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Criteria Elicitation –The most Powerful Persuasion Skill You'll Ever Learn

By John Satterfield

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Criteria Elicitation

This is without a doubt the most important persuasion skill that you can learn. If you'll learn to apply this to every situation in which you find yourself you'll be amazed at the positive results! Many of the hypnotic skills I'll be sharing with you have a parallel in old sales training techniques. This one is no exception! Lets say that you are needing to convince someone to do something, accept something, or behave in a certain way. You will need to communicate with their powerful subconscious to get your desired agreement. Once a person's subconscious "buys in" to what you are proposing they will just naturally seem to come over to your way of thinking. The question then becomes "how do I get my message to the person's subconscious?" Here's your answer—elicit their true criteria. Simply put, ask. Try this one SALESMAN John what's important to you when shopping for a new car? JOHN Well I like to know that the person I'm dealing with is honest." SALESMAN Yes honesty is the best policy. What else is valuable to you when you are making the decision about a car? JOHN I like to know the car has a high reliability rating from Consumer Reports SALESMAN an unreliable car is not an acceptable situation. What else is important john? JOHN I want to know that I got a really good price.

In the above can you put John's criteria in order of importance? If you chose 3, 2, 1 you were right! Our hypnotically trained sales man knew to ask at least three times what was really important or valuable. He agreed and parroted each answer so that John's SC would react to him as a friend (rapport) John's SC would give increasingly important info each time he was asked what's important. So our salesman needs to focus on showing John that he is getting a good price on a reliable car from a trusted advisor. When you need to convince someone first you should establish rapport. The easiest way to do that is to ask some questions about things important to that person. Some people go after rapport by starting with stuff like "how do you like this weather?" A great way to establish rapport is to share some detail from your own life first. "John you should have been with me last week at the golf range! I was hitting them long and straight! Or "my daughter just got the lead in the school play!" People usually respond with instant liking for you when you share a detail from your life. Once you have conversed for awhile (small talk?) then you can get to the elicitation stage. "Boss—what's important to you about how my sales job is performed?" What else? What else?

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Surveys are formalized attempts at criteria elicitation.

Once you know someone's criteria then you have the roadmap to structure your persuasion attempts. By focusing on their criteria you will be seen as perceptive, insightful and caring! "Honey what's valuable to you in a relationship" What else? What else?

Structure your communication to take advantage of the criteria that you have elicited and you'll always come out a winner!

Any Questions?

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Three Secret Keys to Persuasion Magic

By Peter Murphy

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Effective persuasion is more a case of pressing the right buttons than most people realize. If you could learn to be even more persuasive than you already are, imagine the difference that would make to the quality of your life. Consider for a moment the difference it would make to your confidence and to how other people treat you if you could count on always being able to express your self in a way that causes people to really pay attention to you.

Just a few critical distinctions can supercharge your communication skills:

1 Appeal To Peoples' Values

Values are the criteria by which people make sense of all the information they must process before making a decision. In simple terms, your values consist of what is most important to you.

When you ask someone: what is most important to you about?
They will tell you their values. Let's say you ask them their career values, what is most important to you about your career?

They might answer: money, approval, and winning. Speak to them in terms of these values and you will have their attention, talk about what is not important to them and don't be surprised if they fall asleep!

In the case of this example if you wanted to hire this person, you would grab their interest by showing them how they could have more money, approval and win more often with your company. If instead you talked at length about the modesty, politeness and punctuality of the workforce you would be wasting your time.

2 Let Go

Have you ever wanted something so much that your nerves got in the way of expressing yourself clearly? That rush of excitement just seemed to burn out some critical speech circuits!

When you absolutely need to be at your persuasive best ironically you must also feel that you can walk away from the deal or

discussion without getting what you want. Developing emotional detachment while still pursuing your goal is a powerful skill that more people could do well to master. How can you let go of the feelings while still wanting the goal?

Run through the scenario again and again in your mind, and see everything working out in your favor. Picture it, hear it and feel it going your way. Only when you have visualized this in great detail are you ready to let go.

Ask yourself: could I just let go of wanting this to happen? Spend a few minutes asking this question until you feel at peace about your goal, when you feel at ease you will know that you have let go.

Letting go is vital if you are to be at your persuasive best. The best influencers prepare emotionally in advance of the big event, you now know how to join them.

3 Be Persistent And Count To Ten

I once worked for the best salesperson I have ever come across. I could never figure out what it was he did differently to everyone else. What was the secret to doing so much better than everyone else?

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One day I asked Paul what his secret was and he told me. He said that he will listen to *No* ten times before he even considers giving up on a prospect. Whereas most salespeople grow weary or give up after hearing No the fifth time, Paul is only getting started!

I took on board his philosophy and immediately found that I was catching more of those tricky sales as well as enjoying the selling game a little more. Be persistent with a smile on your face and count to ten!

Peter Murphy is a freelance business writer. He publishes a freeweekly ezine full of practical tips for communicating at yourbest under pressure. All new subscribers receive a free e–bookwith powerful strategies for being at your best. To subscribesend a blank email to:



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