

WIN MORE CLIENTS

THE ONLY 5 WORDS YOU
NEED TO GET THE YES!



What is a Brain-Stimulator™?

Like a Japanese haiku, the Brain-Stimulator™ is a 5-word trigger phrase that gets a person to say YES with less effort. Preparing yourself with the answer to this statement will dramatically simplify your ability to get almost anyone to say YES.



ABOUT THE AUTHOR

James I. Bond is one of America's leading Behavioral Management specialists, having consulted, advised and coached hundreds of America's leading executives and professionals over more than three decades.



More than three decades of major media interviews



*Frankly, these types of skills
aren't learned in school...*

Kathleen Gallavan – Division Director, British General Electric

Using the “Boomerang” to Turn Their NO into a YES

HERE'S WHY THIS WORKS

In martial arts, we use the other person's energy against them. Psychologically, that's what the “boomerang” does. It transforms a person's main reason for saying NO into the exact reason they should say YES. Doing this takes the momentum out of the other person's argument, using their momentum to help you slide to the finish line.

To benefit from this, do two things. First, list the main OBJECTIONS the other person will probably have, and answer them in advance. If your price is higher than they might be prepared for, explain how THAT is the exact reason they should say YES.

Second, when you're face-to-face with the person, or writing an email or an ad, make sure YOU are the one who brings up their objection first, rather than waiting for them to bring it up... or worse, letting them silently sit with the objection or issue.

When you are the one who mentions their concern up-front, it makes them feel that you are on the same side of the table as them, rather than your being their opponent in a battle to get them to say YES.

And don't get fooled by superficial objections. People will often give you a smokescreen to disguise their true objection. The secret here is not to be afraid to ask, “Besides that, what's the real concern you have?”

WHEN SOMEONE SAYS – YOUR PRICE IS TOO HIGH – SIMPLY SAY

“Frankly, that higher price is exactly the reason you should go ahead. Here’s why...”

If You Want Real Value, it isn't Cheap!

Motivator Tony Robbins raised his price from \$150 to \$1,000, explaining, the higher price is exactly the reason you'll want to go ahead. **“If it's truly important, the money will not be an issue.”** Today, 10,000 people attend his higher-priced events.

If it's Important, You Won't Scrimp!

The buyer from Avon cosmetics told us our price was higher than the other bid.

My brother asked, **“Why do you think the other guy's price is so cheap?”** After a moment of silence, the buyer said, “I get your point,” and gave us a purchase order.

Buying Cheap Can Be Dangerous!

An investment banker I coached told a prospect, “The other two guys are cheaper than me. **If they can't even get a good price for themselves, how will they get you a good price for your business?**” The client thought for a moment, then signed.

That's exactly the reason why...

ANSWERS TO OTHER OBJECTIONS

If they say: **“We don't work with small firms.”**

Avionics genius Burt Rutan would win major military contracts by explaining, **“That's why you want to work with me.** The big guys eat up most of your budget, leaving little left for experimental work. **By working with me, you'll have extra experimental budget** you won't get from the big guys.”

If they say: **“You're too ugly to be my friend.”**

Although extreme, this makes the point.

Simply explain, “Yes, I'm ugly. **But that's the exact reason you want to be my friend.**”

You see, **everywhere we go as a group, you will always be the better looking one!** So you'll get the better dates! Isn't that what you want?”

Don't be fooled by the seeming simplicity of this. It works!

This is an excerpt from a revolutionary program created to help you win new clients faster, by tapping into the “decision center” of your listener’s brain.

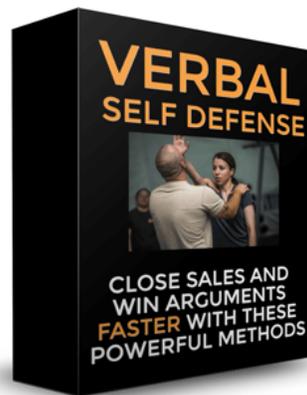
It’s not about manipulation, but you’d better know this.

If You Want Clients... But Hate Selling – This Is For You!

Recorded live to a sold-out audience, this is part of a revolutionary program called **VERBAL SELF-DEFENSE** based on *IN-fluence, The Art and Science of Persuasion*.



Sold-out audiences attend my workshops to learn these secrets of persuasion.



Click Here to Learn More: <https://FasterInfluence.com>