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Your Life – Your Values

By Myrtis Smith

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Everyone has things in their life they value. Some people value family and community, others value wealth and having fun. There are no right or wrong answers when it comes to values, they just are. Regardless of what you value, all values adhere to one fundamental truth: the more you align your life's activities to your values, the happier you will be.

Consider Sue, a successful real estate agent and mother of 2 pre–teen boys. One of Sue's stated goals was to become the top real estate agent in her region. While she was making good progress towards achieving that goal she still was unhappy; something was missing. Sue began working with a coach to focus on her personal development. What she discovered was one of her top values was family, not career as she had been assuming. Her conflict quickly became obvious: her children were home in the evenings and on the weekend – peak hours for real estate agents are evenings and weekends. Sue realized she had some choices to make.

So how do your values and goals line up? What are things that you SAY are important to you? Do your actions support those things? Do you feel like there is a disconnect in your life? Take a few moments to list all of the things that you consider important. Some ideas include family, career, spirituality, life–long learning, having fun, helping others, and the list goes on. Prioritize your top 3. Now pull out your day planner; are your daily activities supporting those 3 values? What can you do to reorient your

life around your values?

Myrtis Smith is a career coach and the founder of Premeditated Life. At Premeditated Life, we have one focus: Your Career. We offer services to support your career goals, whether you are in transition, need help with your job search or want to improve your professional skills. For a FREE Career Assessment email: coaching@premeditatedlife.com

Leverage Avoidance Values for Irresistible Selling

By Peter Murphy

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The most gifted influencers know that to be highly persuasive they must appeal to the values of the person they are speaking to.

What are values? Values are filters that everyone uses to help make sense of all the information we must process before we make a decision. When you appeal to a person's values you speak directly to their decision-making criteria.

Values:

In simple terms, values are what is most important to us. If you ask yourself: what is most important to me about having a new car? You will discover the key issues that you consider when buying a car. Your prospects will also pay attention to their values when you present your offering.

Ask your prospects what is most important to them and they will tell you their values, it is then up to you to structure your conversation around what matters to them.

So if they value ease of use and simplicity – don't waste their time talking about advanced functions. Instead spend extra time and go into great detail explaining all there is to know about how easy it is to use the product.

By talking about what your prospect considers most important you will grab their attention and quickly find out if your offering is for them. And this is as far as most people get with their persuasion skills. There is a further step however.

Avoidance Values:

When you also discover and appeal to what your client wants to avoid, you become an especially valuable advisor. Everyone has avoidance values i.e. what is important to avoid. In the example of buying a car, it could be wanting to avoid costly maintenance, high insurance premiums and the disapproval of the neighbors.

Your only challenge is that people often won't tell you what their avoidance values are because they don't always know

themselves. Only when you ask the right questions will you be able to help them discover what these values are. Give them an example of what you mean by avoidance values and then ask them:

What must you absolutely not have when driving a car?

What do you not want in a car?

What do you want to avoid at all costs by using this product?

Which factors are the most important to avoid?

Typical answers might include – poor visibility, limited leg room, a noisy engine. Let's say you were selling software, the answers might be data loss, system crashes, limited upgrades.

Show your prospect how your product satisfies her values and protects her from her avoidance values and your powers of persuasion will be irresistible.

Give yourself time to get used to asking probing questions that elicit avoidance values. Although it seems unusual at first it does get easier with practice.

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



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