

Communicate Like a Ninja

A Webinar with Larry Kendall

1. The goal of Ninja Selling is to help you increase your income per hour so you can have a life.
2. What is communication?
"Communication is _____." - Marshall Thurber
3. Twelve skills to help you communicate like a Ninja.

Skill #1: Your Pre-Game

- Your _____
- Your _____
- Mental Rehearsal

Your "Vibe" = Trust

"Trust is the conduit for influence; it's the medium through which ideas travel. If they don't trust you, your ideas are just dead in the water. If they trust you, they're open and they can hear what you're offering. Having the best idea is worth nothing if people don't trust you." - Dr. Amy Cuddy, Professor of Social Psychology, Harvard Business School

- Start with _____

Skill #2: Commit to High Quality Communication

- _____% = Words
- _____% = Volume, tone, tempo
- _____% = Body Language (how you look)

Source: Dr. Albert Mehrabrian, UCLA Psychology

Communication is _____% tonality and physiology.

Skill #3: Mirror and Match

We trust those who are more like us.

- Voice: _____
- Body: _____
- Gestures: _____

Negotiation Research:

- Mirror: ____% reached agreement
- Not Mirror: ____% reached agreement

Skill #4: Use all three Learning Modalities

- _____% Visual
- _____% Kinesthetic
- _____% Auditory

Use all three!

Skill #5: Adjust to the 4 Personalities

- _____ People (10% - 15%)
- _____ People (30% - 35%)
- _____ People (30% - 35%)
- _____ People (10% - 15%)

Adjust to their personality. People like people who are more like them.

Skill #6: Connect

- 3 Step Greeting

1) _____

2) _____

3) _____

- F.O.R.D. = "Life"

F. _____

O. _____

R. _____

D. _____

"Your next question is embedded in their last answer."

- Listen for change (_____ and _____)

Skill #7: Stay Connected

3 Communication Modes:

- Command Mode – Telling/Lecture (most popular with teachers and sales people)
- Question Mode – Dialogue/Socratic Method (most popular with Ninja sales people)
- Sharing Mode – Stories, examples, metaphors

A good story has:

○ _____

○ _____

○ _____

Ninjas use question mode/Socratic Method

- Ask the right questions and listen for change (pain/pleasure/motivation).
- Keeps you connected.
- The answers lie within the customer.

Skill #8: 3 Rules of Communication

- 1) _____ is better than telling.
- 2) _____ is better than telling.
- 3) It matters _____.

The customer has _____.

Listen!!!

“It does not take sharp eyes to see the sun and the moon, nor does it take sharp ears to hear the thunderclap. Wisdom is not obvious. You must see the subtle and notice the hidden to be victorious.” - Sun Tzu

Skill #9: Ninja 4-Step Sales Process

- 1) _____
- 2) _____
- 3) _____
- 4) _____

The Ninja Way:

_____ not _____
_____ not _____
_____ not _____
_____ not _____
_____ not _____
_____ not _____

Skill #10: Green Light Selling (Don Aspromonte)

Remove fear and confusion so your customer has the green light to buy.

Process Goals:

- _____
- _____
- _____

Rule of Confusion:

- Confused buyers don't buy
- They _____.

Rule of Clarity:

- Clear buyers are decisive.
- They often _____.

Balanced Brain Decisions

- Rational – Maximum of 3 to 5 criteria (variables)
- Emotional – Listen to your feelings. If it feels right do it.

Skill # 11: Use the proper Question Sequence.

- _____
- _____
- _____
- _____

Diagnostic Questions (Buyers need to be clear on these.)

_____, _____, _____, _____, _____, _____

Internal and External Dialogues

- External: What we say to _____.
- Internal: What we say to _____.
- Your Magic Wand accesses internal dialogues and can bring clarity.

Scratch Pad Close (Pretend State with your Magic Wand)

5 Decision Points of a Contract:

- _____
- _____
- _____
- _____
- _____

Skill # 12: Suggestology, Georgi Lozanov

4. Your Mindset: Build relationships with FLOW!

- Deliver “WOW!” Fabled Service.
- Communicate with FLOW
- “My next transaction is embedded in this transaction.”