover are cutting-edge techniques, strategies, and tools that the world's master persuaders use to influence others in the right direction. I've developed this course through many years of research and modeling these renowned leaders, and I now bring them to you. Simplified.



Whatever reason it was that you decided to enroll in this course I challenge you to fully engage and give it your all. I am completely certain that within the short period of the next three days, you will expand your communication skills and sales techniques to create more options in your life. These options will offer you a future of endless possibilities.

From this moment forward I ask that you to kindly leave the past where it is and focus on your abundant future. This moment can be viewed as the first in a never ending series of fresh new transformations that will allow you to achieve anything you desire.

Let's go build your dreams together!

Your Partner in success,



Michael Bernoff

First Things First

In order to get where you want to go you must know where you are and where you are going.

What was your initial reason for enrolling in this course?

What are you looking to gain from this course?

How are you looking to use this material in your life?

How would your life be enhanced with advanced persuasion skills?

Introduction

“He that has truth in his heart need never fear the want of persuasion on his tongue”
John Ruskin

The art of persuasion is to learn the skills of a persuasive person, not to just learn persuasive skills. This course will not just teach you skills, it will teach you how to become a person that can apply these skills by using them yourself. In order to become a persuasive person, you have to build your posture. The only way to get good at persuasion is to practice these techniques.

You have to willing to do not what makes sense, but what works.

What is your current definition of Persuasion?

Who is Persuasive and How they Use Persuasion?

Persuasion is:

CONGRUENCY – You must be congruent and ethical yourself, and even persuade yourself to be congruent, before you can ever persuade anyone else. People are persuaded by people they respect. People may be persuaded by someone they don’t respect in the short term, but in the long term they must respect the individual to continue a relationship with them.

The 7 Core Beliefs of the Master Communicator

“Let him who wants to move and convince others, be first moved and convinced himself.”
Thomas Carlyle

Core Belief #1: _____

What is the Importance and Benefit of that Belief in your Communication?

Core Belief #2: _____

What is the Importance and Benefit of that Belief in your Communication?

Core Belief #3: _____

What is the Importance and Benefit of that Belief in your Communication?

Core Belief #4: _____

What is the Importance and Benefit of that Belief in your Communication?

Core Belief #5: _____

What is the Importance and Benefit of that Belief in your Communication?

Core Belief #6: _____

What is the Importance and Benefit of that Belief in your Communication?

Core Belief #7: _____

What is the Importance and Benefit of that Belief in your Communication?

The Process of Persuasion

There are **5** steps to persuade a person or a group.

Step 1 _____

Example:

Step 2 _____

Example:

Step 3 _____

Example:

Step 4 _____

Example:

Step 5 _____

Example:

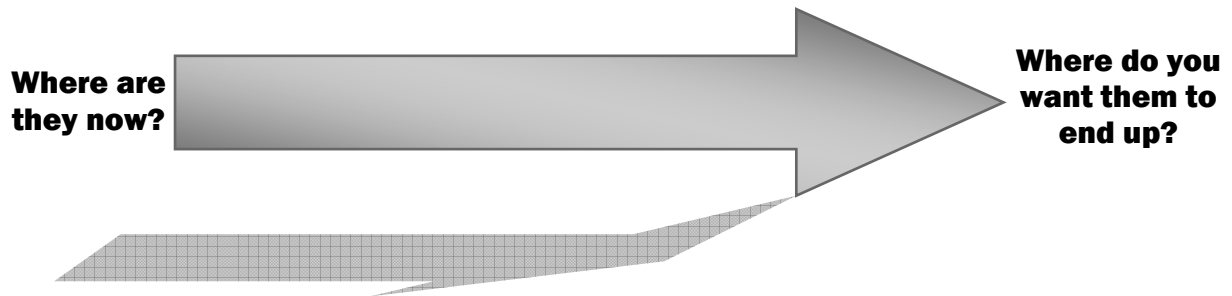
“The influential man is the successful man, whether he be rich or poor.”
Orison Swett Marden

Step 1 Know Your Outcome (Know what you want)

Get your mind right. Get your state right.

“If you would persuade, you must appeal to interest rather than intellect.”
Benjamin Franklin

Persuasion is not random.
Persuasion is to help a person make a decision.



Where do you want to take this person?

Where are they now?

What is your desired outcome for them?

Step 2 Build Rapport

People buy from people they like, trust and respect.

“If you wish to win a man over to your ideas, first make him your friend.”
Abraham Lincoln

There are 3 reasons you cannot persuade someone or sell someone something.

1. They do not _____ you or cannot _____ you.
2. They do not _____ you.
3. They do not _____ or _____ you.

What is Rapport?

*People are driven by hierarchy of needs. If you understand ones needs, you can get them what they want. Or you can pitch what **you** want them to want...using their needs to drive/fuel your cause. The most dominant need for people truly is connectiveness. If you want to persuade, you must appeal to emotion rather than logic.*

There are 2 ways to build rapport: _____ and _____

Verbal Rapport Techniques

There are three ways to use words when communicating.

- 1.
- 2.
- 3.



Non-Verbal Rapport Techniques

Step 3 Uncover their Outcome

Investigate to know where the person is at, learn more about the person’s model of the world, how they react to things and where they want to go.

Elicit criteria and values

A person’s model of the world is shaped by their beliefs and values, which impacts all their decisions. We elicit criteria and we elicit values from others to persuade them.

Ask these questions to elicit values in descending order:

- What is most important to you about _____ ?
- What else is most important to you _____ ?
- What else is most important to you _____ ?
- What else is most important to you _____ ?
- What else is most important to you _____ ?

First seek to understand and then seek to be understood



Step 4 Gain Leverage

Show the disparity between where they are at and where they want to go. Evoke emotion to move them toward the outcome.

“The tongue can paint what the eye can't see.”
Chinese Proverb



Step 5 Offer a New Alternative, Solution or Choice

Show them their outcome and a way to achieve it by offering your solution.



Persuasive Strategies Simplified

Remember! Be FLEXIBLE to change your strategy if needed

Strategy 1 – Habit

How a habit formed?

+	_____
+	_____
=	_____

Strategy 2 – Pattern Interrupt

People have a perpetual pattern. To persuade them you must regain control of conversation by interrupt their pattern. Use this on:

- Someone you cannot stop from talking
- Someone complaining about price/quality

Examples of pattern interrupts

Persuasive Strategies, continued

Strategy 3 – Belief Busters

Deep rooted beliefs may need to be broken in order to persuade someone. Deep rooted beliefs are broken by belief busters.

- How to deal with an absolute
- The Belief-Busting question
- “The Crobar “

Strategy 4 – Scarcity

Rejection breeds obsession.

- How to make you less available and more valuable.
- How to limit your products availability.

Strategy 5 – Commitments and Micro Commitments

Focus on smaller or short-term commitments to end up at your ultimate outcome.

Persuasive Strategies, Continued

Strategy 6 – Contrast

The power of compare and contrast.

Learn how the human mind relates and connects everything.

Strategy 7 – Reciprocity

Words evoke emotion.

Strategy 8 – Prophesizing

Tell the future in advance (what you know is true) cold reading.

- The 4-step process
- Pacing and Leading

Persuasive Strategies, Continued

Strategy 9 – Language

The structure of language, not the actual words, can be used to persuade others.

- Embedded commands
- Story telling

*“That which we do not believe, we cannot adequately say;
even though we may repeat the words ever so often.”*
Ralph Waldo Emerson

Where is Influence and Persuasion going to take you?

“Socrates had a student named Plato, Plato had a student named Aristotle, and Aristotle had a student named Alexander the Great.”

Tom Morris

For more information on Michael Bernoff's courses, seminars and results coaching, contact us at 866.241.5111.

If you would like to book Michael to speak on a complimentary conference call for your team, please contact info@communicategreat.com with subject line: Team Training.

Visit us online at www.call2actionnow.com to learn more about your Call2Action.
5 days to transform your life.

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The way you effectively communicate with yourself and others will create unlimited possibilities in your own life and the lives of those around you. The more you consistently work on yourself internally, and expand your mind, the more the positive results will externally materialize in your life."

Michael Bernoff
