

INTRODUCTION

“The empires of the future are the empires of the mind.”

—**Winston Churchill, British statesman**



What do you think of when you hear the word “hypnosis”?

When I ask salespeople this question in my seminars, here are some of the responses I get:

- “Manipulative.”
- “Sly.”
- “Controlling.”
- “Underhanded.”
- “Unfair.”

- “Makes you do something you don’t want to do.”
- “Can be used for something good, but can also be used for something bad.”

It makes sense then that when salespeople first hear me use the word “SalesNosis,” they often think that I’m talking about something manipulative or un-

derhanded.

Mastering SalesNosis is not a trick. Used properly, SalesNosis is a focused, completely ethical discipline that gives you the answers to questions like: How do great communicators achieve the results they do? Why do people buy? Why do buyers trust the people they trust? How do great salespeople motivate buyers to take action?

It’s interesting to me that salespeople are so often predisposed to make negative assumptions about the art and science of hypnosis. Why are we so nervous when the subject is hypnosis and hypnotism?

I think the answer has a lot to do with the stereotypes we see and hear in the mass media. These examples of “media shorthand” often shortchange both hypnotists and salespeople.

Too often, hypnotists are portrayed as unethical schemers equipped with some special key that can be used to unlock minds and manipulate people into doing silly things. Somehow, those are the people we hear about. We don’t usually hear about the hypnotists who help people lose weight or stop smoking—we

only hear about the ones who get people to cluck like a chicken or say and do embarrassing things onstage.

In the same way, salespeople are often portrayed as fast-talking con men. Yes, I said “men.” Isn’t it interesting how rare it is to see a woman portrayed as a salesperson in a Hollywood film or a television program? Salespeople are almost always men, and they’re almost always willing to cut ethical corners. We don’t hear about the salespeople who create value or turn around companies by presenting exactly the right product or service at exactly the right time. We only hear about the sharks.

Hypnotists get a bum rap in the media. So do salespeople. That means we have a lot in common. Maybe we salespeople should keep an open mind!

When I tell people about the title of this book, I usually get one of two reactions: intense interest or grave moral concern. The intense interest is pretty easy for me to handle, because I love talking about this topic to people. The grave moral concern is a little more challenging for me, because it plays into a syndrome that reinforces deep negative stereotypes about hypnotists and salespeople. I call this syndrome “hypnophobia.” I have to be careful when I talk about it, because I feel so strongly about it.

In my book *What’s Your Sales DNA?*, I explore the many ways we are conditioned by the media to think of the profession of selling as devious, underhanded, and untrustworthy. This is an important, and under-examined, subject.

Try to think of the last movie you saw in which a salesperson was the main character and had strong ethical standards. I can only think of one: *The Pursuit of Happyness*, starring Will Smith. It stands out in my mind so strongly because it's so difficult for me to think of any other film like that! Maybe you can come up with some counter-examples, but I think you'd have to agree that portrayals of salespeople who are good at what they do, proud of what they do, and honest and ethical in the way that they do it are few and far between in our culture.

We salespeople often take these negative media messages, many of which have been reinforced by parents or other authority figures, and reinforce them in our own minds—usually at the expense of our own self-esteem. Sometimes, at a subconscious level, we may even start to think of ourselves as devious, underhanded, or manipulative—and without realizing it, we may put ourselves in the same category as the countless “smooth operators” out to swindle prospects out of their money by pushing buttons in the subconscious mind.

That's not what good salespeople do—and it's not what good hypnotists do, either. If you are ready to accept that as a working principle, you are ready to reject hypnophobia and get down to business. You are the person for whom I wrote this book.

A LIFELONG MISSION

For as long as I can remember, I've been fascinated by hypnosis. I've studied the discipline for many years, and I am a member in

good standing of the National Guild of Hypnotists. After taking countless classes and seminars on the subject, and after years of practicing what I'd learned, a light bulb went off inside my head. I realized by how closely effective, responsible hypnosis resembles effective, responsible selling.

Both disciplines are based on intelligent, ethical appeals to a strong motivation that already exists in the other person. A great salesperson can't sell you a two-million-dollar house you don't want to buy, and a great hypnotist can't make you do something you have a

SalesNosis = Sales Knowledge

strong aversion to doing. Stage hypnotists sometimes make it look as though they can do this, but they really can't. They are always in dialogue, in partnership, with the people they hypnotize. You must be, too.

According to the dictionary, selling means to persuade or induce someone to buy something. The suffix "-nosis" comes from a Greek word that simply means "condition." When I talk about SalesNosis, all I'm talking about is persuading or inducing someone to buy, based on clear knowledge of his or her actual condition. In other words, selling when you know what makes the person tick, as opposed to when you don't.

SalesNosis is nothing more or less than the effective deployment of sales knowledge. When you study SalesNosis, you are studying the art of hypnotic persuasion. You are learning (to put

it bluntly) “what makes people tick.” You understand that human beings are resistant to ideas that appear to come from outside of them, but receptive to ideas that seem to come from inside their own world. If you are a master seller, you can plant ideas that serve the prospect such that they really do come from inside him or her. Why? Because you know what “makes people tick.”

All effective sales professionals develop this mastery of “what makes buyers tick” on an internal level, and many of these people are, without even knowing it, using techniques and strategies that mirror those of professional hypnotists.

I’ve understood for a long time that the great closers all seem to practice some form of hypnosis every time they step in front of their buyers. They’re able to tell their stories, weave their tales, and give the information that needs to be fed to the buyer with just the right timing. In this book, you’ll learn to do the same thing.

Persuasion is the power to influence your customer’s way of thinking by hitting their emotional hot buttons and to cause them to make a buying decision based on logic and reason, so they don’t feel they’ve been persuaded at all.

THE ART AND SCIENCE OF HUMAN MOTIVATION

SalesNosis is a tool for understanding human motivation from a sales perspective. It’s both an art and a science. It challenges you

to ask a simple question, over and over again: What makes customers tick?

There are twenty-one core principles to SalesNosis that help you to answer that question. If you master them all—and that's easier to do than you may imagine—your ability to influence and persuade will improve. You will know

how to bond with prospects at a deeper level than ever before.

Hypnosis is nothing scary, nothing new. It's part of your life already, and you know more about it than you think you do. Mastering SalesNosis is simply a matter of adapting familiar principles and concepts into your existing sales process, taking action on what you already know, and expanding your basis of sales knowledge as you go along.

If you are ready to take action, and I assume you are, what you will find here will take you into the realm of the masters of influence—the true experts in the art of hypnotic persuasion. Whether or not you think you're ready, let's get started.

Remember: SalesNosis is nothing more or less than sales knowledge.

"Don't wait until everything is just right. It will never be perfect. There will always be challenges, obstacles, and less than perfect conditions. So what. Get started now. With each step you take, you will grow stronger and stronger, more and more skilled, more and more self-confident, and more and more successful."

**—Mark Victor Hansen,
American inspirational and
motivational speaker**

PART ONE:
THE BASICS
OF SALESNOSIS



SALESNOSIS PRINCIPLE #1:

SELF-SUSTAIN

“Neither I, nor anyone else can travel that road for you.

You must travel it by yourself.

It is not far. It is within reach.

*Perhaps you have been on it since you
were born, and did not know.*

Perhaps it is everywhere—on water and land.”

—Walt Whitman, American poet, in *Leaves of Grass*

You might have expected this book to start with advice on how to persuade others. If you did, you were wrong. Instead, it begins with advice on persuading yourself!

YOU ARE A MASTER OF INFLUENCE AND PERSUASION

Your first and most important job when it comes to mastering the principles of SalesNosis is to anchor every cell of your being to this fact: You are in charge of the sales process and have a right to be in charge.

You will not be able to persuade anyone of anything if you don't believe that about yourself. No interaction you will ever have with any prospect will be as important as this interaction you have with yourself.

Self-sustaining means accepting responsibility for putting the key in your own ignition, each and every day. It means accepting that it's your job to start yourself up. It means establishing a ritual, a routine, a pattern that says to your body, your mind, and your soul that you are the best at what you do in your world; that you have not only the right, but the duty to do what you do in your world; and, most important of all, that you are ready to get down to business right now.

Most of the truly great salespeople I have met—and I've met plenty—have a Ph.D. in self-sustaining. Many of them use a physical prop of some kind to start this all-important mental and physical process. You should, too.

You can't sell anyone else on something if you haven't sold yourself on it first. You can't persuade anybody to do anything if you lack confidence in your own abilities.

It is absolutely imperative that you start your own vehicle before you attempt to start someone else's. Every master influencer I have encountered knows this principle and lives by it.

I know of someone who is quite accomplished in the art of influence and persuasion. He writes a single word on an index card and carries that card with him everywhere he goes. He's worn out dozens of these index cards over the years. When he's getting ready to go into a big meeting or make an important call, he pulls out the card and checks it. The word written on the card is his secret, but I will tell you that it has something to do with his family. The minute he sees it, he goes into overdrive. Notice that he has a physical object that he uses to start the self-persuasion process, and that encountering that physical object is part of a personal success ritual he has developed.

There is a world-famous hostage negotiator known as Ben Lopez. Maybe you've heard of him. He brings a delicate porcelain teacup into each and every high-pressure negotiation situation that he faces. He always makes a point of drinking from that dainty little teacup when he's on the job.

Maybe you're wondering why a tough guy like Lopez would bring such a flimsy, frail thing into a high-stakes faceoff. Maybe you're wondering what kind of message that sends to a kidnapper. I'll tell you what kind of message it sends: "I'm in charge."

Lopez sends a message—not only to the kidnapper but to everyone else on the law enforcement team—that he is tough

enough to drink his tea out of any kind of cup he wants. But you know what? That's only part of the picture here, and it's probably not the most important part.

The real reason Lopez drinks from his pretty little teacup is that he has anchored a ritual of self-persuasion for himself around that object. Whenever he starts drinking from that porcelain teacup, he reminds himself that he is the very best in the world at what he does. Again, it's part of a personal success ritual. It's how he turns his system on.

BOOT UP!

Just as you need to boot up a computer, you need to boot up your own sense of mastery—every single working day. If you intend to implement any of the SalesNosis principles that follow, you will need to start with this one.

Create and use some kind of self-persuasion ritual, a ritual that lets you know the game is on. For my part, I always carry a U.S. silver half-dollar coin with me whenever I am “on-duty.” This coin, as any magician can attest, is one of the world's great magic props. If you have a half-dollar coin in your pocket and a person you can talk to, you've got an audience—and a show! With that coin in my pocket, I know I can enchant, amuse, and engage with just about anybody.

That's my self-persuasion ritual: putting that half-dollar into my pocket. I don't even have to use it (although it's great fun

every time I do). I can attribute all of my business success to my days of being a young magician. When I know that big coin is in my pocket, I know the show is on and I am standing in the center of the stage. That half-dollar coin immediately grounds me, no matter where I am or who I am talking to. It puts me in the spotlight!

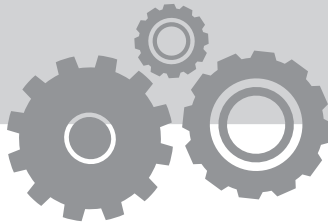
My point is not that you have to have an index card, or a special teacup, or a half-dollar. My point is that you have to have some prop, some ritual, that works for you. It could be a rabbit's foot or an old busted coffee cup or anything else you choose. What's important is that you make it yours, and that you incorporate it within a ritual you can use whenever it is time to remind yourself of your own mastery in your chosen field of endeavor. Simply having the ritual will summon resources you didn't even know you had.

Self-sustaining is the first and probably most important principle of SalesNosis. You've got to start your own mastery ignition, with your own key. Mine is a half-dollar coin. What's yours?

Being a master influencer doesn't mean you know everything there is to know. It means you have access to the resources that will deliver a win-win outcome to you and your prospective buyer. You will have access to those resources once you build and repeat the right self-sustaining ritual.

SALESNOSIS PROCESS TAKEAWAY #1:

The first person you have to persuade is yourself. You must persuade yourself that it's time to get down to business before you can persuade anyone else of anything. Accept responsibility for putting the key in your own engine, every single day. Create a personal self-sustaining ritual.



The background features a stylized, light gray profile of a person's head facing left. Overlaid on this are several white gears of different sizes and orientations, primarily in the upper corners. A series of curved lines radiating from the ear area suggest sound waves or a signal. The overall aesthetic is clean and modern, with a focus on mechanical and human elements.

SALESNOSIS PRINCIPLE #2:

PURPOSE

“So many people walk around with a meaningless life. They seem half-asleep, even when they’re busy doing things they think are important. This is because they’re chasing the wrong things. The way you get meaning into your life is to devote yourself to loving others, devote yourself to your community around you, and devote yourself to creating something that gives you purpose and meaning.”

—**Mitch Albom, American author of *Tuesdays with Morrie***

Are you selling something that you truly believe in?

Is what you do all day the reason you look forward to getting up in the morning and the driving force that keeps you up at night? I hope so. If you’re not, this program probably won’t work for you, and you’d be best advised to put the book away. Stop

reading. Come back when you believe in the value you deliver like a bird believes in flying.

When you truly believe in what you do, when you are willing to commit everything you've got to the success of the consumer who's using your product, service, or solution, then you will find it easy to master the art of hypnotic persuasion. But if you are "just putting in time" and are not personally committed to delivering value to your customers in both the short term and the long term, then you will find it hard to master the art of hypnotic persuasion. You will find it hard to launch what I call "SalesNotic induction."

People can tell when you're in it for the money—and they can

*"He who has a **why** to live for can bear almost any **how**."*

—**Friedrich Nietzsche,**
German philosopher
and cultural critic

tell when you're in it because what you sell is the purpose that defines who you are.

When you have a big enough purpose driving

your career and your business, you are on a mission—and people who are on a mission are much more persuasive than those who aren't!

So...what's your purpose?

Do you know what it is? Can you summarize it easily and with full emotion, the minute a new contact asks you what you do for a living? Does your purpose get other people excited about what you do, too? Does it enroll people in possibility?

Most people we meet during the course of the average day don't have a big enough purpose. Don't be one of those people whose purpose is too small—you won't be able to use this program to the fullest.

THE LANGLEY TEST

Let me share you a little test with you. Most people don't pass it.

If I say the name "Samuel Pierpont Langley," what purpose comes to mind?

Well, if you're like the majority of people who come to my seminars, you've never even heard of Samuel Pierpont Langley. But that's not the test I'm sharing with you, so don't worry about that.

It's kind of strange how few people nowadays know who Samuel Pierpont Langley was, because as the twentieth century entered its first decade, he had every reason to believe that he was going to make history. If you had conducted a poll in 1903 asking who was most likely to be the most important person of the twentieth century, Langley's name would probably have been on that list.

Langley planned to see his name in the history books, and he planned to do that by being the very first man to design, create, and fly in a controlled heavier-than-air vehicle. In our terminology, he was out to build the first real airplane.

Langley had more money than just about anyone else to pursue that dream: the U.S. government had given him big grants to build a flying machine, and so had the Smithsonian Institution. He had more academic credentials than almost anyone else. He

had lots more media coverage than anyone else. And he was much better connected than anyone else.

But Samuel Pierpont Langley had a problem. His purpose wasn't big enough. This is why you've probably never heard of him.

How do I know his purpose wasn't big enough? Because if you look at the record, you realize that Langley only saw powered, controlled flight as a means to an end: publicity. Flying in a heavier-than-air craft that a human being could pilot wasn't really his purpose. Yes, he talked about that subject a lot for the reporters, but it wasn't what drove him.

What drove him was getting his name in the papers.

That's the target he was after: short-term credit. That brings us to the Langley test: **Are you after something that will last? Or are you after a short-term victory?**

If you said no to the first question, and yes to the second, then you failed the Langley test, just like he did. You don't have a big enough purpose driving your life.

You know who had a bigger "why" than Samuel Pierpont Langley? A guy who ran a little bicycle shop out of Akron, Ohio. He was a high school dropout. He didn't have a big government grant.

THE BICYCLE REPAIRMAN

This Ohio bicycle repairman never even met Samuel Pierpont Langley. He was not a rich man, like Langley was. He didn't have the connections Langley did. He didn't have the media coverage

Langley did. But he did have an ally—his brother—and together they had a dream: To be the first human beings to pilot a powered airborne vehicle that was heavier than air.

That bicycle repairman's name was Orville. His brother's name was Wilbur. And I bet you know what their last name was.

The Wright Brothers had a big purpose, and it was all about flying. They worked on aerodynamic technology that Langley hadn't even thought about. They had a vision: to design a machine with aircraft controls and to make fixed-wing, powered flight a reality. Eventually they built their flying machine, and they took it to a beach in North Carolina to test it out.

Now here's my question. Do you know what Samuel Pierpont Langley did when he heard the news that the Wright brothers had flown successfully in Kitty Hawk, North Carolina?

Maybe you guessed right. He gave up.

He got out of aviation entirely. He walked away. He abandoned a dawning industry that would serve countless millions of people and generate billions of dollars over the course of the century.

Why?

By now you know the answer: Because he really wasn't about flying. He was about getting his name in the papers.

The Wright brothers didn't give up, by the way. They kept on pursuing their purpose, even after they made their breakthrough (and made the headlines). They kept on working to improve their flying machine. They were in it for the long term. They filed for a

patent, they secured it, and they started a company.

Meanwhile, Samuel Pierpont Langley threw in the towel. He was only interested in the spotlight, the credit, the glory. He was in it for the short-term. His purpose wasn't big enough.

With a big enough purpose, you can enroll others in any possibility that matters to you—and together, you can accomplish anything you set your minds to, no matter what you are

The Wright brothers had a huge PURPOSE ... which may have had something to do with why they succeeded before Samuel Pierpont Langley did. Their PURPOSE connected to the birth of aviation as an industry... not to something small, like coming in first and getting credit for that.

up against and no matter how long the odds against may seem. You are in it for the long haul.

With a little tiny purpose (like winning credit, or getting the headlines, or closing an individual sale), you will always have trouble

enrolling people in possibility. Why? Because people can tell when you are in it for the short term.

So let me ask you: Why are you reading this book? Is it for a big purpose, like the Wright brothers? Or is it for a little purpose, like Samuel Pierpont Langley?

Stop and think about the answer to that question before you move on!

SALESNOSIS PROCESS TAKEAWAY #2:

Identify your big purpose in life.
Create a powerful “why” that drives you—and commands enough attention and respect to help you initiate SalesNotic Induction.





SALESNOSIS PRINCIPLE #3:

TEASE

“The idea of waiting for something makes it more exciting.”

—**Andy Warhol, American artist**

It has been a long day. You get home a little late. After you eat supper, you run out to your car to get some papers you left in the backseat. You do a little more work, and you realize that the day needs to conclude. You are running out of steam.

You do the dishes, you get a few things done around the house, and, before you know it, your eyes are starting to feel very heavy. You turn on the television, relax, settle into your favorite chair, and hear an announcer say, “A new medical breakthrough could lead to a world where we see most Americans

living to be 100 years old.” That immediately catches your attention. The announcer goes on to say, “Stay tuned for more of the story at eleven.”

What just happened?

You may not have noticed it, but you were just hypnotized.

That announcer utilized the power of a “tease.” A tease is nothing more or less than an embedded command that harnesses an existing trance state. And yes, you were in a light trance when you heard those words.

The human mind instantly begins to seek answers whenever it becomes curious. As a result, any existing trance state that we are

What do the top news anchors get paid for? It's not their journalism skills! They get paid for their ability to put people into a light trance state and "tease" viewers into staying tuned through the commercials. The better they are at this, the more visible they are—and the more they get paid.

in is slightly deepened with the point of curiosity, better known as a tease in the news industry.

Let me give you another example: *Good Morning America*. Watch it from beginning to end sometime, and you will notice that they tease you for the entire

length of the show! No sooner than they give you one story, they then tease you with what is coming up in the next half hour—or just after the break, or tomorrow, or even next week. In fact, if you watch enough of these news programs, you will quickly realize that this is

the way it works for every show on the lineup: the morning show teases the evening news, the evening news teases the morning show, and so on. Every single tease is a form of hypnosis.

So here is the question. Do you really believe that these highly paid news anchors make their money simply for their ability to provide accurate news reports?

If you are relaxed, following the lead of the speaker, and “tuned in” to his or her message without fighting it, analyzing it, or criticizing it—guess what?

**YOU HAVE BEEN
HYPNOTIZED!**

I can tell you with absolute certainty that the answer is no. These news anchors are in the business of SalesNosis. They make money based on their ability to utilize human psychology in a way that motivates others to take a certain action—in this case, to “stay tuned.” They are master sales professionals.

WINNING ATTENTION AND CURIOSITY

Specifically, what they have become masters of is this: creating curiosity, holding attention, and keeping their viewers in a light trance-like state just long enough for them to observe the commercial message that precedes a good story. They are good, very good, at what they do. They are masters whom anyone who sells for a living should study.

Most news anchors follow a formula that goes something like this: The trustworthy and believable TV anchor appears in a

brief live segment from the newsroom and instantly creates a strong trance by speaking in a solid, rhythmic cadence that you want to follow. (Note: You will learn more about *cadence* later in this book.)

The TV anchor asks that you join him/her at ten and *teases* you with a fascinating breaking news story. (This is what's known as an *embedded command*).

You now are curious and want to watch. You stay tuned for the ten o'clock newscast, as requested.

She/he thanks you for obeying/joining and previews the very interesting story you tuned in for, which he/she implies (or promises!) will come up right after this (cut to commercial break).

Upon the TV anchor's return, does he/she tell you the story? No!

You hear another story, then another one, then another one, then one more. Then, finally, the introduction to the story you want to hear—right?

Yeah—right after this (another commercial).

Welcome back. Now, he/she tells you the story. You are satisfied, happy, because you got what you have been waiting for. And then—

You get teased for *another* story, which you'll hear more about—right after this (another commercial)!

Do you see how this formula plays out in a cycle? Do you see how it continues to work over and over and over? Each time the newscaster deepens the trance state of the viewers—

and continues to help sell the products. That's why he or she is on the air!

Next time you watch the news, or even a morning show, please pay attention to how these master sales professionals hold your attention, spark your curiosity, create legitimate questions, and then, in an almost seamless way, slide in their messages for the commercial sponsors in order to sell products.

This is selling—covert selling. When you learn to use the tease properly, you will find that the TV can become one of your most important training tools. Learn from the masters you see on TV every night, and you can take what you learn to the field with your customers. You can learn how to use the storytelling process to keep your customers focused on you, and learn how to keep them thirsty for more information. (You'll be learning a lot about this form of storytelling in this book.)

What the best newscasters do works. Whether we realize it or not, we are all used to going into and out of trance states on a daily basis. Haven't you experienced this for yourself? Think of a time when you drove home from work and followed a familiar route. Did you ever find yourself pulling up to your home, without any clear sense of where you'd been in the intervening half-hour? Where was your mind as you were driving? It was in a relaxed, suggestible, time-free state—the kind of state in which opinions, predispositions, and key conclusions could perhaps have been formed as you were “listening” (or perhaps simply ingesting) a radio broadcast.

Could you learn to recognize—and perhaps even induce—this state? If so, what would that ability mean to your career as a salesperson?

ANOTHER CLASSIC TEASE WE HAVE ALL SEEN

So here's a question for you. What if I said I had a fantastic travel offer for you, which includes four days and three nights at a fabulous, five-star resort in Cancun, Mexico?

Not only does it include four days and three nights in a great hotel, but it includes first-class airfare for yourself and your significant other, plus two of your very best friends.

It also includes all airport transfers and all your room and board charges for the four days and three nights. This would be a fantastic deal. Right about now, you would have to be thinking, "Well, yeah, that sounds like a great deal. How much?"

Notice that you are now asking yourself a question.

Whether or not you like Cancun or not is irrelevant. Just think about that offer. A weekend for four with first-class air travel, a five-star hotel resort, all your room and board paid for. It could easily be worth three or four thousand dollars. That wouldn't be unheard of at all.

Now, if I were to say you can get something like that for USD\$1,000, including everything I've just mentioned, what would you say?

Typically, when I share that with people, the first thing they do is their eyes kind of get big and they go, “Well, that sounds like a fair deal, but I don’t know.” Then I say, “Don’t even think about \$1,000. What if I said it was only going to be \$700? Again, four days and three nights. All the accommodations that I just talked about.”

Now you’re starting to wonder: “Could there be a catch?” Well, if you think there’s a catch at \$700, what if I told you skip \$700? At \$250 you can actually take advantage of this entire offer; four days, three nights, a Cancun resort, and two of your best friends get to go with you. Probably at this point you would start wondering, “Come on—get real. What’s the catch? There must be some catch if you’re offering a trip like that for \$250. That’s not even possible.”

Well, what if I told you, you can get all of that, everything I just mentioned not for \$250, but if you were to pick up the phone right now, either your cell phone or your office phone, and call me directly, at my office, within the next ten minutes, that you can get that entire package for three easy payments of only \$29.95?

Okay, you can stop shaking your head. There is no vacation offer. What I’ve just done is showed you how your typical infomercial uses a variation on the tease. They start with values that are huge, work their way down, and finally get to a price that’s almost ridiculous: three easy payments of \$29.95.

But wait! There’s more! What about the set of Ginsu knives for the first hundred callers?

You get my point. The tease is nothing more or less than a question, or a set of questions, that are left unanswered for a period of time, in order to keep you curious and connected to the discussion. The “keeping you connected” part is—guess what?—a light trance. In this case, there are at least two questions: “What’s the real price?” and “How on earth can they offer that?”

What we’ve just gone through is something called the “priming effect.” I want you to notice where I started, with a figure that was two or three thousand dollars and probably could have been easily four or five thousand dollars. Consider that just for one person the airfare for a first-class ticket might be a couple thousand dollars, so we could easily be talking about a \$10,000 trip. I started talking about those numbers including all the luxuries, and then I asked you, “What would you do if it was only \$1,000?” From there we went to \$1,000, and then down to \$700, and then down to \$250. And what I’m doing at each of those is I’m priming you for the real price, which is (somehow, in some alternate universe) three easy payments of \$29.95. If that price seems downright amazing, it’s at least partly because you’ve been in a light hypnotic trance the whole way. I posed a question and I kept you connected to the conversation. And, I didn’t mention the price until I gave you a point of comparison that made the price look very good indeed.

That’s the way the masters of hypnotic persuasion introduce their pricing. They use the tease and the priming effect.

SALESNOSIS PROCESS TAKEAWAY #3:

Use curiosity to elicit a light trance state. Create a tease that keeps the prospect curious and connected to the discussion.

