

Persuasion & Influence

Mastery

A Course

By Eric Lofholm

From the desk of Eric Lofholm

Dear Friend,

Welcome to ***Persuasion & Influence Mastery***. Congratulations on taking action by taking this course. You are a person of action. Action is one of the key ingredients to achieving your dreams. You are about to experience one of the most powerful trainings of your life.

For over a decade I have searched for the finest ideas on sales and success. During my journey I have read hundreds of books on sales, success, peak performance, goal setting, time management and marketing. I have personally attended over 100 seminars. I have listened to over 10,000 hours of success audiotapes and CDs. The finest sales trainers in the world have personally trained me, including Dr. Donald Moine, Ben Gay III and Tony Robbins. I have delivered several thousand sales presentations and made over 100,000 telephone calls. It is from these experiences that I developed this course.

Here I will share with you the best of what I have learned. Thousands of professionals have taken this information and applied it in their careers to increase their results. Many of them have doubled their sales and even more.

In designing this course for you, I operated at a 10! As you move through these pages, I encourage you to do the same. Pursue persistently.

Warmly,

A handwritten signature in black ink that reads "Eric Lofholm". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Level 10

On a scale of 1 to 10, at what level are you committed to play while doing the exercises in this course book?

Before you answer, remember, this is called the Level 10 Exercise. _____

How will you know if you played at that level while doing these written exercises?

Answer below.

Baseline Strategy

Your baseline is everything you are doing to generate the results that you are currently producing. You have a baseline in many areas of sales and marketing:

You have an income baseline.

You have a referral baseline.

You have a closing baseline.

The baseline strategy is to keep doing all the things that you have been doing to produce your baseline in any given area. Then add one or more new ideas to your baseline, and you will produce a new and better result. There are three things you can do to a baseline:

You can add something new.

You can subtract something.

You can improve something.

Identify seven or more items you can add to, subtract from or improve your baseline.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
- _____
- _____
- _____
- _____

Imagine How Your Life Will Be Different

You get what you focus on. Most people focus on what they don't want. When you focus on what you don't want, unfortunately, that is usually what you get. This exercise is designed to help you focus on what you want. It is called: "Imagine how my life will be different when...." The purpose of the exercise is to imagine how your life will be different when your current reality changes. For example, if you are renting and you want to become a home owner, imagine how your life will be different when you are in your new home.

What will motivate and inspire you?

Imagine how your life will be different when....

Time Management

Time management is one of the keys to success in business and in life. I developed a system to plan my day. Here is the system: Spend 14 minutes planning each day. There are 1440 minutes each day. 14 minutes is 1% of the day. During the 14 minutes ask yourself your time management questions. Write down your answers.

Below are questions I ask myself each day. Use my questions as a template to create your own questions. Store the questions in your word processor.

Eric's Time Management System

Pre-Planning ~ Questions for Today ~ Post-Planning

Pre-Planning Questions

At what level am I committed to play during planning?

How long will I spend planning?

Questions for Today

At what level am I committed to playing today?

How will I reach for success today?

What are carryover activities from yesterday?

What must I accomplish today?

With whom do I need to follow up?

What new prospects will I call?

How will I improve my health today?

What will I do spiritually today?

In what ways will I lead my team today?

What is one thing I can do to show Jarris that I love her?

What will I do with Brandon and Sarah today?

What are my two most valuable outcomes to accomplish today?

How can I make \$10,000 today?

Post-Planning Questions

Can I group any of my activities?

Can I delegate any of my activities?

I look at my list and ask myself, "Do I really need to do this?"

Apply the 80/20 Rule. What two activities will provide the most value?

Are there any activities I need to block time for?

Create a list of customized questions to ask yourself to plan an optimum day.

Affirmations

Change begins in language. When you change your language, you change your reality. Each day I read my list of affirmations. Sometimes I read them out loud. Sometimes I say the affirmations to myself. Use my list below as a template to create your own list.

Affirmations

I am a hero in my home.

My wife and children are proud of me.

I love managing my company.

I consistently focus on my highest and best use.

I practice "best practices."

I take MASSIVE action.

I plan everyday on paper.

I love God.

2007 is my year.

My book is a bestseller.

People love to buy my DVDs.

I am the top sales trainer in the world.

All of my actions have a powerful ripple effect.

I am a master of action.

I am a great leader.

Each day I am becoming healthier.

I make a difference in the world.

My net worth increases every day.

My life is clutter free and organized.

I leave things nicer than I found them.

I am enjoying the NOW.

I now have all the money that I need to do everything I want.

All my investments are profitable.

Goal Setting

10-Step Goal Setting Process

1. Think about what you want, and write it down.
2. Define **exactly** what you want, and write it down.
3. Make sure your goal is measurable.
4. Identify the specific reasons you want this goal, and write them down.
5. Establish a definite date for accomplishment of your goal, and write it down.
6. List the action steps you need to take to accomplish your goal.
7. Create an action plan from your list of action steps.
8. Take action.
9. Do something every day.
10. View your goal as often as possible.

Take a goal through the 10-step goal setting process.

Step 1. Think about what you want, and write it down. This is a brainstorming exercise. Spend five minutes writing down what you want in the space provided.

Step 2. Decide **exactly** what you want, and write it down. List five goals.

1. _____
2. _____
3. _____
4. _____
5. _____

Select one goal to take through the rest of this goal setting process. Write that goal in the space provided.

Step 3. Look at your goal, and make sure it is measurable. Describe how you will measure your goal.

Step 4. Identify why you want to accomplish your goal. List three reasons.

1. _____

2. _____

3. _____

Step 5. Set a definite date for accomplishment of your goal, and write it down.

Step 6. List the action steps you need to take to accomplish your goal.

Step 7. Create an action plan from your action steps listed in Step 6. Number them in the order they need to be taken.

Step 8. Take action. This is where the rubber meets the road.

Step 9. Do something every day. Maintain your momentum.

Step 10. View your goal as often as possible. Incorporate this step into your daily affirmations. Keep your goal in front of you.

Market Research

There are success clues all around you. Begin to look at what other successful people in your industry are doing.

List seven things other successful people in your industry are doing that you are not.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Endorsements

Here are some ways to use endorsements.

You place endorsements on your website, in sales presentations and emails.

Endorsers put you and your product or service on their websites.

List companies and people who could endorse you.

Testimonials

Nothing sells like success. Testimonials and testimonial stories can convey your success and the benefits of your product or service. They can go on websites, in sales letters and in PowerPoint® presentations. They can also be incorporated into your sales presentations.

Create a list of people who have provided you with testimonials. If you are new to your business, you can use testimonials from companies with whom you associate.

Make a list of people you would like to provide you with testimonials.

Leverage

Using leverage is going to be a big part of your plan. Begin to think about ways you can create leverage in your business.

Database

Keep all of your leads in one database. Examples of database software are ACT!® and GoldMine®. There are many others. My new software is Infusion CRM®, available at www.infusionsoft.com. For most salespeople and network marketers, a database is critical to your success. And here's a lesson from the school of hard knocks: remember to make backup copies of your database on a regular basis.

Direct Mail

This tool allows you to market consistently to your prospects. Consistency is the key.

Email

Here you have marketing at zero cost. Again, consistency is the key.

Front-of-the-room Speaking

There are many benefits here.

- Positions you as an expert.

- Builds rapport with your prospects.

- Generates lots of leads.

Website

Your website keeps your business open 24/7. Do you know that your customers Google™ your company and your name all the time. It is important that you have a presence on the web.

Special Report

Having a special report is a great tactic. Here is how it works: You offer a special report or e-book in exchange for the prospect's contact information. This builds rapport and your database at the same time.

Joint Ventures & Strategic Alliances

Make a list of potential joint venture and strategic alliance partners. Note the way you would like to work with each of them.

Technology

One way to grow your business is to incorporate technology. Here are some ways you can use technology: website, database, email, computer, software, Internet marketing and conference calls.

How can you use technology to make more sales?

Creating Your 90-Day Plan

Look into the future for about 90 days. What did you accomplish this quarter?

There are times in our lives when we take several steps back over a 90-day stretch.

There are times in our lives when 90 days pass and we accomplish nothing.

There are times in our lives when we make tremendous progress over 90 days.

The next 90 days will be one of those tremendous progress stretches in your life.

When we put intention into action, it is incredible what we can accomplish.

You get what you focus on.

Over the next 90-days, you will improve your focus, your discipline and your action.

What skills will you develop?

What goals will you strive for?

How often will you plan your day on paper?

How much debt will you pay?

How much money will you save?

How much money will you invest?

What will motivate you this quarter?

What is the one area of your business where you will make the most improvement?

What will you accomplish that will surprise your co-workers, friends or spouse?

What are three reasons you will succeed this quarter?

1.

2.

3.

Your baseline represents everything you are doing to produce your current results (your actions, time management, goals, marketing, mindset, etc.). What are three things you can add to your baseline this quarter to increase your results?

1. _____
2. _____
3. _____

Who do you have to become in order to accomplish these outcomes?

Planning Tips

- Begin with the end in mind.
- Mastermind your plan with others you respect.
- Incorporate **systems** into your planning.
- Review your written plan often during the quarter.

What are your top five 90-day outcomes?

1. _____
2. _____
3. _____
4. _____
5. _____

What tactical actions do you need to take to accomplish your 90-day outcomes?

What are your outcomes for the first 30 days?

What tactical actions do you need to take to accomplish your first 30-day outcomes?

What are your outcomes for the second 30 days?

What tactical actions do you need to take to accomplish your second 30-day outcomes?

What are your outcomes for the third 30 days?

What tactical actions do you need to take to accomplish your third 30-day outcomes?

What are your weekly outcomes?

What tactical actions do you need to take to accomplish your weekly outcomes?

Handling Objections

Selling is like chess. Part of chess is anticipating your opponent's moves. I do not view sales as a competition against the prospect, but the concept is powerful. There are typically 7 to 12 common objections in any industry. That is great news. You can choose to improve your objection handling techniques and responses.

The first step is to identify the common objections in your industry, for example:

- I need to think about it.
- I don't have any money.
- I need to talk it over with someone.
- Can you fax me some information?
- I don't have the time.
- Your price is too high.
- I am already working with someone.
- We already tried it, and it didn't work.
- I am not interested.

Identify the common objections in your industry.

There are many ways to address these objections. Here are several techniques:

Story

One of the most powerful ways to handle an objection is with a story. The reason stories are so persuasive is that they act as invisible selling. Stories also suspend time. Identify true stories that address the objection. One-way to start off the story is by saying, “That reminds me of a story of a client who was in a similar situation. Let me share with you what they did.”

Question

You can answer an objection with a question. Here are two examples:

Objection: “The price is too high.”

Response: “By too high what exactly do you mean?”

Response: “How much is too much?”

Response: “Compared to what?”

Objection: “I don’t have the time.”

Response: “When will you have the time?”

Response: “On a scale of 1 to 10 how motivated are you to move forward?”

Response: “What do you mean by that?”

Solve the Problem

One way to handle an objection is to identify and solve the problem.

Isolate

Isolating the objection is one of my favorite techniques. I like it because it is very effective and easy to learn. Here are two examples:

Objection: “I don’t have the money.”

Response: “I can appreciate that. Other than the money, is there anything else that is preventing you from taking action today?” *(Ask a closing question and be silent.)*

Objection: “I don’t have the time.”

Response: “Other than the time, is there anything else preventing you from moving forward today?”

Bring Out the Objection

This is another very simple, yet very powerful technique. Bringing out the objection is the opposite of isolate. Often times the true objection is a non-stated objection. Many times the prospect will not reveal the true objection. Each objection that they give you is a stall, not an objection. When you use this technique, it encourages the prospect to be honest with you. Here are two examples:

Objection: “I don’t have the money.”

Response: “I understand. So what you are saying is that you don’t have the money. Is that correct?” (*Repeated YES technique. Ask a question and be silent.*) Let them respond. “I am sure that you have some other concerns before moving forward. Do you mind sharing those other concerns with me?” Let them respond.

Objection: “I need to think about it.”

Response: “I understand. Other than thinking about it, I am sure that you have some other concerns. Do you mind sharing those other concerns with me?”

Before It Comes Up

This is one of the most powerful techniques for handling objections. You can reverse engineer your sales presentation to anticipate the objections that the prospect might bring up. Then you can address the objections in the body of the sales presentation.

Script

You can develop scripted responses to each objection. Here is an example:

Objection: “I need to speak to my wife.”

Response: “I understand. So if your wife says yes, does that mean that you will do it?” (*Trial close.*) Let them respond, “Yes.” “Let me ask you a different question, what if she says no?” (*Trial close, ask a question for commitment and be silent.*)

Your Comfort Zone

Most people tend to operate within their comfort zones. List three ways you can expand your comfort zone in your business over the next 90 days.

- 1. _____
- 2. _____
- 3. _____

Become an Expert

People like to do business with experts. Make a list of things you could do to position yourself as an expert.

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