

SUBLIMINAL SELLING

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Everyone knows that at Casinos the odds of winning always are in the favor of the house. What you may not know is that they, along with many of America's major companies, use "Subliminal Selling" daily as a way of influencing your decisions. Take the casinos, for example. The lights are always lowered to produce a hypnotic effect on those inside. The reduction in light relaxes you so that you stay longer. Ever notice that they lack clocks or windows? Casino operators want you to run out of money before you run out of time. And never once will you see a single slot machine, all alone. Why? It's more enticing to the players to hear the falling of money all around them.

Even national retailers like K-mart use Subliminal Selling to not only influence your decisions, but also to keep you from shoplifting. They have dubbed into the background music system you hear the phrase, "Please do not steal". Your conscious mind could never "hear" these words even if you listened very closely, but subconsciously your mind will accept its commanding presence and respond to it. Until the practice was banned not too long ago, movie theaters would put a frame in the film periodically that would say or visually show, "Buying popcorn" or "Time for a drink."

Proper use of subliminal techniques can allow you in five minutes to find out more about your prospects than you can obtain from them in two weeks, or longer. It gives you the ability to gain trust from your prospects faster than you ever thought possible. When used to its full advantage, it can help double your present business and income in less than a year! Subliminal Selling also allows you to anticipate a prospect's or customer's so-called,

"Predictable Behavior" and allows you to alter your sales approach and sell them exactly the way they want to be sold. Subliminal Selling helps you, the salesperson, be more aware of certain recognizable "Behavioral Clues" which we each possess and helps to unlock the barriers of communication frequently encountered with some types of prospects.

IF YOU CAN SEE IT THROUGH JOHN PROSPECT'S EYES, THEN YOU WILL KNOW WHAT JOHN PROSPECT BUYS

Back in the 70's, John Grinder and Richard Bandler of Santa Cruz, California, developed and published extensive research on the subject of Subliminal Selling and gave it a specific, educationally-accepted name known as **NLP**, which stands for *Neuro Linguistical Programming*. Whatever you decide to call it, it's the key to your prospect's mental map, allowing them the opportunity to see, hear and feel what you're trying to communicate to them.

Most people fall into three, very distinct categories. They are either *visual*, *auditory* or *kinesthetic* in their decision-making process. The key is, "How do I recognize and differentiate between these three types?" Let's take a look.

Visuals let the images do the talking. They make up about 35% of your prospects. Visuals tend to trust others more quickly by seeing what you are trying to convey or sell them through the use of pictures. Therefore, visual aids used in your listing or sales presentations are critically important to these people. Words like "look" or "see" grab and hold their attention when frequently used in your conversations with this type of prospect.

Auditories believe that it's not **what** you say that is important, but **how** you say it.

Auditories make up approximately 25% of your prospects. They will list or buy based on "how" you say things and pay particular attention to the emphasis of the pace, pitch, rhythm and tone of your voice. They are looking for words like "feel" and "impression" in your conversations with them and commonly use these words themselves in conversing with others.

Kinesthetics make decisions based upon gut-level instincts and make up roughly 40% of your prospects. Their decisions revolve around how they "feel" about the content of what you say to them.

Most of us like to operate and make decisions out of one of the primary modes, though we can effectively function in all three modes of behavior. The most successful salespeople in real estate today are those who either *consciously* or *subconsciously* adjust themselves and their communication style to the primary operating modes of others, in order to more effectively achieve the results they desire. Many of these great salespeople are not consciously aware of their changes in their behavior to match the mood and tempo of their clients because it has become a habit and now do it instinctively.

This *Automatic* type of Subliminal Selling skill can be yours, too, when you have developed these skills by first consciously training yourself to think about their use in your everyday world. After enough practice, they will become part of your natural instincts and you will be performing them without even thinking about it. How long will it take, you ask? This depends, as does

every skill you learn in life, upon how much effort you put into learning and practicing daily the techniques outlined below.

VISUALS

Visuals are people who understand what **you say** by what **they see**. When you discuss your ideas in pictures, they smile, their eyes glow, they understand and comprehend pictorially what you are saying. They constantly access images the whole time you are talking. Visuals are better at remembering faces than names. This is a strong visual characteristic. Most visual people move their eyes quite a bit while you are talking. They are very self-conscious about their appearance as well as other people's appearances. Visuals' voices are many times high-pitched and their speed of conversation is very fast. They also have good visual memory of places and events and are good with directions. Visuals like eye contact with the person they are speaking to and are quite bothered when someone won't make eye contact during their conversation.

Additionally, visuals are highly affected by colors. For them, red sports cars always seldom to go faster than black ones. Similarly, black pick-up trucks are considered stronger than red ones. Some of the favorite colors of visuals are (in order of preference) blue, dove-grey and hunter green. Some of the colors that produce a negative reaction with visuals are black, purple and yellow. While we are on the subject of color, as many restaurants have understood for years that the color red seems to increase a person's appetite level while blue seems to decrease it.

When a Visual person is looking directly at you, and then looks up and to your left (their

upper right), it means that they are visually thinking about your comments by *creating* pictures to associate their meaning. As an example, if you were to talk with a Visual about downhill skiing, if they had never actually experienced this sport, then they would (when looking directly at you) move their eyes to your upper left (their upper right) in order to **create** the images of skiing as you speak.

Perhaps they may be creating the images of that wonderful downhill skier we saw for many years in the opening of ABC's "Wide World of Sports" television program, who starts out cascading down the slopes only to eventually fall rather abruptly in "the agony of defeat". Visuals create images when they have never experienced it. Pictures help them process information and is an important part of their decision-making process.

Similarly, if a visual looks to your upper right (their upper left) while trying to process information communicated to them, then this means that they are visually **remembering** pictures associated with what you are saying. Remember our downhill skier example? A Visual who has actually skied downhill will remember an actual visual experience associated with this image which involves themselves personally. They are remembering or thinking about past experiences when their eyes move to your upper right (their upper left). Sometimes Visuals, when remembering actual events, will process the information in pictures by staring straight ahead.

Visuals best associate with words like *show, bright, clear, looks, picture, see* and *view*. You will find many Visuals having careers such as artists, photographers, advertising

specialists, architects, pilots and programmers. It is always important to share your thoughts , by using visual aids in your listing and sales presentations. Maybe you don't think you need such an item to help you communicate your message, but 35% of your Visual-type prospects do. Visual aids help everyone, but most especially the "Visuals" see your message and allows them to communicate more effectively with you.

AUDITORIES

Auditories are sound-based people who listen to the way you "say" things. Auditories actually listen more to the delivery than to the actual content of a statement. Auditories try to make their own voices sound low, rhythmic and smooth. Some even "touch" their faces as they listen to you in an effort to hear better what you are saying.

When an Auditory-type person is looking directly at you and then moves their eyes almost straight across to your left (their right), this means that they are thinking about future information and constructing it in sound. Going back to our downhill skier example, an Auditory who had never skied before, must create what it sounds like to ski; everything from the sound of snow sliding underneath their skis, to the sound of wind rushing by their faces. If an Auditory looks or moves their eyes almost straight across or 90 degrees to your right as you face them, then this means they are thinking about past information actually experienced, and are auditorially remembering it through sound. Our downhill skier would most certainly remember those sounds of snow under their skis and the wind rushing past their face because their memory would be recalling those sounds from events they actually auditorially experienced. "Auditories" look to your right (their left) when they are trying to remember and compare what you are saying with what they

have heard before. If you talk when any auditory is talking, then they will not hear you. "Tonal or digital" auditories frequently like to talk to themselves and make up only a small portion of all auditory based individuals. These auditories will look down and to your right (down and to their left) when they are silently talking with themselves, or thinking in terms of sentences or words not verbally expressed to anyone else.

Auditories respond best to words like *say, hear, explain, tone, static, rings, sounds, tell* and *talk*. They like to have "concepts" explained to them verbally. They also use many of these same words in helping themselves communicate their own messages with others. Auditories make great musicians, teachers, telephone salespeople, and radio announcers. They love live concerts and listening to music.

For many years now it has been known that music affects people's behavior patterns and emotional attitudes. Muzak Corporation has made a huge business out of developing special segments of music to alter or induce one or more types of behavior patterns among shoppers and office workers. Play slow music and customers usually buy more. This impulse factor is a special favorite among retail merchants. Popular light music favorites help to increase the pace and output of work. During the day many office managers use this type of music to increase productivity in the workplace.

KINESTHETIC

The last type of people we encounter are people who make their decisions primarily on how they "feel". Kinesthetics get information more from *touch, feel, emotions, gut instincts, attitudes* and *hunches* than from the content of what you say. They buy on the

basis of how they feel when they are around you. Kinesthetic people need for you to earn their trust first before you attempt to sell them on anything else. Most do not care how much you know until they first know how much you care. Kinesthetics frequently pause in conversation and like to "touch" people and things. They can understand, perceive and comprehend your ideas much faster when they are made to feel good. In a room, they are likely to "feel" temperature changes more quickly than others.

When a Kinesthetic-oriented individual feels deep emotion, they tend to look down and to their right (your left) as you face them. Many Kinesthetics can be found in government and social work or are involved in volunteer and charitable events. They frequently use and respond best to words like *touch, base, handle, grab, rub, feel, grasp, and impression.*

SUBLIMINAL TECHNIQUES FOR GAINING RAPPORT

REFRAMING:

Instead of asking, "How was your day?" ask "Has your day been productive?". Reframing is a simple act of changing the words that label a particular concept or idea.

INSTANT REPLAY;

If you want to determine how someone will but in the future, simply find out how they bought in the past. As an example, "What made you decide to buy this house?"

POWER WORDS:

There are special, persuasive power words which help you to build rapport in a

conversation. They include such words as *discover, easy, guarantee, love, health, money, new proven, results, safety, and you*. Use these Power Words as often as you can in conversation to assist you in subliminally developing a sense of trust with others.

VOICE MATCHING:

This is the simple concept of matching your voice, timbre, pitch and pace with others.

Timbre is the resonance of your voice. Who could ever forget the resonance in the voice of Darth Vader in Star Wars? Pitch is how high or low your voice is. Pace is the speed of your voice.

BODY MIRRORING:

Of all the techniques for gaining rapport, Body Mirroring is considered to be the single best method in helping to build a trust bond quickly. Mirroring is the concept of identically matching another's mannerisms and body posture to that of your own. Begin learning how to mirror by watching other people interact. Make a conscious effort to watch children play, observe folks in restaurants, meetings, and at cocktail parties. Also, notice the reduction in the quality of interaction that occurs when mirroring is absent.

Start the process of Body Mirroring by mirroring just one aspect of another person's behaviors when you are talking to them, Remember, however, that just as looking in a mirror, everything you do is the exact opposite of the other person, If you sit facing someone, and they have their right leg crossed over their left, the proper way you would mirror this image is to have your left leg cross over your right. Once you have begun

mirroring another, continue to do so for approximately five minutes, Then, alter or change your posture and see if they begin to follow you, If they instinctively begin mirroring your posture, then they have become comfortable with you and are beginning to trust you, When you feel comfortable with mirroring certain body movements and postures of others, try adding another discreet piece, like their voice tempo until you instinctively begin mirroring them without consciously having to think about doing it. The more you consciously practice mirroring, the more aware you will become of the rhythms that you and others generate with gestures, breathing patterns and voice tones, Though mirroring might initially feel awkward to the novice, it is valuable in achieving and maintaining rapport and is most effectively learned through its conscious practice, Some behaviors which you can Body Mirror subtly include: body posture, hand gestures, facial expressions, weights shifts, breathing patterns, foot and eye movement.

SUBLIMINAL TECHNIQUES FOR MAINTAINING CONFIDENCE AND TRUST

Matching

The concept of Matching is to use words that are meaningful to other people. As an example, if they talk about wanting a home with an "incredible view", do not give them a home with a "good view", give them an incredible view, using their words in tandem with how they see it.

Embedded Commands

These are key commands programmed into or at the end of a sentence. Sometimes people need to be talked into making a decision to either buy or sell. Words like own,

purchase, buy, possess, gain, receive and get help to program people into making a decision that they might not otherwise make on their own. As an example, if you have an indecisive purchaser who loves a home but cannot seem to get over the threshold to buy it, try this embedded command on them, "You like this home, don't you? Why don't you go ahead and buy it." "*Buy it*" is the embedded command.

Effective understanding and use of subliminal Selling techniques can turn even the most ordinary of real estate salespeople into extraordinary ones. When you learn, think and communicate subliminally with others, you can expect your career and income to excel accordingly. Subliminal Selling is one of the most effective *POWER SELLING* skills available to salespeople. Your effective use of this skill will assure your success tomorrow. Learn it today!

HOW WE PROCESS INFORMATION

WHILE MOST PEOPLE LUMP ALL OF THEIR INTERNAL INFORMATION PROCESSING TOGETHER AND CALL IT "THINKING", BANDLER AND GRINDER HAVE NOTED THAT IT CAN BE USEFUL TO DIVIDE THINKING INTO THE DIFFERENT SENSORY "MODALITIES" IN WHICH THEY OCCUR. WHEN WE PROCESS INFORMATION INTERNALLY, WE DO IT THROUGH SIGHT, SOUND, TOUCH, SMELL AND TASTE. SMELL, (OLFACTORILY) AND TASTE, (GUSTATURILY) ARE NOT AVAILABLE THROUGH EYE ACCESSING CUES AND CANNOT NECESSARILY ASSIST US IN SUBLIMINAL SELLING. THEY ARE HOWEVER, RECOGNIZED AS TWO OF THE FIVE PRIMARY SENSORY CHANNELS WE USE DAILY TO PROCESS INFORMATION.

THE EYE'S HAVE IT

BANDLER AND GRINDER HAVE OBSERVED THAT PEOPLE MOVE THEIR EYES IN PREDICTABLE BEHAVIOR PATTERNS :DEPENDING UPON THE KIND OF " THINKING" THAT THEY ARE DOING. THE CHART BELOW INDICATES THE KIND OF INFORMATION PROCESSING MOST PEOPLE DO WHEN THEY MOVE THEIR EYES IN A PARTICULAR DIRECTION. THE CHART IS EASY TO UNDERSTAND IF YOU SIMPLY SUPERIMPOSE IT OVER SOMEONE'S FACE LIKE A MASK SO THAT AS YOU LOOK DIRECTLY AT THEM, YOU ARE ABLE TO VISUALIZE THE PARTICULAR LABEL FOR THAT EYE ACCESSING CUE.

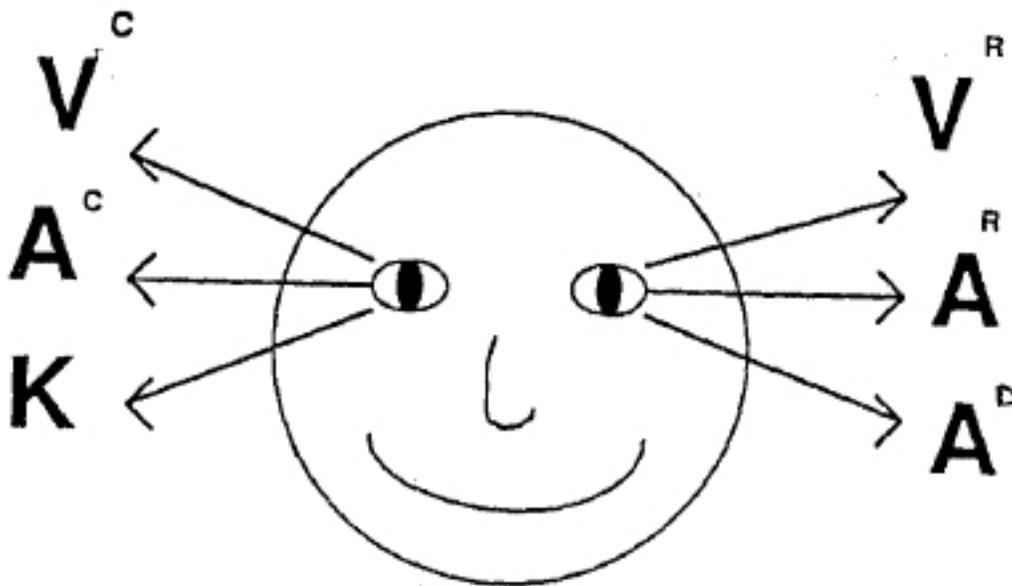


DIAGRAM TWO

EYE ACCESSING CUES

- V^R VISUALLY REMEMBERED: SEEING IMAGES OF THINGS SEEN BEFORE, IN THE WAY THEY WERE SEEN BEFORE. SAMPLE QUESTIONS THAT USUALLY ELICIT THIS KIND OF PROCESSING INCLUDE: "WHAT DOES YOUR CURRENT FAMILY ROOM LOOK LIKE?" "WHAT COLOR IS YOUR BATHROOM AT HOME?"
- V^C VISUALLY CONSTRUCTED: SEEING IMAGES OF THINGS NEVER SEEN BEFORE OR SEEING THINGS DIFFERENTLY THAN THEY WERE SEEN BEFORE. QUESTIONS THAT USUALLY ELICIT THIS KIND OF INFORMATIONAL PROCESSING INCLUDE: "WHAT DO YOU THINK THIS BEDROOM WOULD LOOK LIKE WITH YOUR BROWN AND GREEN COMFORTER?" "WHAT WOULD BILL SAY WHEN HE SEES THIS HOUSE?"
- A^R AUDITORY REMEMBERED: REMEMBERING SOUNDS HEARD BEFORE. QUESTIONS THAT USUALLY ELICIT THIS KIND OF PROCESSING INCLUDE: "WHAT DOES YOUR OIL FURNACE SOUND LIKE?" "WHAT WAS THE LAST THING GEORGE SAID TO YOU BEFORE MOVING?"
- A^C AUDITORY CONSTRUCTED: HEARING SOUNDS NEVER HEARD BEFORE. QUESTIONS THAT USUALLY ELICIT THIS KIND OF PROCESSING: "WHAT WOULD IT SOUND LIKE IF WE PUT BERBER CARPET OVER THOSE HARDWOODS?" "YOUR NAME IS UNUSUALLY BEAUTIFUL, WHAT WOULD IT SOUND LIKE BACKWARDS?"
- A^D AUDITORY DIGITAL: TALKING TO ONESELF. QUESTIONS THAT USUALLY ELICIT THIS KIND OF PROCESSING INCLUDE: "SOMETHING THAT YOU OFTEN SAY TO YOURSELF WHEN YOU'RE OUT LOOKING FOR A HOME." "RECITE THE PLEDGE OF ALLEGIANCE."
- K KINESTHETIC: FEELINGS OR EMOTIONS, TACTILE SENSATIONS (SENSE OF TOUCH) OR PROPRIOCEPTIVE FEELINGS, (FEELINGS OF MUSCLE MOVEMENT). QUESTIONS THAT USUALLY ELICIT THIS KIND OF PROCESSING INCLUDE: "WHAT DOES IT FEEL LIKE LIVING IN THIS HOME?" "WHAT DO CORIAN COUNTERTOPS FEEL LIKE?"

TESTING YOUR SENSES

READ THE WORD "CIRCUS". NOW CONSCIOUSLY THINK HOW YOU INTERPRET ITS MEANING. WHEN YOU SAW THE WORK "CIRCUS" DID YOU SEE IMAGES AT THE CIRCUS ~ CLOWNS, ELEPHANTS AND TRAPEZE ARTISTS? DID YOU HEAR THE CARNIVAL MUSIC? SMELL OR TASTE THE POPCORN AND COTTON CANDY? DID YOU FEEL EXCITED? BANDLER AND GRINDER BELIEVE THAT IT IS POSSIBLE TO ACCESS THE MEANING OF THE WORD THROUGH ONE OR MORE OF THE FIVE SENSORY CHANNELS. HOW MANY OF YOUR OWN SENSORY MODALITIES DID YOU ACCESS WHEN YOU READ THE WORD "CIRCUS?" CONSCIOUSLY THINKING ABOUT WHAT PRIMARY SENSE OR COMBINED SENSES YOU USED TO INTERPRET THE WORD "CIRCUS" CAN GIVE YOU AN INDICATION OF THE PRIMARY AND SECONDARY MODES WHICH YOU YOURSELF USE TO PROCESS INFORMATION .