Introduction
Occasionally when talking with prospects and clients on the telephone or face to face, negative statements or objections are thrown into the conversation about your product or service, sometimes the company you represent and less likely one hopes your own product knowledge!

If you’re a quick thinking naturally skilled persuader nothing will through you off track. A little extra linguistic insight can go a long way, and if you’re not already using language patterns here are two that you’ll use immediately to resolve objections and redirect conversations more closely towards your ultimate goals, oh and occasionally get you out of those sticky situations when you might be lost for words!

- Language Pattern 1 The Re Define
- Language Pattern 2 Parts Therapy

We understand when you read the word “therapy” above, you’re already wondering what’s this all about? Please, don’t let the name of the pattern throw you, because the issue isn’t about the name of any of the techniques we deliver in our 1 day seminar the issue is about the personal benefits and advantages you’ll experience when you’ll start to use these techniques smoothly and easily in your everyday conversations. Think about it, what’s really important to you about being more persuasive at work?

The patterns

1) The Redefine

Part 1

You’ve just heard an objection and say: The issue isn’t “X” (X is that objection or negative statement) Then you continue with, the issue is “Y” (Y being the preferred way of thinking or idea you wish you prospect to adopt.

Part 2 there are 2 options here
Option 1

You say: “and that means”
It can mean absolutely anything you like there doesn’t even have to be any logic or link to what they are saying so long as whatever you say draws the subject of the conversation toward your outcome. Or:

Option 2

If you prefer and depending on the context of your discussion you can ask a question, your question should be powerful and begin with either “what”, how or where.

...and I’m just wondering what.....
...and I’m curious to learn what...
...and I’m interested to understand what....
Example

Client: yes we have a preferred supplier list and we’re not considering new additions until February 2016
Sales Consultant: The issue isn’t whether or not you’re considering adding [your name] of [company], to your PSL, the real issue is that, you know you need to appoint high quality recruits today, that’s true isn’t it? So tell me what’s really important to you now, about ensuring you have the best consultants on your PSL? And working with [company name]

Note:
You may not be included in the PSL that day, but, if you have attended one of our seminars you’ll have noticed the covertly hidden embedded a command for the future and identified the most important thing to them about appointing you, thus enabling you to tailor future approach to what’s important to them about working with you!

2) Parts Therapy

We mention therapy as this technique is used in the medical profession. For example a therapist might say to a patient I know part of you thinks “A”, but there is also a part of you that fixes “B” right. This pattern has positive advantages when used in sales to overcome objections.

Structure

Version 1
• Agreement +
• part unsure +
• yet + But+
• Part sure

Version 2 – all of the above plus:
• embedded command +
• because statement

Recruitment Example
I [agree] [part] of you isn’t sure [yet] about adding [company name] to your preferred supplier list, [but] there’s also a [part] of you that knows you really need the best consultant on that list, the only one with a limitless advertising budget [like us], [because] of all the benefits you can imagine this will bring. Right?

Remember, always use your own words and communicating style

Estate Agent Example
I agree part of you isn’t sure yet about living in this house but there is a part of you that knows this home really is in the best location and will enable you and your family to enjoy the lifestyle here, you all deserve because of all the advantages you can imagine. Right? What do you really like about this place?
Let’s deconstruct this phrase:

- The use of the word yet presupposes that the time will come when the customer will be sure
- If you have attended one of our seminars you will also have noticed the embedded command to need the best consultant on their list, and the use of the word but in the first line negates the statement that the prospect isn’t sure
- This is followed by and a “because” statement which removes the pressure from the embedded command and forces the prospect to start an imaginary mental journey of the benefits of appointing the best consultant or the family enjoying their new home.

In summary in the first part we’re acknowledging their negative feelings, this deepens rapport, it shows we have listened and removes resistance, whilst pre supposing, assuming there is another part they will like, we then devote our energy to that part.

**Summary**
These sophisticated techniques are simple to learn and highly effective. Try using them face to face or over the phone, write them down, say them out loud, make up some scenarios and practice them until you are confident.

If you’d like more information about taking part in a Proactive Persuasion seminar at your own office either call me, Stephen Young on 0800 6441064 direct or email me info@proactivepersuasion.com.

Most importantly
Have fun!

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