

## = Persuasion Tips =

### The Convincer Strategy MetaProgram

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When it comes to sales/persuasion/negotiations the best NLP MetaProgram I can recommend to first learn is the convincer strategy.

Wait, what's a MetaProgram you ask.?

A MetaProgram is a way that people sort information. People will only respond to your attempts to influence (read SELL) if the information you tell them fits their MetaProgram. There are a lot of MetaProgram and all are valuable to learn. The one that most sales people can easily use once they learn it is The Convincer Strategy MetaProgram.

The Convincer Strategy quickly determines what a person requires in order to be convinced that something is good (or worth buying).

To elicit someone's Convincer Strategy (this is so simple it will blow you away) you only have to ask two questions and follow some very simple rules.

Question #1 "How do you know \_\_\_\_\_ is good?"

After asking this question you will get one of four answers

- 1) "I have to see it."
- 2) "I have to read about it."
- 3) "I have to hear about it."
- 4) "I have to do it/ feel it/work with it."

None of these answers are wrong of course as each person has their own strategy for being convinced. When you hear their answer agree with it and remember what they said.

Once you have this response be prepared to deliver the information according to their answer.

If they must see it show it to them.

If they must read about it have written material for them read to read.

If they must hear about it be ready to introduce them to people who

can give testimonials.

If they must do or feel it have something ready for them with which they can interact.

Question #2 "How many times or for how long do you have to see it/read about it/hear about it/do it before you are convinced it's good?"

This is a vital part of the process. From this answer you will get four possible responses.

- 1) "I just have to see it/read about it/hear about it/do it once and I'm convinced."
- 2) "I have to see it/read about it/hear about it/do it X number of times and I'm convinced."
- 3) "I have to see it/read about it/hear about it/do it for X length of time and I'm convinced."
- 4) "I'm never convinced."

Regardless of which response you receive you have their personal process to be convinced and all that is needed is to fulfill their strategy. It's that simple.

Of course, there are numerous combinations so I'll give a few examples.

For Example, in and situation of a salesman selling widgets:

Salesman: How do you know a widget is good?

Prospect: I would have to read about it.

S: How much do you have to read to know a widget it good?

P: I'd have to see it's review in Widget Digest and do two or three Internet searches on it.

S: Great, here is the Widget Digest that did our review and let me show you the search results here on my computer.

Salesman: How do you know a widget is good?

Prospect: I would have to try it for a while.

S: Great,. How long would it take you to try it?

P: About a week.

S: Let me have you take this widget and you can have it for two weeks as part of our service package before you decide you want it.

Salesman: How do you know a widget is good?

Prospect: I would have to see it working.

S: How long would you have to see it working to know it's good?

P: I'm never convinced. I'd have to see it working EVERY TIME to be really convinced it's good.

What do you do now?

The answer, is future pace. It might go something like this.

Salesman: As you see it now do you notice it fulfills what you need right now, doesn't it?

Prospect: Yeah, Sure NOW it does.

S: Can you see it in your mind a week from now meeting the same needs and have that feelings?

P: Yeah, I suppose.

S: And you know where you'll be each time you see it can't you...have that feeling?

P: Okay, yes I can.

The Convincer Strategy is one way to really lock in a sale and it's also just ONE of the NLP MetaPrograms that you can use to powerfully influence people.

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**so**

**Mark this time in your calendar!**

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Start Time : 4:00 PM Pacific Daylight Time

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Dial-in Number: **1-323-785-4156**

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