

TONY ROBBINS

# MASTERING INFLUENCE

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10 days to lead, impact  
and succeed



POWER TOOLS

## PHASE I

### **“INFLUENCE:**

THERE IS NO GREATER POWER  
TO MOVE PEOPLE TO ACTION;  
TO ACHIEVE EXTRAORDINARY  
RESULTS; TO CREATE JOY,  
HAPPINESS, AND FULFILLMENT;  
AND TO MAKE A POSITIVE  
DIFFERENCE IN THE QUALITY  
OF PEOPLE’S LIVES.”

# PHASE I

## **5 STEPS TO MASTERY**

INITIAL IMPACT  
REPETITION  
UTILIZATION  
INTEGRATION  
REINFORCEMENT

# PHASE I

## **4 STEPS TO LEARNING**

UNCONSCIOUS INCOMPETENCE

CONSCIOUS INCOMPETENCE

CONSCIOUS COMPETENCE

UNCONSCIOUS COMPETENCE

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*80% OF SUCCESS AND INFLUENCE IS FINDING A BIG ENOUGH WHY—  
20% IS FIGURING OUT HOW.*

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# PHASE I

## 10 STRATEGIES OF TOP SELLERS

### **THEY HAVE THE ABILITY TO:**

Affect their own emotional state

Manage the customer's state

Prepare themselves physically and emotionally

Prospect effectively and enjoy the process

Build trust

Create and sustain interest

Qualify prospects – Probe for problems

Justify buying

Close the sale and obtain commitments

Button up the sale and create leverage

# PHASE I

## **THE PROCESS OF SELLING**

**STEP 1:** FIND A DEEP WANT OR INTEREST

**STEP 2:** DISTURB THEM

**STEP 3:** SHOW THEM HOW TO HEAL  
THEIR DISCOMFORT BY USING  
YOUR PRODUCT

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*TWO FORCES DRIVE ALL HUMAN BEHAVIOR: THE DESIRE TO AVOID PAIN  
AND THE DESIRE TO GAIN PLEASURE. PEOPLE WILL DO FAR MORE  
TO AVOID PAIN THAN TO GET PLEASURE.*

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# PHASE I

## **AN UNDISTURBED PROSPECT WILL NOT BUY**

Persuasion is the process of getting your customers to associate not buying to pain.

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**ERBN:**

*Emotional Reasons to Buy Now*

**LRBN:**

*Logical Reasons to Buy Now*

**DRAB:**

*Dominant Reasons to Avoid Buying*

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# PHASE I

## **PRIMARY TOOLS OF INFLUENCE**

Rapport  
Question  
Personal congruency  
State management

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*BUYING IS JUST THE TRANSFERENCE OF EMOTION.*

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# PHASE I

## TWO KINDS OF BELIEFS

### GLOBAL BELIEFS:

I am\_\_\_\_\_.

People are\_\_\_\_\_.

Life is\_\_\_\_\_.

Insects are\_\_\_\_\_.

### RULES:

If I \_\_\_\_\_, then it will mean\_\_\_\_\_.

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*DISCOVER THE PROSPECT'S BELIEFS AND ALIGN WITH THEM,  
DON'T ATTACK THEM.*

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# PHASE I

## **THREE WAYS TO CHANGE YOUR STATE**

Change your physiology  
Control your focus  
Develop a results ritual

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*IN ANY SITUATION, THE PERSON WHO FEELS THE MOST CERTAIN  
WILL BE THE PERSON WHO INFLUENCES MOST.*

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# PHASE I

## 10 STEPS TO SALES MASTERY

### **PHASE I: ENGAGE**

- Prepare & Do Your Homework
- Turn Yourself On
- Make Contact & Get Their Attention
- Connect & Become Their Best Friend
- Create Interest

### **PHASE II: ENROLL**

- Qualify Them – Probe for Problems
- Create Conviction & Test Close

### **PHASE III: COMPEL**

- Make It Real & Assume the Sale
- Convert Objections to Commitments
- Make It Easy & Create a Future

# PHASE I

## **6 KEYS FOR PREPARATION**

1. Know who the customers are and anticipate their needs or hurts
2. Know your own product and its advantages and disadvantages
3. Know your competition
4. Know all the potential objections and have answers ready in advance
5. Expect the best and prepare for the worst
6. Create demand

# PHASE I

## **5 KEYS TO MAKING EFFECTIVE CONTACT**

Set specific goals

Be creative, playful, fun, and outrageous

Have a plan for what you're going to say

Get referrals

Do it massively

## PHASE I

# WHAT STOPS PEOPLE FROM MAKING CONTACT?

They're not prepared  
They're not in a peak state  
They think they're an interruption

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*YOU'RE ONLY AN INTERRUPTION  
UNTIL YOU GET THEIR ATTENTION.*

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# PHASE I

## **SCREAM PIGS!**

Smile  
Compliment  
Referral  
Exhibit  
Ask  
Mystery  
Poll  
Information Gifts  
Startle

## PHASE I

### **COMPLIMENTS CREATE POWER**

State the compliment

Justify the compliment

Immediately ask a question

### **HOW TO USE COMPLIMENTS MORE EFFECTIVELY**

Give third-party compliments

Give compliments about other people

Don't compliment the obvious

Write a complimentary thank you note



# PHASE I

## HOW TO DEVELOP RAPPORT

### FIND SOMETHING IN COMMON

#### **MATCH AND MIRROR:**

**Voice Quality:** volume, tempo, tonality, key words

**Physiology:** posture, movements, gestures, facial expressions, breathing

#### **PACE AND LEAD**

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*Clients will choose you because they trust you, like you, have confidence in you, and think you can get the job done. Most important, they believe you have their best interests at heart.*

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# PHASE I

## **COMMUNICATION STYLES**

Visual

Auditory

Kinesthetic

Digital

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*TO INFLUENCE ALL TYPES OF PEOPLE, YOU NEED THE ABILITY  
TO COMMUNICATE IN ALL FOUR STYLES SO YOU CAN ENTER THEIR WORLD.*

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# PHASE I

## **CREATING UNITS OF INTEREST**

Make a big fat claim  
State a fact  
State a benefit  
State another benefit  
Provide evidence  
Get permission to probe

# PHASE I

## **DEFEATS**

Evidence **DEFEATS** Disbelief!

**D**emonstrate

**E**xample

**F**acts

**E**xhibition

**A**nalogy

**T**estimonial

**S**tatistics

## PHASE 2

# QUESTIONS FOR QUALIFYING CUSTOMERS

### **NWWAM**

Needs

Wants

Wounds

Authority

Money

## PHASE 2

# **SORTING STRATEGIES / METAPROGRAMS**

1. Toward / Away
2. Internal / External (Frame of Reference)
3. Possibility / Necessity
4. Matcher / Mismatcher (Relationship Sort)
5. Self / Others / Details (Attention Sort)
6. Completion / Process
7. Convincer Strategy
8. Generality / Specificity
9. Past / Future
10. Cost / Convenience

## PHASE 2

### **3 WAYS TO CREATE CONVICTION**

Work on your personal congruency

Work on your ERBNs and LRBNs

Give prospects enough units  
of conviction to justify buying

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*THE ONLY PURPOSE OF A PRESENTATION IS TO CREATE CONVICTION  
THAT YOU CAN MEET THE PERSON'S NEEDS.*

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## PHASE 2

# UNITS OF CONVICTION

## CLAIM

**FACT** (“Because...”)

**BENEFIT** (“Which means to you...”)

**BENEFIT** (“And that really means...”)

**EVIDENCE** (DEFEATS)

**PERMISSION** to ask questions (“My purpose at this time is to get your answers to a few questions”)

**TEST CLOSE** (“In your opinion, do you feel...”)



# PHASE I

## TEST CLOSES

### **OPENING TEST CLOSE**

“How long have you been considering owning...?”

### **TRADE-OFF TEST CLOSE**

“Would it be worth \_\_\_\_\_ in order  
to have \_\_\_\_\_ ?”

### **PROGRESSIVE TEST CLOSE**

“If you were to go ahead with this, when  
would you want the service to begin?”

## PHASE 2

# SIGNS THAT A PROSPECT IS READY TO BUY

**Facial muscles:** Tight

**Posture:** Relaxed

**Hands:** Open, touching product  
or application form

**Attitude:** Friendly

**Conversation:** Talk about the product  
as if they already own it

## PHASE 3

# 10 STEPS TO HANDLING ANY OBJECTION

1. Ignore it
2. Hear the person out
3. Feed it back (nicely)
4. Question it (get more information)
5. Make it a final objection
6. Align with the prospect and provide a cushion
7. Turn it into a question
8. Answer the question (Why Tom & Ed)
9. Tie it down and test close
10. Assume the sale

## PHASE 3

### **WHY TOM AND ED?**

Why?

Turn it around

Outweigh it

Minimize

and

Explain

Deny it

## PHASE 3

# **6 WAYS TO MAKE IT EASY TO BUY**

1. Order-blank close
2. Minor close
3. Alternate choice close
4. Congratulate them on making a wise decision
6. Make it fun

## PHASE 3

# **ALWAYS SEARCH FOR REFERRALS**

Believe that you will get them

Enroll your clients in supporting you; ask them to call  
two of the five referrals right then and there

Offer a referral fee or gift

Find out as much information about the referral  
as possible

## PHASE 3

# HOW TO USE REFERRALS

1. Use a third-party compliment
2. Create a key person file

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*ONE REFERRAL IS WORTH 15 COLD CALLS. EVERY TIME YOU MAKE A SALE, AND EVEN IF YOU DON'T GET THE SALE, ASK FOR REFERRALS!*

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