

The Subconscious Sales Advantage

**How to Increase Your Sales
30% or More in Only 90 Days!**

By Paul Ross

The Subconscious Sales Advantage

How to Increase Your Sales 30% or More in Only 90 Days!

Copyright © 2024

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means without the written permission of the publisher, except as permitted by U.S. copyright law.

Cover design by Jim Saurbaugh | JS Graphic Design

DISCLAIMER AND/OR LEGAL NOTICES

While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book. The advice and strategies contained herein may not be suitable for your situation. You should consult a professional where appropriate. Neither the publisher nor the author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages. The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both advertising and all other aspects of doing business in the United States or any other jurisdiction, is the sole responsibility of the purchaser or reader.

This book is intended to provide accurate information with regard to the subject matter covered. However, the author and the publisher accept no responsibility for inaccuracies or omissions, and the author and publisher specifically disclaim any liability, loss, or risk, whether personal, financial, or otherwise, that is incurred as a consequence, directly or indirectly, from the use and/or application of any of the contents of this book.

*In loving memory of my parents, Irving
and Sylvia, my best friends and greatest
teachers.*

Table of Contents

Foreword	3
Making a Big Promise.....	5
Chapter One:	
It's NOT Selling	13
Chapter Two:	
Forget About Convincing Them!	17
Chapter Three:	
Language Stokes Emotion	21
Chapter Four:	
Implanting Suggestions & Embedding Commands.....	27
Chapter Five:	
The Pattern Interrupt.....	33
Chapter Six:	
What to Do Now.....	39
About the Author	41

Foreword

As a neuroscientist, four-time best-selling author, and a titan in the behavior field, my inbox is always flooded with requests for writing people's book forewords. While it's an honor, I just don't have that kind of bandwidth.

However, when Paul Ross, a linguistic luminary and mentor, extended his invitation, I didn't just say yes – I felt compelled to help him share his work with you.

Let me take you back six years, to a clandestine project for government training. It was then I first crossed paths with Paul. His fame as the world's expert in persuasive linguistics was not just hearsay; it was a palpable truth. You can probably imagine my astonishment when, within a mere 30 seconds, Paul delivered a solution that eluded countless academics and so-called experts. His words were not just answers; they were keys to a locked door I had long struggled to open.

Now, in your hands, lies Paul's masterpiece – a concise and potent master class on what language does to the brain. Within these pages resides the power to catalyze monumental, even seismic shifts in your business acumen. This book is not just a read; it's an experience, a gateway to the extraordinary mind of Paul Ross.

I urge you, with every fiber of my being, to devour this book in one focused sitting. Let it be an uninterrupted journey. And once you've turned the last page, seize the moment. Reach out to Paul. Even a brief conversation with him is a privilege, a chance to tap into one of the most innovative and staggering experts I've ever had the fortune to encounter.

Foreword

In closing, I offer you not just a recommendation, but a clarion call to action. Embrace this opportunity.

Chase Hughes
Chesapeake, Virginia

Preface

Making a Big Promise

“Even though success is a reality, its effects are temporary. You get hungry even though you’ve just eaten. You’re on top and you still don’t have enough. You’re happy because you’re successful... for now. But what is happiness? It’s a moment before you need more happiness. I won’t settle for 50% of anything. I want 100%!”

Writing a book is not the easiest of tasks. To me, it’s one of the most intimate ways that I can connect with and continue to serve my fans and followers. I’ve been creating content and courses, and helping men find the woman of their dreams for almost three decades, and I take my relationship with all of my readers very seriously.

That said, this book is clearly a departure from my previous one. First, it’s quite a bit shorter. I have a lot on my plate and don’t currently have the time I invested in writing *Subtle Words That Sell*. However, I do believe the information I’m sharing in this book is important, so I decided to use this very different approach to deliver what I consider to be valuable information.

You may or may not agree, but then again, you’ve only invested a few bucks. Plus, I’ve written it so that your own investment of time will be equally minimal, but I believe you’ll gain more than a few nuggets of value.

As I started to write this book, I found myself staring at the blinking cursor, doing my best to come up with a

Preface

metaphor for what I do, and I thought of *Mad Men*, an iconic TV show about a New York advertising agency in the sixties.

You see, there was one episode in which Partner and Creative Director, Don Draper was meeting with the executives of Dow Chemical in an effort to win their business from a competing agency.

The CEO didn't see a need to change agencies, saying they were happy where they were, and he also bragged that his company had 50 percent market share, in most of their products. As I watched this scene I thought, "How complacent they've become!"

I was rooting for Don because, like me, Don is so good at what he does that when he meets with prospective clients, he not only sees possibilities that the client doesn't see, in some cases, the promises folks like us make about what's possible sometimes seem like a stretch.

You may have had such a reaction with the subtitle of this book. However, I can assure you that when it comes to helping clientele achieve big increases in revenue, that's what I deliver.

So in this short but extremely valuable book, I'm going to share five powerful strategies that can increase your company's sales by 30 percent or more in only 90 days.

That's a big promise, I know, but it's true, and throughout this book, where I can, I'll share a couple of actual client examples to prove it.

Now look: If you're in sales, a sales manager, CEO, or perhaps a successful business owner or professional, you

might be happy with regular and somewhat predictable increases in the five- to ten-percent range.

Heck, you might even consider annual increases like those something to celebrate, to which I say, “That’s a good beginning, but please understand so much more is possible.”

Are you skeptical? You’re not alone.

Skepticism is one of the main reasons I wrote this book.

That’s why when people first hear some of my ideas, they have three possible responses.

One response is, “Oh, that’s not so far from what I’m already doing. So, what?”

The second response is, “That’s a little out there, but I can see myself taking it on.”

But the far more common response to about 70 percent of what I teach is, “Okay, I was following Paul before, but now he’s gone batshit crazy. No way could I see myself making that work.”

If, dear reader, as you dive into this book, you should find yourself having the third response, let me urge you to take on this perspective: It’s the very way of thinking, feeling, acting, and responding that stands so far outside of what you’re used to doing that bears the potential of bringing you the results that are so far outside of what you’re used to enjoying.

Simply put: You can’t improve on a paradigm if you’re stuck inside of it.

Now, all of this begs the question (which you might be asking yourself now), “Why such a short book?”

It’s a fair question, and the answer is two-fold.

Having worked and coached many high performers, I know that some are saddled with something I call the ***D.S.C. Factor – distraction, skepticism, and complacency.***

I see the D.S.C. Factor as a potent combination of “dream-killing crap” that you must eradicate if you want to experience 30-percent sales increases or more in only 90 days.

Let’s talk about ***distraction.***

Remember a time when you ordered your favorite summer cocktail and the first sip was amazing – soothing and refreshing ... it was everything you had hoped for. But then you got distracted, and the ice in your drink melted.

The next time to took another sip, it was just an average watered-down drink. You got distracted, and the distraction produced a negative result.

That’s one of the reasons I kept this book so short instead of pounding out a huge volume – so you could avoid all the distractions and get the highest possible value with the smallest investment of your focus and time.

So... if you’re serious about achieving a 30-percent increase (or more) in only 90 days, I urge you to make a commitment to yourself to read this book in its entirety ***right now***, in one sitting.

Okay, let’s deal with ***skepticism*** next.

I urge you to put a temporary hold on what you might consider to be a normal, healthy dose of skepticism. Suspend your normal non-trusting thought process and instead read this book with the mindset that you are holding the very key to something magical and wonderful.

The final road block to eradicating the “dream-killing” D.S.C. Factor so you too can achieve truly outstanding results is ***complacency***. Far too many people become complacent or comfortable with the results they’re currently getting.

They look around and say things like, “Well, I’m doing a lot better than my competition” as if that’s why you should keep your job!

Perhaps complacent people don’t want to rock the boat for fear of losing what they currently have. With all due respect, this approach to business is what produces five- to ten-percent increases. Screw that kind of thinking!

I’ve worked with, coached, and trained some of the biggest producers in business, and I can 100 percent assure you none of these high rollers suffers from complacency.

In fairness, on the surface, there are many entrepreneurs and executives who would be happy with a 50-percent market share, alluded to in recapping the *Mad Men* episode! But even at 50 percent, therein lies the problem – complacency.

Returning to Don Draper for a moment, here’s what he said to that CEO:

“You’re at 50 percent because you have a big line of diverse and charismatic products. And you keep making

Preface

more... Zip tape, Styrofoam, Rovana. And why do you do that? Because even though success is a reality, its effects are temporary. You get hungry even though you're just eaten. You're happy with 50 percent?

"You're on top and you don't have enough. You're happy because you're successful. For now. But what is happiness? It's a moment before you need more happiness. I won't settle for 50 percent of anything. I want 100 percent. You're happy with your agency? You're not happy with anything. You don't want most of it. You want all of it. And I won't stop until you get all of it. Thank you for your time."

And with that, Don glared at the CEO as he shook his hand and then left their office letting these words sink in: *You don't want most of it. You want all of it, and I won't stop until you get all of it.*

My friend, for the rest of this book, I want you to consider me your bridge to getting all of it.

That's because I believe that if you are reading this book then *"You don't want most of it. You want all of it and I won't stop until you get all of it."*

Now, just a few more quick things before we dive into the meat of this. I'd like to share a story that underscores this from one of my private VIP clients:

Hi, my name is Fabian Rankins, and I wanted to speak to you today about my time that I spent with Paul Ross working with him one-on-one.

The Subconscious Sales Advantage

When I first started working with Paul, I wasn't doing too well. I was making about \$1,500 a month in commission, which is why I decided to work with him.



I had seen his work before, and I knew he could deliver the goods... and I was not wrong.

Within a few short months, I was making more money than I had ever made in my life – over \$30,000 a month.

I can't recommend Paul more... he got me from where I was to where I'm at now... it was quite incredible.

I learned a lot working from him.

So if your sales aren't really where you want them to be, or where you feel that they should be, and you're looking for solutions – like I said, I can't recommend him enough.

For him to help me the way he did was incredible.

And I owe the man a debt that I can never repay.

Next, this book is not a road map nor blue print on how to implement my great strategies and methods. This book is also not a “word for word” script that you can give to your sales team.

Preface

So no, you will not be able to read this book, wave a magic wand, and overnight train and energize your sales team.

Rather, I predict the information in this book is so powerful, captivating, and intriguing, it will likely cause a large number of people to want to hire me for their own 90-day transformation.

However, because of the large amount of time I commit to each VIP client, I can only work with a few at a time.

Okay, I promise this truly is my final prompt, more like a friendly warning, before we get started on this: When you finish reading this book in a few short hours, you'll come to a page near the back with the headline, "What to Do Now."

Should you want to be one the lucky few clients I choose to work with, I invite you to find yourself immediately going to the website and completing the short questionnaire telling me about yourself and your business.

If I think I can help you, I'll reach out to you with a link to schedule a free 15-minute consultation.

At this end of this call, we'll both know if it is a good fit (very important!), and we'll get to work right away taking your business to the moon and back, making distraction, skepticism, and complacency a distant memory.

For some of you, your new mantra will be: *"I don't want most of it, I want all of it, and I won't stop until Paul Ross helps me get it."*

Turn the page and let's get started.

Chapter One:

It's NOT Selling

Can you even imagine a book on how to increase your sales 30 percent or more in only 90 days with the first chapter titled, “It’s NOT Selling.” No, this is not a trick nor the latest “sit under a tree and hum your way to riches” fad.

Before we start to unpack this initial concept of “not selling,” this would be a great place for me to share a little about my background and how I came to be one of the highest paid and most in-demand sales coaches.

For the last 30 years, I’ve been a dating coach, or as some clients prefer, a pickup coach. I’ve been on many TV shows, including Donahue, and I’ve taught tens of thousands of men how to meet women, how to “pick them up,” and how to charm and romance them.

I’m a Master Practitioner of Neuro-Linguistic Programming (NLP), and I’m also a master hypnotist. In addition to the obvious “sales” coaching, I would help some clients increase their confidence and self-esteem.

Please allow me to briefly share a bit more.

Being a savvy entrepreneur, I started thinking about how I could have an even bigger impact with additional business leaders who could benefit from my teachings and talent.

Then one day as I was walking the beach by my home, it occurred to me that my talent and skills for “closing sales” in the realm of dating could easily be adapted to work in the real world of selling in business.

It went from being a light bulb over my head to a search light. So, I went back into my “language lab,” and I began to teach people in various businesses how to leave a once satisfying five-percent increase in the rearview mirror.

(It sometimes amuses me how we all have certain gifts, skills, and talents, and sometimes, if our eyes are open wide enough, they can be used for good in other areas than our current business or application.)

So, what you will learn in this short book, starting with this chapter, will be the first step in mastering the most important skill of all – ***leading people to decisions they'll feel good about!***

Put another way (and I drill this into the heads of my private VIP clients), you are ***never*** selling your products nor services. You are always selling decisions and good feelings about those decisions.

Here's an example of an unconventional, contrarian way of thinking that has made my clients a lot of dough. And it's this: “know, like, and trust” is no longer enough.

Yes, we want prospects and clients to know, like, and trust us. And later in the book, I'll go a little deeper into that, but for now, let me continue to explain the contrarian aspects of this book and my approach.

First of all, you know what's better than “know, like, and trust”? Bear with me as this is going to be very controversial: compliance!

Nowadays, the second thing is that ***you have to get the prospect to trust themselves.***

Prospects don't trust that they can make a good decision, so you have to get them to trust their own ability to make a good decision... the decision to which you're leading them.

Here is a great way to implant the suggestion that they can, indeed, trust themselves. It sounds like a mouthful, but I assure you, I'll unpack it.

At the beginning of a presentation, instead of giving facts, figures, data, and numbers, say the following, "Folks, before we begin our exploration of this opportunity together, I just want to invite you to please share the questions that naturally arise when *a great decision is being made.*"

Notice I didn't say:

- Who is making the decision
- Why it is being made
- At what point in the process or when it is being made
- How it is being made

I left it deliberately vague, even a little confusing, and here is the reason:

Whatever you can get your prospect to imagine for themselves will be perceived by them as being their own idea and therefore will not be resisted.

One of the very best ways to do this is to allow the prospect's own unconscious mind to "fill in the blank" that you create with your vague language.

(Do you notice how this also violates another traditional sales principle: always make the message clear? No... sometimes you have to make the message artfully unclear and even, at times, confusing.

I confess this is one of the most difficult, contrarian ideas I can get my VIPs to adopt, but once they do, they see the exponential results.)

People are afraid of making bad decisions. You know, the way brain science works is that we're wired up to think negatively when we're making a buying decision. We worry about: What if it goes wrong? What if I look bad? What if I get fired?

So, as sales professionals, we have to do something to help prospects get past that automatic negative thinking of "what if" to be comfortable with making a positive decision to do business with us.

Are you starting to see how this is not your normal sales book?

In the next chapter, I'll reveal another huge reason why most sales training is what I call surface level, and frankly it doesn't work.

Turn the page, no distractions – let's keep going.

Chapter Two:

Forget About Convincing Them!

If you read my first book, *Subtle Words That Sell: How To Get Your Prospects To Convince Themselves To Buy And Add Top Dollars To Your Bottom Line*, you know that one of my primary principles is to guide your prospect to make their buying decisions on the unconscious level.

Putting it another way: People walk through life as adults, when, in reality, they are, on the unconscious level, still little children who want to be convinced.

Now, most sales people miss this completely. They are so busy packing their presentations and patter with surface-level conversation that only engages the conscious, surface level of the mind.

This leads to a *very bad* result: The prospect they are addressing is receiving their message through the critical thinking part of consciousness and comes to the conclusions:

1. I don't trust this person.
2. I don't feel like I can trust my *own* decision-making around them.

So, all that being said, let's dive into the key to making this happen – creating the highly suggestible states of consciousness in your prospects that put the “convincing themselves” process into high gear.

So, how do you start this process? Well, first you need to grasp this key idea: Whatever you can get your prospect to

imagine for themselves will be perceived by them as being their own idea, and therefore they will not resist it.

Let's Take a Deeper Dive

Allow me to use a metaphor. Let's say we want to conduct a current of electricity. I have a sheet of aluminum foil and a piece of cardboard. Which one of those two mediums will conduct the electricity? Obviously the aluminum foil will conduct electricity far better than cardboard.

So consider your prospect's state of mind or state of consciousness to be the conductive medium and the words you use, your pitch, your presentation, whatever it is (the facts, figures, data, information, what you put on a graph or in a prospectus) to be the current – the electricity.

Do you want them in those cardboard states of not trusting themselves, of being distracted, unable to focus, feeling cynical, feeling bad about themselves? Whatever it is, do you want them in that state that will not conduct your message?

Or do you want to create states of fascination, states of focus, states of not just trusting us, but of wanting to eagerly follow our lead?

Let me give you an example of the kind of subtle, subconscious language that will create a state of intense focus. I touched on it in the previous chapter and now, as promised, want to unpack that further. It goes something like this and I've bold faced the embedded commands:

“Folks, before we begin to explore our marketing plan, I'm not sure all the points at which you might stop... and **find**

yourself focusing in on just what it is that fascinates you the most. But as that's happening, I just want to invite you to share the questions that naturally arise when a great decision is being made.”

Once again, a big mouthful, but after some practice (and especially some hand-holding by me) it will become like easily speaking a second language.

That by the way, goes way beyond rapport. Rapport is only a side note to a side note. Rapport is only important if it creates responsiveness. If it has not created responsiveness, it's useless.

Here's another mind-blowing idea: sales is not just about getting our ideas *into* our prospect's mind; it's about *expanding* their mind to your ideas because oftentimes *prospects don't believe they deserve what it is you're selling.*

Your goal is not to get into your prospect's mind. It's to expand it!

You see, it's not that they don't want it; they may not think they *deserve* it. So, you've got to expand their consciousness to include new possibilities about how they think about themselves, their sense of what they're capable of, what they believe is possible for themselves, and what they deserve.

This is a completely different way of looking at sales. As I mentioned at the beginning of our journey together in this book, this is not Sales 101 where you can get a five-percent increase by learning how to handle objections!

Forget About Convincing Them!

This stuff I'm sharing with you is what can make it possible – even very likely – that you achieve a 30-percent increase or more in your sales in only 90 days.

And the best news is this: There is no need to abandon your current methodology of selling, if it's working. However, if you add in the tools and techniques I'm sharing, then it will be like strapping rocket boosters to what you're already doing well.

Chapter Three:

Language Stokes Emotion

There is no doubt that using certain language can elicit certain emotions.

But it does more than that. Language structures consciousness, shapes decisions, and drives behavior.

Truthfully, this too is a high-level strategy that can't be learned in a book nor with a 30-minute coaching call. But let me break it down for you, at least to the point where you experience a big “aha” moment and reach out to me for more!

That said, let's unpack this. In order to do that, I need to take you by the hand and lead you along a very brief journey into my main discipline for accomplishing these astonishing results.

I'm speaking of Neuro-Linguistic Programming, or NLP. Without running too far off into the weeds, NLP is a toolset that is a technology to model human genius... to model human excellence.

Second, NLP is a way of using language to structure consciousness, shape decisions, and drive behavior.

That's where I come in. That is my specialty: Teaching my clients how to use their language to shape their decisions and irresistibly and powerfully drive their prospects' most important behaviors – signing on the dotted line or handing over the credit card, ***AND FEELING GREAT ABOUT DOING SO!***

(Remember my mantra throughout this book: ***You're never selling your product nor service. You're always selling decisions and good feelings about those decisions.***)

Now, it follows from this that the biggest decision you have to sell your client or prospect on is that they can trust themselves to make a good decision. I'm not trying to be funny here.

Let me say it differently: A successful close relies on your prospect trusting their decision, so you have to convince them that they can.

One of my VIP clients, Caleb Jones provided the following testimonial after I helped him address how language clearly impacts the ability to close the sale:

Hi, I'm Caleb Jones. I own several companies, including two online brands, Alpha Male 2.0 and Sovereign CEO, and we sell coaching programs, among other things, and we use telephone sales to close on those sales.

And back in May, before we worked with Paul, our close rate with our salespeople on the phone for these programs was 13% - not that great.

So we brought in Paul.

Paul worked with our sales team and within two months, our close rate went from 13% to 84%.

So multiples better not just a ten or 20% improvement – but many times, many multiples of improvement, just after working with Paul for a few weeks.

The Subconscious Sales Advantage

Now, on top of that, we have another team who does email sales, cold email outreach, and we were getting pretty dismal open rates on our emails.

I don't remember the exact number, but Paul worked with them, rewrote the emails, rewrote some of the titles and the subject lines of these emails, and within literally, I believe in just a few weeks, maybe even less, our email open rates increased by over 300%. I think the exact number is somewhere

around 323% or 330%, after working with Paul and making the tweaks and making the suggestions he had.



You need to hire Paul.

Paul will make you a lot of money.

He has completely transformed the sales in my business. I can't recommend him enough because even if you get a fraction of the results that Paul's gotten for us, you will do very, very well.

You need to work with Paul.

He will make you millions of dollars.

He's made me a lot of money.

He will make you a lot of money.

Work with Paul.

He's the best. Paul, thank you!

Improving the close rate is only part of the equation. Here's an even bigger challenge: your prospects have the approximate focus of a goldfish. (I'm only half kidding.) But think about it. How many times today did you check your smartphone? How much time have you spent on social media: Twitter, Instagram, Facebook, texting etc.?

These mediums of misinformation and messiness are focus destroyers, and ***without focus, your prospects can't pay attention well enough to follow along. So, you have minutes – if that – to get them focused on you.***

There is so much information available that it becomes very easy to feel that we can't rely on ourselves to make a sound decision. Prospects today are both dumbed down and sophisticated.

Dumbed down by media and devices, and at the same time, sophisticated because they've heard it all before. So you have to gain your prospect's trust and then enhance their own trust in their ability to make decisions. You've got remove distraction and get them checked in.

You've got to get them focused. Don't assume your client is coming to you, even if they want to believe in you. Even if your prospect wants to believe you, don't assume they're checked in enough to continue to focus on what you have to say.

Go to any sales event, go to any speech, any talk, and you will see a lot of people texting or otherwise giving their attention to their devices.

Prospects have to be checked in to continue to focus on what you have to say.

So, even if your client or prospect isn't texting because their phone is off, mentally, they're doing about the same thing. And they're doing that a great deal of the time.

That being the case, how do we create that focus?

The big thing I teach my VIP clients is instead of thinking about your product or service, think first about the state of consciousness that you want your client or prospect to be in as you guide them through the selling process.

As an example, if I were presenting to you some kind of financial opportunity, business in a box, or some other money-making opportunity, and I said, "Before I make this presentation to you today, I know you're really going to love it because I'm going to show you how to make that extra \$50,000 a month, so you can buy that luxury yacht you've always wanted to impress your friends."

Well, the problem with that language is it's far too specific. You may not want all of that.

Returning to the example I used previously, if I said something like, "Before we begin the exploration of this opportunity together today, I just want to say, I'm not sure at which point you'll stop and think to yourself, 'Wow, this is something I really want to explore further.'" But as it's taking

place, can I ask that you promise one thing? Will you promise me you'll share the questions that naturally arise when a great decision has been made?"

Yes, a big mouthful! But the major point I'm making is that I am not saying anything too specific.

When you're artfully vague, your prospect will fill in the blanks for themselves, and they will get the sensation, the cognition, that you're

Knowing when to be vague and when to be specific is a skill you must hone.

speaking exactly to them. Knowing when to be vague and when to be specific is a very, very powerful skill set.

For now, as I wrap up this chapter, your big takeaway is this: Knowing your product or service is great, but when you learn to artfully use your language to get your prospects hyper-focused and create states of emotion, you'll skyrocket your sales.

Chapter Four:

Implanting Suggestions & Embedding Commands

Before we dive into one of the most powerful tools you can use to get your prospects to convince themselves to buy (and feel great about it), we need to talk about the “M” word.

I’m speaking, of course, about one of my favorite things to do: engage in manipulating my prospects.

Does that shock you?

Great; that was my intention.

But let me draw a very important distinction.

There is the kind of manipulation that involves:

1. Misrepresenting facts
2. Hiding or failing to disclose facts
3. Pressing down hard on shame, guilt, or fear
4. Coercion – threats of the use of force

I truly believe that if you don’t manipulate your client *by way of persuasion*, you’re not serving them because your clients will almost always default to decisions based on fear. Or “I’m too confused.”

Now, by way of contrast, let’s look at persuasion. To me that’s about opening your prospect’s mind to a decision they didn’t see would benefit them.

Implanting Suggestions & Embedding Commands

The exact methods I teach my VIP clients to do this are too complex for any book of any size, but they involve getting their prospects past their fixed, stuck perceptions and beliefs, auto-pilot objections, and using some “under the radar” (even hypnotic) methods to profoundly shape their prospects’ decisions and drive their behavior.

Now, let’s get to using embedded commands. They are wicked ways to unconsciously drive your prospects to buy.

They do the following:

- Tell your prospect an action to take. “Sign now, John.”
- Tell your prospect feelings to feel. “Feel excited about this agreement.” (Remember we are selling decisions and good feelings about decisions!)
- Tell your prospect thoughts to think, “Think this is the best decision you have ever made.”

Now, let’s look at these a different way. To make it easy for you, I’ve bold faced the commands:

“As you *feel better* and better about your ability to *use embedded commands*, you might *get excited* about how you will *use them in your daily life*.”

“As you *think about using embedded commands*, and *imagine how good you will feel using them*, you might think, *‘Wow, this something I have to master.’*”

Now, do you see how much more subtly powerful this is compared to directly telling you what to think, feel, and do as in the first set of examples?

Suppose for a moment I simply said, “You are going to feel better and better using embedded commands, and you are going to get excited and use them in your daily life.” You’d likely feel ordered about and tell me to take a hike.

Embedding allows us to be subtle instead of confrontational.

Are you still with me? Let me carry this lesson one step further.

It’s very important to recognize that the power of commands multiply when you stack them together.

Permit me to use a somewhat violent metaphor. It’s like being a boxer. If you throw one punch per round, no matter how accurate or powerful it may be, you’ll likely lose.

You have to throw as many as you can, as the effect of one adds to the effect of the previous one, and sets up the power of the next one.

Let’s take an example of something I taught in a training seminar for a medium-sized mortgage brokerage firm.

“Mr. Smith, I just want to say that I wouldn’t want you to ***refinance today*** unless you ***totally understand*** why this is the best choice for you. So, let’s look at the numbers in a way in which you can ***understand that’s true.***”

Here we have a punch straight to the unconscious mind of Mr. Smith. We are subtly commanding him what to do and how to think about the action we want him to take.

Comfortable vs. Uncomfortable

As I write this chapter, thinking about you – the reader – I can't help but wonder if this deep, high-level training is too much. Let me share a thought with you (more like remind you) before we proceed and take this very powerful strategy to the next level.

Yes, I understand that if you're reading this for the first time, you might be thinking, "This feels icky!" Or you might be thinking, "This would never work in my business!" Or, you might also be thinking, "Even if I see the potential in this training, I can't imagine rolling this out to my entire team."

Before you allow skepticism to take over, let me say this:

- Yes, this takes some work.
- Yes, this will take some time to train you and/or your team.
- Yes, there will be a learning curve once you agree to hire me.
- Yes, there might be some hiccups along the way.

So if this kind of sophisticated training makes you uncomfortable, and you're more comfortable with slow and steady as she goes, that's fine, too.

We're all different. And, as I said in the beginning, the reason my VIP clients get such dramatic results and the reason I can only work with three to four of them a year is that, should you be selected to fill one of my coveted spots, I will be investing a huge amount of my personal time with you – before, during, and after our official training sessions.

The Subconscious Sales Advantage

It's also a reason we will have a fairly thorough interview before we might agree to work together. You see, I take every client engagement seriously and quite personally.

Not only do I want to help you achieve the sales increase few only dream of, I will be setting you and your team up to continue to rake in huge increases long after our training is done.

So it's okay to have questions and even feel slightly apprehensive about the training. But you must come to the table 100-percent as excited and motivated as I will be.

Okay, back to class. For some really cool, high-level stuff, turn the page!

Implanting Suggestions & Embedding Commands

Chapter Five:

The Pattern Interrupt

People think and behave in predictable and fixed patterns. This is very simply hardwired into the brain. If we have to stop and think about every decision and think it through, we stagnate.

For example, if we had to think every time we opened the refrigerator how to do so or if we had to stop and think every time we turned on the light, we would not get anything done.

People behave in fixed patterns of behavior, thinking, feeling, and acting. It's our brain on auto-pilot to handle more of the mundane stuff, but we can become too accustomed to auto-pilot status.

When you interrupt the pattern, you create what I call a mind stutter. And here's the rub: When a person's mind temporarily stutters and goes on hold, at that moment, they become suggestible.

Here's an example of a pattern interrupt in action that I created it 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 who 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 Pattern Interrupt

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, the prospect hung up, cussed him out, or told him to stick it where the sun doesn’t shine. So, I figured it was time to interrupt some patterns.

Here’s the simple one 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 three to five minutes, which led to a deeper 30- to 45-minute 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 (“have you given up?”), he was able to carry that subconscious desire to follow him throughout the conversation.

How did this work for Frank? In four months, he went from the bottom ten percent of the company to one of the top ten percent and the #1 person on his team. In terms of dollars,

he added about an additional \$4,300 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.

It's Simple: They're Confused

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 acting 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. Remember: We're selling the decisions and good feelings about those decisions!)

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

The Pattern Interrupt

isn't delivered properly, it can come off as pushy or desperate – manipulative rather than persuasive.

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're 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 response that truly interrupts the pattern and 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.

The Subconscious Sales Advantage

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.

You're probably tired of me hitting this nail with the hammer of repetition, but it's necessary to build things properly: You are *ALWAYS* selling the decisions and good feelings about those decisions.

The Pattern Interrupt

Chapter Six:

What to Do Now

As brief as this book is, I think at this point you can easily agree it is the beginning of enjoying the river of revenue that naturally flows from using the Subconscious Sales Advantage.

But that brings up the question: What do you do now?

Well, let's examine your options.

1. You could close this book, stick it on your shelf, and make no difference at all in your sales.

2. You could try your own hand at applying what it teaches and see some *incremental* movement of the needle, assuming you consistently implement and apply.

And while that is certainly possible, remember that these concepts are radically different from what you are used to, which can make implementation a significantly harder task.

3. You could jump on the opportunity to apply to be one of the three to four clients I take on per quarter.

Now, I can't be the one to say all the reasons you might quickly conclude that your best option is number 3.

You are the only one who can just STOP... and think to yourself, "It's time to speak to Paul."

Thinking about it... like to apply for your 15-minute Breakthrough Session, just go to:

What to Do Now

www.ApplyToPaul.com

Whatever your choice, it's been my honor to be your teacher and guide, and I thank you from the bottom of my heart.

Paul Ross

January, 2024

San Diego, CA

About the Author

Paul Ross is an author, speaker, trainer, Master Hypnotist, and Master Trainer of Neuro-Linguistic Program. For the past 30 years, he's taught tens of thousands of people how to use language and other strategies to persuade, sell, heal, and turn stumbling blocks into stepping stones and pain into passion.