

THE INFLUENCE PRINCIPLE

How to persuade prospects, clients, and co-workers

It is a mistaken belief that the most efficient sales and business development professionals are those who are particularly forceful, aggressively go-ahead and more assertive than others, having said that I am confident some reading this article will either personally relate to, or know someone for whom this description fits.

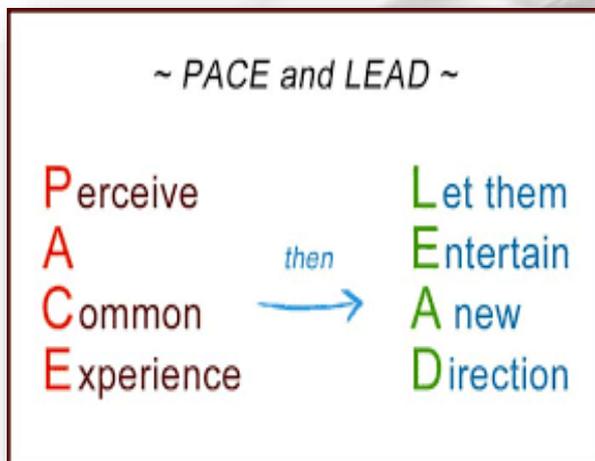
The fact is, and I think you will agree, people who display the highest levels of influence do so when those with whom they engage feel comfortable and unthreatened.

Most potential customers will be fond of talking about themselves and the issues affecting their business, and one of the talents of a proactive persuader is to be "present," and in the moment, actively listening offering timely appropriate responses.

When it is your time to respond, and you want, not only to plant ideas and suggestions that bypass criticism but also actively influence your subject, the first step is to make obvious, verifiably true statements about topics on which you both agree.



These are called pacing statements and will be accepted without resistance. Often, repeating word for word what your prospect has said can be an excellent pacing statement. The critical information about your product or service or the suggestion you want your client to act upon or think about follows, and is the "leading statement."



So, the Influence Principle is first to "Pace" your subject with truisms then guide them forwards towards your outcome with a "Leading" statement. As you read these words and internalise the information, you will quickly agree how effective this technique truly is.

Does this sound like something you might have heard?

"lying perfectly still, as you breathe deeply in and out listening to the relaxing tones of my

voice you can feel your eyelids are becoming heavy and heavier.

And as you continue to breathe deeply in and out, in and out, and concentrate on my every word when you feel you want to close your eyes you can.

As you continue to breathe deeply in and out, you feel your limbs getting heavy and heavier, too heavy to lift as if something heavy is pressing down on you continue to feel more deeply relaxed more and more relaxed."

If you are still awake and not too sleepy let me tell you It is the beginning of a hypnosis induction script I have used in the past, and when delivered appropriately causes your subject's susceptibility to suggestions to rise.

Without being an experienced hypnotist, It is possible to experience enhanced levels of influence and increase the suggestibility of your colleagues and prospects even the most stubborn and uncooperative ones, by using the structure of the script above,



The Structure of Pacing and Leading:

The Pace and Lead formula looks like this:

- PACE + PACE + PACE + LEAD or
- PACE + PACE + LEAD.

Central to the effectiveness of this technique is to pace, someone, at least twice as much as you lead them. Below is an analysis of the structure of the induction script mentioned earlier.

Pace	lying perfectly still
Pace	As you breathe deeply in and out
Pace	listening to the relaxing tones of my voice
Lead	You can feel your eyelids are becoming heavy and heavier
Pace	And as you continue to breathe deeply in and out , in and out
Lead	And as you concentrate on my every word
Lead	when you feel you want to close your eyes you can
Pace	as you continue to breathe deeply in and out
Lead	you feel your limbs becoming heavy and heavier
Lead	too heavy to lift as if something heavy is pressing down on you
Lead	continue to feel relaxed more and
Lead	more relaxed.

Momentum builds by increasing the number of leading statements however the idea is always to pace first. A leading statement can be a question or a suggestion or any statement that moves the other person outside of their comfort zone and more closely towards your objective.

Examples:

Pace	Thank you for inviting me here to talk with you today
Pace	I know you received a copy of our proposal document
Pace	And you are familiar with many of the aspects of our product
Lead	Most companies in your area already agree that "X" is the most cost effective solution for..

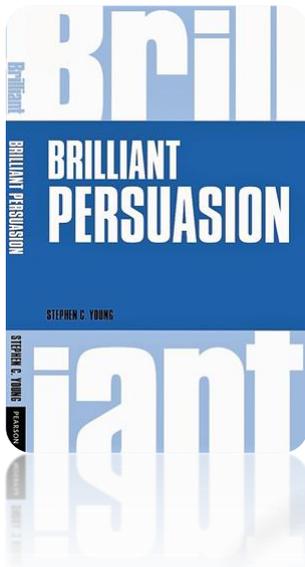
Pace	First let me say thank you for taking my call today
Pace	I appreciate you are very busy
Pace	Many companies like yours aren't looking for a new supplier at this time of the year
Lead	but most are incredibly keen to learn about new development that have a direct impact on...

Establish a strategy

To determine a strategy for practicing pacing and leading, first, write down the outcome you desire for a particular meeting. Then prepare three statements, interspersing facts and suggestions about the company, product or service you want to relay to your prospect. Then follow this format:

- Three facts followed by one suggestion
- Two facts followed by one suggestion
- Once fact followed by two suggestions
- Close

Remember, **facts** are pacing statements and **suggestions** are leading statements.



Thank you for reading this article as you have finished it might be accurate to presuppose the subject interests you from a career and possibly a personal perspective, and you are already aware of the benefits being more persuasive will bring.

The Next Step

To enhance your powers of persuasion, even more, please buy our book "[Brilliant Persuasion](#)" on Amazon you will discover a fascinating selection of easy to follow powerful techniques that will not only build on the knowledge you have acquired here but also provide on-going benefits throughout your career.

Further Reading:

- How to Influence Conversations and Counter Objections
- How to Use the Power of Agreement To Persuade Others
- How to Persuade the Board to Give You More Money
- Body Language: Learn six non verbal ways to command attention
- How to Motivate your Clients/Prospects to buy

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