



Subtle Selling Special Report

**“How to Easily Boost
Your Sales by 30%
in 30 Days, Using The
Power of the
Pattern Interrupt”**



PAUL ROSS

<https://www.SpeakerPaulRoss.com/>

Hello, and thanks for claiming your special report.

What you are about to learn will change the course of your selling and, if you apply it, skyrocket your sales.

What's more, it is fun, practical, and easy to use.

I've taught it to thousands of students, from white-collar professionals, to professional sales people, entrepreneurs and business owners (who are sales people whether they know it or like it).

They all tell me it's their favorite tool in my bag of tricks and I know you'll love it too.

So, let's dive right in to some practical applications of my favorite subconscious selling tool – the pattern interrupt.

What Are Pattern Interrupts And Why Are They So Powerful?

A pattern interrupt occurs when we take a prospect's expectations of our responses or behaviors and interrupt them by doing or saying something completely different and unexpected.

This creates a temporary window of suggestibility through which they can be led to a new train of thinking and a totally different course of action.

How I First Discovered The Power Of The Pattern Interrupt, And Why This Matters To You

I first learned the true power of the pattern interrupt in my former career as a dating coach.

I had a client who agreed to pay me a very tidy sum of money to take him out to a local restaurant that had a patio area where single people mingled.

Now, have you ever watched another person totally humiliate themselves and felt embarrassed by their pain?

This was one of those situations.

It went downhill – *fast*.

This guy crashed and burned as he got rejected over and over again.

It was a train wreck even Superman couldn't have prevented.

At any rate, after a couple of hours of watching this, I couldn't take it anymore.

I pulled him out of there.

Then, as we waited in the parking lot for our cab, it happened.

From Hate And Rage To Love In Seconds: The Pattern Interrupt In Action

You see, as we stood there, I spotted an attractive lady and simply said, without meaning to give offense, “There’s a lovely lady waiting for her cab at the end of the evening.”

Now, for some reason, it went in the wrong way.

She got visibly red in the face and began swearing at me in ways that would make a pirate turn pale.

My student got pretty red too and tensed himself, ready to give her a piece of his mind.

I put my arm out, stopped him and said this:

“Look at her. She’s someone’s daughter. She’s someone’s sister. She’s someone’s best friend. Somewhere, she is deeply loved.”

There was a moment of confusion on her face and then she burst in tears, sobbingly apologizing to me.

I’ll never forget what she said.

“I totally didn’t expect you to say anything like that. No one has ever spoken to me like that. I was ready for a fight, but you showed me so much love.”

Can you see how I interrupted her pattern of expectation?

She was ready for me to fight back.

By saying the unexpected, I changed the meaning of the interaction and shaped an entirely different response in under a minute with a few sentences.

Pattern Interrupts In Action: Making Hard Cash From Cold Calling

Let me give you an example of a pattern interrupt I created for a VIP client of mine, Frank, who works for one of the largest mortgage loan companies in the United States.

Frank was struggling with reaching out by phone to leads that had been sold to multiple companies as well as independent brokerages.

Needless to say, the folks on the other end of the phone were fed up and unfriendly to Frank after having their phones blow up, day after day with loan officers making the same pushy, or boring opening pitches.

The “script” Frank was given was something along the lines of, “Hi, this is Frank, from XXXLoans.com. The reason I’m calling you today is to tell you about our latest low rates etc. etc.”

Nine times out of ten, he got hung up on, cussed out, or told to stick it where the sun doesn’t shine.

So, I figured it was time to interrupt some patterns.

Here's the simple on sentence pattern interrupt I taught him.

"Hi, it's Frank. Have you given up on finding the best rate on your mortgage?"

This unexpected and totally different opening completely interrupted the pattern of his prospects who had been bombarded around the clock by hundreds of loan officers virtually parroting each other.

Did this, by itself, guarantee Frank a sale?

Of course not.

But it did buy him the next 30 seconds of rapt and open attention.

And that bought him the next 3-5 minutes, which led to a deeper 30-45 minutes discussion.

That's where he could ask the right questions, qualify prospects, assess needs and make an offer.

More subtly, by creating that state of attention and openness in the beginning, he was able to carry that subconscious desire to follow him throughout the conversation.

How did this work for Frank?

In 4 months, he went from the bottom 10% of the company to one of the top 10% and the number 1 person on his team.

In terms of dollars, he added about an additional \$4300 a month on average in his income or almost \$52,000 a year.

Not a huge number, but you may find yourself easily agreeing *that's pretty damn good for one pattern interrupt*.

Using Pattern Interrupts To Blow Apart Objections

Here's where we get into some real fun.

One of the most common objections sales people across all industries get is, "I need more time to think it over".

Now if we allow ourselves to buy into this stall, we will almost certainly lose the sale.

That's because the prospect is going to talk themselves out of taking action, or allow a spouse or friend or other significant other to do so.

(By the way, don't expect a prospect to tell you up front what their objection really is. They are almost always confused in some form, or self-doubting, and *don't want to appear stupid by telling you*.)

In the case of the "need more time to think it over" objection, what are the responses your prospect is expecting to hear?

How about:

1. “Can you tell me what’s stopping you from moving ahead now?”

The problem with this response is, first and foremost, that your prospect has heard it before.

We are endeavoring to break their pattern of expectation, and this doesn’t cut it.

As well, if it isn’t delivered properly, it can come off as pushy or desperate.

2. Here’s another response that will likely fail. It’s the “fake urgency” routine:

“Well, there are two other bids on this home. So, I can’t guarantee it will still be on the market when you are ready.’

Even if this is true, it can come off as pushy.

If it isn’t true, it’s going to insult your prospect’s intelligence.

And finally, we have the real losing response:

3. “Sure. I’m a no pressure sales person. Here’s my card. Call me when you are ready.”

I don’t think I have to explain the problem with this anemic response.

Here's The Magic Of The Pattern Interrupt

Here's the response that blows this objection to bits.

"Have you ever taken a long time to think something over and it still turned out to be the wrong decision?"

Maybe it's not about time but about the clarity you need to recognize you naturally can move forward today."

Now, look at the beauty of this.

First, we've given them a response *they never would have expected*, breaking their pattern and creating that all important state of wanting to follow us.

We then redefine the meaning of the problem as not time, but clarity.

This *implies* two things:

1. Of course, it's a great decision-they just need to get clearer on how and why.
2. We are not selling them, but helping them to make that better choice.

Again, pretty good for a few simple sentences.

Conclusion

I hope you enjoyed this brief introduction to the power and the joy of pattern interrupts.

Please allow yourself to play with this powerful tool, and by all means, reach out to me to share your results.

Just feel free to message me at paul@speakerpaulross.com

Please put the word “results” in the subject line.

I personally read each and every email and do my best to promptly respond.

To your success,

Paul

P.S. You can also connect with me on LinkedIn by going to <https://www.speakerpaulross.com/LinkedIn/> and at Facebook by joining my private Facebook group here:

<https://www.speakerpaulross.com/group/>

P.P.S. If you want to work with me one-on-one, have me training your team, or speak at your event, you'll have to open a big check book, but you can apply for a complimentary consult at:

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