

PAUL ROSS

SUBTLE



THAT
SELL

How To Get Your Prospects To
Convince Themselves To Buy Without
Pushing, Pressuring, Or Pitching.

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And finally, to all those who are as madly, passionately in love with language and its power to turn stumbling blocks into stepping stones, pain into passion, and sorrow into solutions.

“And now,” said Aslan presently, “to business. I feel I am going to roar. You had better put your fingers in your ears.”

—C. S. Lewis

Introduction

My name is Paul Ross, and people call me the Wizard of Subtle Words That Sell®.

I want to make an outrageous, bold and audacious claim right from the get-go. Here it is:

If you use just 1/10th of the principles and tools I will teach you in this book, you will likely see at least a 15–20% improvement in your sales, conversions, and closings, with less work and far more fun.

Yes; when you know how to be subtle with your words, selling can be one of the most fun activities you can do and make lots of money at the same time—*especially when you know how to get your prospects to convince themselves to buy!*

Now, here comes a far more outrageous claim: If you use all of the principles, and tools, if you practice and apply them diligently, then you might very well enjoy a 50–200% improvement.

How can I make such a bold, even seemingly absurd statement?

Well, first and foremost, thousands of my students and clients from around the world have used what I’m about to teach you to get results just like what I’ve claimed.

Even more intriguingly, they have done it without having to fall back on tired old scripts, “yes ladders,” tag questions (they bore you, do they not?) and worst of all, high-pressure tactics that just don’t work.

But besides that, as you find yourself more and more drawn in to this book, you’ll quickly realize that the principles you will be learning also make profound sense.

In fact, you may be surprised to find that it is almost as if your new understandings were filling in blanks that you never quite even knew were there.

As one of my students put it, “It was like everyone was saying the world was flat, but you were Columbus and helped me sail off the edge of my old map right into a New World.”

I’m harping on this a bit because I want you to get full value from reading this book and using your learnings to your full potential.

Subtle Words That Sell

So please go through the principles and concepts sections of this book before you proceed to the practical tools.

Now, please don't get me wrong. You certainly could skip to the tools section of this book and begin applying the subtle language patterns through pure memorization but with no understanding.

But, generally speaking, memorization does not lead to action. It leads to the illusion of progress, rather than a commitment to practice or the acquiring of actual real-world skill and wisdom.

Case in point: do you remember when you were in high school or university and you had to cram for an exam? Did it give you any real understanding of the subject matter?

Of course not.

Could you, if I asked, pass the same exam if I plopped it down in front of your face?

Dollars to donuts, you couldn't.

You fell victim to what I call "educational bulimia." You swallowed down the "knowledge" only to barf it all up on the test.

So, speaking to you as someone who is committed to massive success and true learning, and at the risk of repeating myself *please get the understandings before you apply the tools.*

I Love Selling, And You Will Too

As a kid, I grew up in a fairly lower middle-class home.

Now, get me right here: my father worked hard to put food on the table for 6 kids, plus my mother. In fact, he worked three jobs and busted his butt, and we always had money for books.

But if I wanted anything extra, I had to earn it for myself.

I got my first shot when it was during the third grade when it came time to sell chocolate bars to raise money for our elementary school.

You see, the kid who sold the most would get a whopping \$10 cash prize (this was back in the early 1960s and \$10 went a long way in those days) plus an award certificate.

Memorization leads to the illusion of progress, not to action or a commitment to practice.

Subtle Words That Sell

Now, I was raised to be a contrary thinker. As my Mom said to me when I was around six, “Paul, whenever you are competing with people in anything that needs you to use your brains, look at what they are doing and do the opposite.”

So that’s what I did.

Before we were given our consignment of the over-priced bars, the teacher told us, “Just hold up the bar, smile and ask them if they’d like to help raise money for the school by buying some candy.”

Thinking it through from the perspective of the potential buyer, I realized at that tender age that they were probably going to get bombarded by cute kids saying the same thing.

Plus, I instinctively knew that often times when you ask if someone would like to buy, it triggers an automatic “no.”

So I took an opposite approach.

It went something like this.

Bell rings.

The door opens, an adult looks out and down.

Me: Hi. I’m Paul. I’m here to sell you something. (Holding up the bar). It tastes really good and you’ll get to feel good while you eat it because it’s helping out the school that makes this whole neighborhood a better place to live (dramatically spreading my arms and looking around me).

Now, I’m not kidding you—that’s really what I said.

Did it work?

You bet.

In fact, let’s start the learning and take it apart to see why It worked.

“Hi, I’m Paul. I’m here to sell you something.”

This is an example of getting attention through interrupting the prospect’s expectation.

Because lots of kids were going door to door and saying the same old thing, I created a bit of shock and got attention by saying something outrageous (and honest) right off the bat.

“It tastes really good and you’ll get to feel good while you eat it.”

The first part of the statement is true: of course, candy tastes good.

But then I used the subtle word “and” to link that obvious truth to the second part of the statement, which

- gets them to imagine eating it, thus presupposing that they will have bought it and
- tells them they are going to feel good about it.

Moving on:

“...because it’s helping out the school that makes this whole neighborhood a better place to live.”

Here I used the subtle word “because” to link in another, even more powerful benefit: that they will be helping out the school and making the entire neighborhood a better place.

This massaged their ego and made them feel important because they were making a contribution to the neighborhood.

A more abstract benefit than chewing on a gooey sugary confection to be sure, but a far more powerful one.

Read This Next Paragraph Very Carefully

You see, in my mind, I wasn’t selling candy. I was selling a decision and good feelings about the decision. And perhaps even more importantly I was selling an opportunity to feel good about themselves.

From my point of view, I was doing them a favor and having fun rather than asking for something from them and feeling like a beggar.

(Imagine yourself and/or your team bringing that attitude and skill set into your selling as you find yourself wondering what that would do for your bottom line.)

It Gets Even Better

So, do you think I was a clever kid?

Well, if so, you'll be really impressed by this next bit and how I once again used those two subtle words that sell, "and" and "because" to destroy the most common objection I got.

What was that objection?

"I'm sorry. I already bought one."

Now, what would most kids have done in that situation? What would you have done in that situation?

Most kids would have:

- Walked away dejected
- Begged or pleaded
- Talked about their desire to win the contest.

Once again, I broke the expectation of my soon-to-be-buyer by saying the following:

"Of course you did. And that's because you are a generous person who likes to make a difference. But I can only give you two because the guy down the block already told my mom he wants five."

Let's take this example apart.

"Of course you did..." I'm agreeing with him, so I'm taking any pressure off. There's not going to be an argument or a fight or an uncomfortable interaction with a poor dumb (ha ha) kid.

"And that's because you are a generous person who likes to make a difference."

Now I'm having the gumption to use those two fabulous subtle words to give him a name to live up to-being generous and wanting to make a difference. (I also happen to be using an advanced tool we'll use in Chapter 10: Agreement Frames.)

What's he going to say? "No, I'm a selfish, self-centered jerk."

Let's look at the next clever bit: "But I can only give you two..."

Now I was doing a lot of things here:

1. I'm defining the interaction as me "giving" instead of "selling" him something. I cleverly switched the frame of who was holding the value and who would be receiving it. (Frame setting is powerful. That alone could double your selling)
2. "I can only give you two" presupposes that he is going to want at least one. It's no longer a question of if he will buy, but if he will buy one or two.

And notice I did this without asking the stupid "either/or" false choice question that all the other kids were using (and that you've probably been using in your sales).

In this case, that stupid question would have been:

"Would you like one of those or two?"

I got to skip all of that by *implying* and *presupposing* that he was going to want at least one. Which also made it his own idea.

No pushing. No pressure. No pitching.

Pretty exciting, huh?

Moving on:

"Because the guy down the block told my mom he wants five."

Here I was incorporating scarcity and social proof, two of the major influencing factors in human decision making.

Needless to say, I won the competition by a landslide, breaking the \$100 mark in two days and outsold the next closest three kids combined.

Selling Ethically: Persuasion vs. Manipulation

It's useful to look at selling as simply a subset of persuasion.

Now the tactics and tools in this book are going to give you tremendous power to influence and persuade your prospects on a very subtle level, and by that, I mean they will often bypass their own critical factor and get responses directly from their unconscious mind.

That being the case, it's important to address the ethical concerns about manipulation so let me draw the distinction, as I see it and practice it.

By manipulation, most people mean one or more of the following:

1. Hiding a harmful agenda. You say you are in love, but in reality, you just want to get close to someone to get your hands on their money.
2. Pressing hard on people's pain points: shame, fear, guilt, etc.
3. Concealing material facts. As an example, an automobile manufacturer failing to mention the exploding gas tank on their latest model.
4. Misrepresenting facts. Again, with the example of an automotive company, stating that the latest model gets 45 MPG, when in reality it is closer to 25 MPG.
5. Use of threats, force, or coercion.

By contrast, persuasion (and therefore selling) is all about:

1. Opening your prospect's mind to a decision that they didn't quite realize would benefit them.
2. Getting your prospect past their fixed, stuck, and autopilot perceptions, beliefs, unconscious sense of lack
3. Capturing and leading your prospect's emotions and imaginations.
4. Using your language to shape your prospect's decisions and drive their behavior.

Win/Win

All of this has to take place inside of a win/win frame.

The obvious reasons are that you want repeat business and referrals.

Remember, it's expensive to acquire a customer, but moreso to lose one.

And lose you will if your customer/client/prospect isn't happy because, after all, this is the "Yelp" generation.

It's been said that one angry customer outweighs ten satisfied customers, and if you check out the reviews on Yelp, you'll instantly and easily find yourself in agreement with this statement.

Finally, and on a more subtle level, taking on a “win-win” frame will subtly reinforce your belief that you are being of service, a powerful motivator that keeps you going through the often chaotic world of sales.

A Few More Notes Before We Dive In

The tools of subtle selling work most powerfully when used in combination, and try as I might, it’s simply not possible to teach them in isolation.

So you’ll find some examples may be repeated multiple times, but each time I’ll reveal new tools within.

It’s also crucial to understand that the subtle language patterns you are about to learn are meant to be spoken, not written.

So as you go through them, it will be very useful to speak them slowly, out loud, to get a feel for them.

Next, the tools I teach in this book are likely to be radically different than anything you’ve previously encountered.

On the positive side, this means you might eventually find yourself tossing out all of your old sales scripts, assumed closes, and other stale techniques as you grow increasingly comfortable using these new methods.

However, because they are radically different, on your first reading you may have some troubling responses arise such as, “This is just too far out there,” “I can’t see myself doing this,” “This is confusing,” or even “Paul is off his rocker.”

When this happens (and it almost certainly will), I want to encourage you to instead get very curious and excited about your new learnings.

Why?

Simple.

It is the very ways of understanding and moving through the world that stand so far outside of what we are used to doing, that carry the potential to bring us results so far outside of what we are used to enjoying.

So get out there and practice. After a while, you’ll have to bite your cheeks at how easy this stuff is and how powerfully it works.

Subtle Words That Sell

Thanks in advance for the honor of letting me be your teacher and guide on this amazing journey into the world of Subtle Words That Sell.

Paul Ross

The Wizard of Subtle Words That Sell®

February, 2019

San Diego, California

I saw the angel in the marble and carved until I set him free.

— Michelangelo

Part I

Maximizing Your Mindset for Subtle Sales Success

Chapter 1

Build a Mindset That Truly Works

If I were to ask you how many books have been sold in the last 10 years on the topics of finding love, losing weight, and making tons of money, what would your guess be?

10 million?

20 million?

50 million?

Frankly, I don't know the exact answer, but I'm sure you can easily agree it certainly is in the millions and millions of copies.

Which raises the next question: why don't see millions and millions of skinny multi-millionaires with their ideal mates, happily in love?

It's clear that in between the inspiration/information and the implementation there is a big gap.

Put another way: there is something *profoundly, crucially incomplete* in what is being taught to get people actually and consistently moving forward in areas of life that have big emotional buttons like relationships, money, and personal appearance.

Here's what I think is going on.

The simplest answer is that all these subjects come with big emotional buttons that trigger old, self-defeating and fixed patterns of thinking, feeling, and acting.

If you have ever felt that, despite all the positive programming, vision boarding and affirmations, there is another aspect or part of you that has held you back, then you've seen this in action.

So if you really want to make all the positive stuff—the visualizing and writing down goals work—then you have to first take the steam out of the old stuff, have a good method for dealing with it when it comes up., and most crucially, avoid reinforcing and feeding it when you try to learn from your mistakes.

But be of good cheer, because I'm going to de-mystify that mechanism, show you all the moving parts that no one else has seen before, and then give you exact instructions to shut it down.

What Doesn't Work

It's been my experience over years of training that most salespeople are given motivational methods that are actually counter-productive to their success, and to be rude about it, sometimes plain stupid.

These myths get repeated sufficiently often and go completely unchallenged to the point where they are accepted as "truth" when, in reality, they are very ineffective for all but the most self-motivated people.

Here are the most common, inefficient and unworkable methods that you have probably been taught:

1. Get yourself into a peak state. This is the Tony Robbins school of pumping yourself up, jumping up and down and giving yourself super-pep talks, even doing fire walks.

The problem with this approach is three-fold:

- a. Peak states can't be maintained. They are exhausting.
- b. If you are in a peak state, your enthusiasm is going to screw up your ability to pay exquisite attention to your prospect's actual responses.

- c. Finally, your peak state is likely to fry your prospect's circuits. If they are cautious, bored, or just plain tired, you are going to lose them.

2. Push through the frustration and pain with pure dogged persistence.

To be sure, there is nothing wrong with persistence. We've all been rightly inspired by stories of brave people who struggle and carry on despite every hardship to reach their dreams.

But what happens when you are unknowingly persisting with something that doesn't work? What happens when you are pushing ahead with the very behaviors and ways of thinking that are keeping you trapped?

Here's a subtle and equally powerful point to consider: *if you are pushing through pain and frustration, then you are also unknowingly putting that emotional energy between you and your prospect.*

Just as importantly, pain and frustration are a potent and volatile mix and are very likely to distort your perception and drive your behavior right back into the very patterns that don't serve you.

In extreme cases, pain and frustration can so distort your perception, you might not even see that you are actually about to win.

When you are in the midst of this kind of emotional whirlwind, all the fortune-cookie advice in the world like, "One door closes, another opens" and "It's not how many times you fall but how many times you get up" isn't going to cut it.

The final piece of what doesn't work has to do with how you use your internal self-talk. Let's have a closer look at this.

Are you a chronic "Musterbater" and do you "should" on yourself?

Almost certainly, you are a "Musterbater."

No, I'm not talking about something that could get you arrested on the subway.

I'm talking about making self-statements like:

- I must make these follow up calls today.
- I must be more consistent.

- I must be more organized.
- I must not be so nervous.

Musterbating doesn't work because it produces no actual forward momentum or motivation. It merely produces the illusion or imitation of these things.

“Shoulding” On Yourself

Once again, we have a word that produces the illusion of forward momentum and motivation.

Statements like “I should make these calls today” or “I should go for the big money sales” don't give your mind anything to aim at, nor do they teach you any skills or help you understand the nature of your challenges any better.

They are forms of self-torture, thinly disguised as a motivational strategy, and self-torture never, ever works.

Always/Never Statements

I doubt that you are the kind of person who uses these statements, but if you've ever gone through a serious depression, then you probably have.

They take the form of, “I always screw it up with clients” or “I always blow it when it comes to the closing.”

Or alternatively, they take the form of “I never reach my true potential.”

The problem with these statements is that they are what I call, unbounded in time

There is no clear delineation as to whether they are statements about the past, observations about the present or commitments to the future.

In the world of cognitive behavioral therapy, these statements would be labeled “pervasive” because they are by implication, unchanging and unchangeable.

More Forms of Neuro-Linguistic Self Torture: Asking “Why” Questions

In my trainings, I often find that salespeople ask themselves questions like these:

- Why am I afraid to go after the big money clients?
- Why do I clam up when it comes time to make the close?
- Why can't I be more motivated?

I point out to them that when they ask “why” questions about what they’ve done in the past, they are actually and inadvertently getting their brains to dwell on their mistakes.

Now, here’s a rule of the mind:

“To Your Brain, There Is No Difference Between What You Dwell on
and What You Are Programming It to Do.”

Since the brain works on repetition and what is familiar, it’s no mystery people who do this keep repeating their mistakes and less than useful behaviors.

It’s not that they are “self-sabotagers” or have “low self-esteem.”

They simply have a very ineffective learning strategy that is virtually guaranteeing they will keep repeating their mistakes.

The formula looks like this:

Ineffective behavior → Attempting to learn from it through dwelling on mistakes → Programming and reinforcing ineffective behaviors back in → Ineffective behavior.

This leads to a cycle of frustration, confusion, self-torture at worst, or very inconsistent, “three steps forward, two steps back” motivation and progress.

Throw in a steep learning curve and you’ve got a formula for making consistent, repeated and focus action toward your goals far more difficult than it has to be.

The tools in the next chapter will guarantee you never have any of these challenges again.

Chapter 2

The Power of “Ownership Language”

Here are three very powerful words to subtly influence your own unconscious mind and wipe out the habits of Musterbating and Shoulding on yourself.

1. Claim
2. Choose
3. My

Claim: when you go to the valet to drop off your car, they don’t give you a “want” check.

No, they give you a “claim” check.

To claim implies ownership, authorship, and response-ability (yes, I deliberately spelled it that way).

So, notice the difference between saying:

“I must make these calls today” and “I claim my commitment to make these calls today.”

Choose: How about this replacement?

“I choose to make *my* calls today.”

Once again, to choose implies ownership, authorship, response-ability, and commitment. And it creates the forward momentum you need to create consistent action.

My: Notice the felt difference in your body when you say these two sentences out loud:

“I choose to do these calls today.”

“I choose to do my calls today.”

The word “these” puts an unconscious, subtle distance between you and your chosen action.

Putting the ownership word “my” into the statement solidifies and shows that you’ve willfully embraced the chosen action.

It works the same way with positive programming.

Note the felt, “in your body” difference between the following statements:

“I want confidence with prospects”

“I claim confidence with prospects.

“I claim my confidence with prospects.”

“I claim my confidence with my prospects.”

The difference is subtle. But subtle—as you will continue to see—is immensely powerful to influence yourself as well as others.

Use “How” Questions Instead of “Why”

Now we are getting to the nitty-gritty; the building blocks of what I call “learning confidence.” That’s simply both trust in, and efficiency at, learning from your experiences.

What we want to do here is, at all costs, avoid “why” questions and instead ask “how” questions such as:

“How could I have done better at this?”

“How can I find someone I can model or who will mentor me so I can learn what works?”

“How can I learn to recognize, first and foremost, what I did right and most effectively?”

With regard to recognizing what you did effectively and right, you might find it useful to employ these categories:

1. What you did right in your preparation. Period.
2. What you did right sequentially. Meaning, anything that occurs in a certain order, such as making the right introduction, guiding your prospect to reach the right conclusions, getting the order, etc.
3. What you did right throughout, such as maintaining the most effective state of mind, observing your prospect’s responses, etc.

Three “Magic” Words to Annihilate “Always” and “Never” Statements

What if I were to tell you that there were three magic words that could forever end self-sabotaging and self-torturing “always” and “never” statements?

Well, here they are: “up until now.”

It works like this.

When you catch yourself making a self-limiting statement like, “I always blow it when I go to close a big money client” or “I’m just not a great closer,” you re-language it by saying something like:

“Up until now I didn’t consistently close big money clients.”

“Up until now I was not a great closer.”

Putting the phrase “up until now” in front of the self-limiting statement is very, very powerful.

It acknowledges to the unconscious mind that there has indeed been a real problem.

We absolutely have to do this, or the unconscious mind will push back against any change we try to make.

Just as importantly, “up until now” *binds the perceived problem, limitation or block in time, placing it firmly in the past, opening up the neuro-circuitry for new possibilities, new skill sets and new outcomes.*

Incorporating Ownership Language

To add to the power of this, we can now incorporate ownership language into the new statement.

So, “I just can’t close big money clients” becomes:

“Up until now, I couldn’t close big money clients, and now I claim my mastery of my skills to easily close my big money clients.”

Or:

“Up until now, it was the case that I didn’t effectively close my prospects. And now I claim my ability to learn to effectively close my prospects, anytime, anywhere.”

You might have caught that we are not suddenly making the leap to saying, “And now I recognize I am a fantastic, big money closer.”

The problem with attempting to suddenly assign a winning identity to ourselves is that it doesn’t set any direction for the unconscious mind to follow.

So when you re-language, as much as possible, make it about claiming skills/patterns of behavior/qualities of personality rather than about taking on a new identity.

The take-away is this: When we use our language effectively and with deliberation, we turn our stumbling blocks into stepping stones and spring boards to our success.

*When we use our language effectively and with
deliberation, we turn our stumbling blocks into
stepping stones and spring boards to our success.*

Chapter 3

Acceptance Confidence and Loving Uncertainty

In the previous chapter, I spoke about the importance of developing “learning confidence.”

Digging a little deeper, I’d like to introduce the notion of what I call “acceptance” confidence.

A story to illustrate:

A few years ago, I was spending time with one of my VIP coaching clients.

One evening, we went to a local restaurant that had an outdoor patio where people mingled.

After a few hours (during which he actually succeeded starting some good conversations) we decided to leave.

As we were standing outside, waiting for our taxi, I noticed an attractive young woman standing fairly close by, waiting for her cab. (This was the days before Uber.)

I looked her way and very casually said, “Oh look. There’s a lovely young lady waiting for her cab.”

For some reason it went in the wrong way, and she got very, very angry.

She looked my way and screamed some very interesting suggestions about me doing some anatomically impossible things with myself.

My client grew visibly angry, his face reddening and his muscles tensed to go give her a piece of his mind.

I put my arm out, stopped him, and said the following:

“No, no, no. She can say whatever she wants. *We* decide where we come from.”

Then looking right at her, I said, “She’s someone’s sister. She’s someone’s best friend. She’s someone’s daughter.

I paused a moment, took a breath and said, “Somewhere, she is deeply loved.”

The change that came over her was dramatic.

She immediately burst into tears, ran over to me sobbing, threw her arms around me and held on to me.

“Oh my God,” she said. “Thank you so much. That is the sweetest thing anyone has ever said to me. I’m so sorry for what I said. Men have been total pigs to me all night long.”

Her cab pulled up, I bid her adieu and looked over at my astonished client, whose anger had also disappeared, in this case replaced with stunned disbelief.

Now, what made all this possible?

Instead of going into a reactive mode with this woman, I stayed neutral (remember what I said about the power of the neutral state of mind).

But far more importantly...

I Gave Her Radical Permission to Have Her First Response to Me.

I didn’t point the finger back. I did not hold any resentment toward her or think in any way that I was entitled to any politeness on her part.

I just let her be and extended my permission to be exactly as she was.

Please do your best to process this concept because it will not only help you in your sales career but your life in general.

99% of the people in the world are just not used to having someone hold this kind of space for them when they are being unpleasant, what to say being downright hostile and vulgar.

When you can remain neutral in the face of this and let them be just as they are, it serves a twofold purpose.

1. It interrupts their pattern of thinking and feeling, leaving them very open to being led. As I'll continue to point out through this book, pattern interrupts are extremely powerful ways to create windows of suggestibility and openness to seeing things your way.
2. On a deeply unconscious level, the other person will feel supported and "held" because you are not judging them.

Now, there is another principle at play. Because while I extended my radical acceptance to this young woman, I also didn't accept her first response as being her only response or her best response.

Why?

Because in virtually every context of life, I've taken this next principle to heart:

I Very Seldom Take a Person's First Response to Me as Written in Stone.
It's Almost Always a Reflection of What They Are Thinking, Feeling, or
Believing in That Moment and Almost Always Subject to Change.

Without having that attitude and frame around my communication as a foundation, I never would have been able to come up with the verbal response I did.

I would have made it about me and I would have seen her as a horrible person attacking me, not a human who was suffering.

Will your prospects treat you in as extreme a fashion as this woman did?

Almost certainly not. But if you are in sales, or leading a team of sales-people, you are going to have to deal with people who are often reactive in non-useful ways, and it's almost certainly going to happen quite often.

Say Goodbye to Your Need to Be Certain

It would be safe to say that the need to be certain is one of the fundamental drivers of human thought and action.

Over centuries, humans have fought endless wars over their need to be certain of their theologies, political systems, racial differences to name a few.

And if you don't think humans love certainty, just watch people argue about the merits of their favorite candidate during the Presidential election season.

It's actually quite entertaining to watch someone screen out any information that might undermine their candidate's perceived awesomeness and grow even more fixed, even fanatical in their support.

This happens on a personal level as well.

If you've ever had a friend who is madly in love, and you've tried to warn them about the negative qualities you see in their partner, you know what I am talking about.

Now it takes discipline and determination to let go of this need for certainty, but when you can do it, you are gaining a subtle and very powerful advantage of the 99.99% of the people on the planet who either don't grasp the concept or *would run like hell from the idea*, let alone the practice.

Note that I didn't say you shouldn't *want* or even *seek* a *degree of certainty*.

I simply said needing certainty is going to impede you.

Here's The Real Magic

When you can combine:

- radical acceptance of your prospect's first response to you
- interrupting their pattern, and
- not needing certainty about the outcome

... a doorway opens to a subtle, powerful and even magical connection that no outside observer would ever be able to figure out or explain.

Subtle Words That Sell

Even better, *this connection continues long after the initial transaction is over.*

What does this translate to on a practical level?

Constant and Consistent Repeat Business and/or Referrals, Often
without You Even Having to Ask!!

Not a bad outcome for exercising some unusual concepts that are fairly easy to use and actually allow you to be much calmer, happier and much better leader, whether of prospects or your own team.

(Extra benefit: it works amazingly well in your personal relationships too.)

Give me a place upon which to stand and a lever large enough and I will move the world.
— Archimedes

Part II

The Fundamental Principles of Subtle Selling

Chapter 4

Foundations First

The Core Principles of Subtle Selling

Before we move on to the actual tools and practical examples, it's important to have you understand the conceptual foundation upon which they stand.

To return to the quote at the beginning of this Part of the book, the tools and techniques are the lever. The principles and axioms are the place upon which to stand.

With that in mind, let's get going.

You are never actually selling your product or service. You are always selling decisions and good feelings about decisions.

Subtle Sales Principle No. 1

Look: it's ok to be proud of, and passionate about your product or service.

But unless you've come up with cold fusion, wireless transmission of power or antigravity, it's very likely that you have or will have competition that offers something very similar.

And that means that essentially your product or service is a commodity like rice or potatoes.

Even if you are truly extremely better at what you do or your product is truly better by orders of magnitude, *you are still going to have to sell your prospect on the decision to buy and you are still going to have to get them to attach good feelings to that decision.*

So taking on this orientation is going to dramatically improve the results you get.

Whatever you can get your prospect to imagine for themselves will be perceived by them as being their own thought and will not be resisted. Therefore, capture and lead your prospect's imagination and emotions before you present the facts, data and figures.

Subtle Sales Principle No. 2

The basic (and admittedly grossly oversimplified) idea here is that you want to address and activate the right-brained, imaginative, and even childlike portion of your prospect's brain.

As much as we want to think we are all adults, making our most important decisions for carefully considered and well thought out reasons, it has been my observation that inside every adult, no matter how adult they may be walking through the world, is a 5-year-old child who wants to believe and be led.

If this is upsetting to you (personally I find it exciting), remember our discussion about ethics and the difference between manipulation and persuasion.

As far as I can see, there is nothing wrong with being crafty in the service of a process and proposition that serves your prospect as well as yourself.

*Inside of every adult, no matter how adult they
may be walking through the world, is a 5-year-old
child who wants to believe and be led.*

And given that at some point you will be presenting the data, your prospect will have every opportunity to critically evaluate what you present, albeit with their already having decided on the unconscious level they want to move forward.

Nowadays your prospect no longer trusts their ability to make a good decision, and with good reason.

Subtle Sales Principle No. 3

This principle is best illustrated with a story from my personal experience.

About a decade ago, my accountant called me around tax filing time and told me to make a contribution to my retirement account.

So I strolled into my trusty Washington Mutual branch, and asked to speak to the financial officer.

After introducing himself and listening politely to me, he asked me what level of risk I was seeking.

“Very conservative” I replied.

Handing me a slick brochure, he said, “I have just the thing. This insurance company is called AIG, and they have assets like you won’t believe.”

(If you remember AIG, I’m not joking. That’s actually and exactly what he said.)

Now shortly thereafter, the real estate/mortgage business tanked and the “too big to fail” banks and insurance companies were bailed out to the tune of hundreds of billions of dollars, courtesy of you and I, the tax payers.

AIG was one of the worst cases. And Washington Mutual, once one of the most powerful financial institutions and trusted banks in the U.S., sank like a lead weight before being bought up by Chase for a dime on a dollar.

Subtle Words That Sell

The point of this financial history lesson is that tens of millions of Americans got taken to the cleaners by the very institutions that had been the bedrock of their financial security and trust in the system.

The previously unquestionable ideas like, “you can take that to the bank” and “real estate never loses its value” suddenly were shattered and investment/financial decisions that used to make sense, no longer did.

That psychic trauma and mistrust of themselves is still lurking there in the background, especially in the financial services or real estate businesses.

So it’s no longer enough to get the prospect to trust you.

You’ve got to subtly convince them that they can trust themselves when it comes to making the decision to part with their money.

Your prospect no longer has the focus and concentration they need to make important decisions.

Subtle Sales Principle No. 4

Oh for the days before cell phones, text messaging, the internet, Facebook, Twitter, LinkedIn, YouTube, Tinder (not that I know anything about that), Instagram, etc.

Today, our entire world seems to be orbiting around the dark star of cultural narcissism, distraction, overstimulation, and ADD/ADHD.

Here’s a useful experiment if you doubt me on this one:

Simply go to a busy area at lunchtime and count the number of people who are walking around with their cell phones glued to their faces.

If you want to get totally real, just observe how many times you do this yourself throughout a typical day.

So even if your prospect wants to believe and is interested in your offer, don’t count on their ability to stay focused long enough to pay attention.

You have to create these states of focus and create them within the first few minutes of your opening discussion.

*Today our entire world seems to be orbiting around
the dark star of cultural narcissism, distraction,
overstimulation, and ADD/ADHD.*

Any and all objections are just cries for help to make the decision to buy.

Subtle Sales Principle No. 5

Strictly speaking, this may not be true. It could be, for example, that your prospect truly can't afford to buy what you have to offer.

But generally speaking, your prospect is running on autopilot when it comes to parting with cash, especially if it involves big numbers, and that's going to show up as him or her objecting to what you have to offer.

If you view it as a sign to argue, please, pressure, or give up, you are sunk.

If instead you can mentally reframe it as a cry for help, you can stay in that all-important neutral state, pattern interrupt your prospect, and subtly shape them to make the decision you want them to make.

Empathy for your prospect should be avoided at all costs.

Subtle Sales Principle No. 6

Oh my stars and garters.

I can hear the cries of outrage on this one, so let me explain.

There is a strong difference between empathy and caring.

Empathy means you actually and actively feel what your prospect is feeling.

You don't just identify what they are feeling. You identify with it, and wind up going there for yourself.

This is deadly to your need to maintain your frame as the leader of the transaction as the prospect becomes the emotional leader.

Now note again I didn't say you shouldn't care about your prospect's outcome or even like them as a person.

And I'm certainly saying not you should be a schmuck, to use a scientific term.

What I am saying is that it is a profoundly powerful skill to see where your prospect is at, without having to go there for yourself.

If you dip your toe in the emotional waters of your prospect, ok. That can be very useful and even fulfilling for you, emotionally.

Just don't jump into the pool head first and sink to the bottom.

Subtly confusing your prospect, at the right place and time, can be powerfully effective.

Subtle Sales Principle No. 7

This Principle may at first seem to contradict the old axiom about "making the message clear."

But as you will see in the advanced techniques and tools section of this book, there is a time and place to confuse your prospect.

Alright: now that we've given you "the place upon which to stand" it's time to get to the big lever: the tools, both beginning and advanced. See you in Part III.

Artfully and subtly confusing your prospect at the right time and place is a powerful way to pattern-interrupt them and create a temporary window of suggestibility through which you can climb.

Postscript

We've come a long way together since this journey began, and I have to congratulate you on your moment to moment decision to keep learning, keep practicing, and most of all, keep taking action.

After all, I'm sure you will agree that is the action takers in this world that reach their dreams, and even beyond.

It's my sincere hope that this book has shown you the potential of using your language in a concise, directed and powerful way.

While some of the concepts may have shaken you up, I hope they have equally and even more powerfully opened your eyes to new ways of doing things.

Remember: it is the very ways of thinking, feeling and acting that stand so far outside of what you have been used to doing that bear the potential to bring rewards and results that are so far beyond what you have been used to enjoying.

Thank you for the privilege of being your teacher, mentor and guide and should you find yourself thinking, "I'd like to hire Paul to speak at my event/train my organization/ teach my team" you can get that ball rolling by going to SpeakerPaulRoss.com.

Paul Ross

Feb 2019

San Diego California

PS: If you have success stories from using the concepts and tools in this book, please email me at: success@SpeakerPaulRoss.com.

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Are you tired of the same, worn out sales scripts,
assumed closes, tag questions and other stale nonsense
that just doesn't work, insults your prospect's intelligence,
and makes you feel like a schmuck?

Then grab your copy of *"Subtle Words That Sell"* and learn revolutionary and ground-breaking concepts and tools to get your prospects to convince themselves to buy.

YOU'LL LEARN:

- How To Activate And Awaken The Child-Like Side Of Your Prospect's Mind That Wants To Believe And Be Led.
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... and much, much more in this unconventional "no-holds barred" book that will make selling far more fun and much more profitable, whether you are a beginner, a veteran, or anywhere in between.



ABOUT THE AUTHOR

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

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