

Speak Their Language – Win Their Hearts



KEY ISSUE: 1ST THERE MUST BE TRUST

Key Point: The common mistake is to attempt to give advice to someone who is unreceptive, your words will only fall on deaf ears or will be misconstrued.

- The Principle of Reciprocity

People will give you what you need and want but not until you give them what they need and want.

And, you won't know what they need and want unless they tell you ... which they won't do unless you connect. Connecting is the key! You cannot convince if you cannot connect. Learn to do that or do that better and it will change your life and the lives of those whom you are trying to influence!

- Rapport is ... “POWER”

Rapport is total responsiveness between people, a circular causal relationship. It is the invisible connection between people through which the truth passes

- Commonality

People like people who are like themselves ... or, are like how they would like to be.

Which means most people live in a very limited world unless they learn how to purposefully expand that world.

KEY ISSUE: ALIGNMENT

Key Point: The subconscious mind controls 95% of everything we do, if you can connect in both *FORM* and *STYLE* with the other person's subconscious you will become more influential.

- Neuro – linguistic Programming
3 main channels for how we sort and process our experiences:
 - Visual
 - Auditory
 - Kinesthetic



NOTE: Everyone uses all the “channels” but most have a preference.

- Match & Mirror
 - 7% - *Words and phrases*

Visual words/clusters:

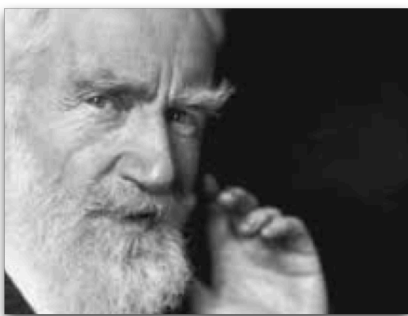
an eye full appears to me in light of

Auditory words/clusters:

loud & clear clicks for me really purrs

Kinesthetic words/clusters:

get a grasp of embrace this wrap my arms around



“In the right key one can say anything, in the wrong key nothing; the only delicate part is the establishment of the key.”

George Bernard Shaw

- Match & Mirror
 - 38% - *Sounds/Vocal*
 - Tone*
 - Tempo*
 - Volume*

- *Typical visual person's "music"*
Fast – Breathy – Higher
- *Typical auditory person's "music"*
Slow – Rhythmical – Monotone
- *Typical kinesthetic person's "music"*
Slow – Pauses – Low

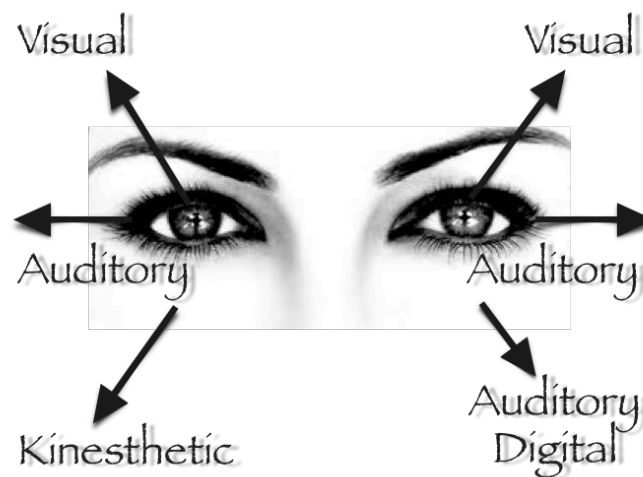
- **Match & Mirror**

- *55% - Physiology/Body Language*
Posture
Facial expression
Breathing
Touch
Proximity



KEY ISSUE: THE EYE FLICK

Key Point: External evidence and confirmation of sorting and processing



IMPLEMENTATION



Mirror

Pace

Lead

“If you talk to a man in the language he understands, that goes to his head. If you talk to a man in his language, that goes to his heart.”

Nelson Mandela

ASSIGNMENT ... Decision – Commitment – ACTION Mechanism

- Client analysis ... are you “mismatching” a client – friend – significant other
- Observation exercise ... eye flick
- Coffee shop exercise ... practical application