

## **10 Common Persuasion Mistakes (Costing You Money)**

### **Introduction**

Welcome to Advanced Influence. Each week I will reveal a persuasion, negotiation, or influence tool that will increase your success. I have categorized the “10 Common Mistakes of Old School Persuaders” that are costing you money. The Good news is that these blunders are easy to fix. Each tool will increase your success and income. You can do one a day or one a week.

I guarantee each one will open your eyes to the NEW world of persuasion and influence. What does it take to persuade with power in any encounter? Think about it. When was the last time you didn't get something you wanted? What happened? Did you fail to get your point across? Were they persuaded by someone else? Our understanding of persuasion and influence has changed dramatically over the past twenty years. In the past, we did not know or care how consumers thought or what prompted them to buy or take action. Most people in sales and marketing were shooting in the dark. We hoped that what we were doing was working. Hold on – get ready to learn how to persuade with power.

**Watch the video and find out.....**

### **[10 Common Persuasion Mistakes Introduction](#)**

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#### **10 Common Persuasion Mistakes #1 – Mental Programming of Top Persuaders**

Many are in doubt, but the studies show that entrepreneurs and commissioned sales people tend to earn what they feel they are worth. Just because you want to earn more does not mean it will happen until you have programmed your brain to be worth more. Many people unknowingly sabotage themselves as they attempt to earn more than they feel they are worth. It is no secret that over 90% of those who win over a million dollars in a lottery or gambling will be bankrupt in less than 5 years. They feel what they are worth and what they have are not congruent.

This is the mental aspect (self-persuasion) of the game. You will not be able to achieve your income goals until you can visualize your future wealth. The universe will not reward you physically until you believe it mentally. All the best influence techniques and persuasion tools will not help you until you first believe in yourself. When becoming a Power Persuader, the psychological characteristics make all the difference in the world. Recognize that the only way to build your income is first to build yourself.

We really are paid exactly what we're worth, or what others feel we are worth. (Remember I am not going to sugarcoat this.) If we don't like our mediocre incomes but do nothing about it, we are just getting exactly what we've asked for. If we stopped complaining and began proactively seeking to enhance our knowledge, skills, and mindset, we'd see an increase in opportunity and income.

Consider your current situation and ask yourself, "Am I happy? Am I doing all that I can? Is there more out there?" When we are honest with ourselves, we often find that the status quo is set where it is because we are either comfortable or lazy, not because we honestly believe it's ideal. If you know you've reached a plateau and you're ready to break through, it's time to step up to the plate and take on a new do-it-yourself project. Do you know what that project is?

**Watch the video and find out.....**

**[10 Common Persuasion Mistakes #1 – Mental Programming of Top Persuaders](#)**

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### **10 Common Mistakes #3 - I Can Connect with Anyone**

We've all been told, "Never judge a book by its cover." Yeah, right. Everyone is judging everyone else. Intentionally or not, people constantly judge and categorize others, compartmentalizing them into boxes. There are many boxes—sharp, strange, weird, intelligent, dense, geeky, powerful, annoying, and more. But here's what my research has shown: When you create a positive perception, you have an 85 percent chance of persuasion. With a negative perception, you have only a 15 percent chance.

A great persuader can connect with anyone in thirty seconds or less. First impressions take only seconds to form, but they last a lifetime. This is a critical skill to develop because the cement dries fast. How do you ensure that you're making those early seconds really count? That first judgment or opinion about you is vital to your success. You probably won't get a second chance in this fast-paced world—you have to make it happen the first time.

Have you ever met a perfect stranger and just hit it off? You had plenty to talk about and almost felt as if you'd met before. It just felt right. You were so comfortable with this person that you were able to talk about anything. You probably even lost track of time. Everything just clicked between the two of you. You felt your ideas were in sync and you enjoyed your time with each other. This is rapport.

**Watch the video and find out.....**

**[10 Common Mistakes #3 - I Can Connect with Anyone](#)**

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## **10 Common Mistakes #4 - I'm a Trustworthy Person So People Trust Me**

Wrong. I have conducted studies and have found that most people do not trust you. The persuader may think and feel that s/he has developed trust, but there is no trust when we talk to the customers/prospects. Here's the deal regarding trust: Forty years ago, people were more trusting. Back then, the attitude was: "I trust you. Give me a reason not to." Now, it is the opposite; it's: "I don't trust you. Give me a reason to trust you." So, in the past, you were starting from a foundation of trust and respect; now you're starting well below zero. On average, depending on your occupation, over 80 percent of the time you cannot develop trust with your customers/prospects. Ouch! Even if they like you, if they don't trust you, there will be no deal. The ability to gain and keep trust is vital in influencing others. Research has shown, time and time again, that trust is always a contributing factor in the ability to influence others. When a person trusts you, that trust alone can cause her/him to accept your message. On the flip side, if people don't trust you, all the evidence, reasoning, facts or figures in the world won't get them to budge.

Trust can be ambiguous, but certain things are quite clear: You can't get others to trust you unless you first trust yourself. Your message will not be convincing to others unless it's convincing to you. Whenever someone tries to influence us, we ask ourselves, "Can I trust this person? Do I believe him? Is she really concerned about me?" We are less likely to be influenced by someone if we sense that s/he is driven solely by self-interest. Never assume that people trust you.

**Watch the video and find out.....**

[10 Common Mistakes #4 - I'm a Trustworthy Person So People Trust Me](#)

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## **10 Common Mistakes #5 - Objections are Good**

There is a big difference between a genuine question of concern and an "I'm done with you" objection. Is it a sign of interest or resistance? That is the key question. When your prospect presents every objection in the book, such outright resistance should be a red flag to you. In other words, you are probably going down the wrong road by not correctly reading your prospect. What this person is saying is: "Go away. I have heard enough. I don't see where or how this can help me." Great persuaders will always have fewer objections to handle than old-style persuaders will. If you really understand your prospect, you "pre-solve" before the objection has even been raised. "Pre-solving" of objections can be effectively accomplished by using a technique called inoculation. Do you inoculate your prospects?

The term "inoculation" comes from the medical field: Injecting a weak dose of a virus into a patient inoculates or prevents the patient from getting the disease. The body's immune system fights off this weak form of the

disease and then is prepared when the full disease attacks. Likewise, when presenting to an audience with an opposing viewpoint to yours standing in the wing, you have to “inoculate” them with a weakened form of the other side’s argument. For example, if you know someone will attack your viewpoint, you prepare your audience in advance for that attack. The idea is to address the issues that your opponent will bring up and then directly refute them.

**Watch the video and find out.....**

[10 Common Mistakes #5 - Objections are Good](#)

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### **10 Common Mistakes #6 - Constant Vomit**

We can verbally vomit all the facts, figures, studies, and statistics in the world, but doing so will not convince your prospect or client. Our decisions are comprised of part emotion and part logic. The skill lies in knowing what percentage of each to use. A long list of features and benefits will overpersuade your prospects and give them a reason not be persuaded by you. Learn to ask questions instead of vomiting information. My studies show that great persuaders ask three times more questions than the average, so they can consult instead of vomiting a list of features and benefits. When you ask the right questions, you become the consultant.

When we are trying to be persuasive, we often want to highlight all the perks and plusses. It's only natural. Wouldn't helping someone see the potential gains of your product or service be a good thing? Yes, but here is the issue: Your audience will buy for their own reasons. They don't care about why you like the product or service. They don't care how much you know about it—don’t bury them in detail. The more you spout off about features, the more your audience mentally checks out.

There is another way spouting and spewing too much information can backfire: You might feature something they're not interested in or even see as a drawback. Why give them reasons not to buy? Again, let them tell you what they're looking for. After you've discussed what they care about and after they've made the decision to buy, then and only then should you fill in any remaining blanks with other benefits or features. Don't oversell by cluttering or distracting the few most essential key points.

**Watch the video and find out.....**

[10 Common Mistakes #6 - Constant Vomit](#)

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## **10 Common Mistakes #7 - Fear of Rejection**

Let's discuss the fear of rejection because it is one of the most common fears. Of all the things that we might fear, most of us will have about with this one at some time. We all experience rejection in small doses every day. But what about when we persuade for a living? Rejection seems to take a higher toll. We avoid rejection like the plague, but it affects your income. Running away from rejection solves nothing. Letting our fears overtake us and paralyze us also solves nothing. Ironically, whether we run or succumb, neither option helps the situation.

When we don't handle our fears appropriately, we inadvertently end up passing out the bricks for that wall of resistance. How excited would you be to buy from someone who seemed nervous, tense, and demanding? Or what if he appeared overly eager for your approval? Even if his awkwardness were unrelated to the product—the product is excellent, let's say—you would probably still feel uneasy buying from this person.

Fear of rejection can also affect the bottom line by inhibiting you from getting out there and approaching people in the first place. If you are so incapacitated by fears of rejection that you retreat from attempting persuasion, then you have sealed your fate. So we can hate and fear rejection all we want, but it will still happen. What do great persuaders do about this? How do great persuaders respond so their fear of rejection doesn't paralyze them and affect their performance?

**Watch the video and find out.....**

### **[10 Common Mistakes #7 - Fear of Rejection](#)**

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## **10 Common Mistakes #8 – Not Persuading Under the Radar**

Stories are powerful tools for persuaders. Compelling storytelling automatically creates attention and involvement with your audience. We can all think of a time when we were in an audience and not paying attention to the speaker. We were off in our own world when we suddenly perked up and started to listen because the speaker had begun to tell a story. We sat up, listened attentively, took note of what was being said, and wanted to know what would happen next.

Whenever you sense your audience is starting to wander, you should have a relevant story ready. As human beings, we are drawn to anything that gives us answers and stories give us answers. Stories give people the room and ability to think and persuade themselves. Studies also show that stories statistically will connect with more people than facts, numbers, examples or testimonials.

Stories can be used to do any of the following:

- Grab attention and create mental involvement

- Simplify complex ideas
- Create memorable hooks
- Trigger emotions
- Tap into existing beliefs
- Persuade without detection
- Bypass existing resistance to you or to your ideas
- Demonstrate who you are

Stories answer questions in the audience's mind about who you are and what you represent. If you don't answer these questions for your listeners, they will make up the answers themselves. Your audience members can tell from a story whether you are funny, honest, or even whether you want to be with them. Remember, building rapport is a crucial ingredient for persuasion.

**Watch the video and find out.....**

### [10 Common Mistakes #8 – Not Persuading Under the Radar](#)

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### **10 Common Mistakes #9 – I Need More Closing Skills**

Sure, having a few closing skills in your persuasion toolbox is nice, but shouldn't you spend more time opening up your prospect before you even think about closing a deal with her/him? In fact, great persuaders don't even have to use closing techniques. That's because their consumer is ready to purchase before the end of the conversation is even reached. You only need a closing skill when you have blown it by not following the proper persuasion process.

You need to be able to connect with your prospect, be sincere and empathetic, and show that you have her/his best interest in mind. When dealing with a new prospect, you should spend more time on connecting, building rapport, uncovering needs and wants, positioning your product or service and answering questions. Persuading a customer/prospect occurs throughout the entire persuasion process, not just at the end of the sales presentation. Studies show that how you open a sale is much more important than how you close it. Research shows that hard closes not only offend but that, over time, they have also lost their effectiveness. Hard closes work less than five percent of the time. Of those that did work, over half of the persuaded prospects later had buyer's remorse and wanted to return the product. It is said that the first and most lasting impression is made in about the first four minutes of interaction. If you want to seal the deal, demonstrate confidence within those first four minutes because the cement dries fast!

**Watch the video and find out.....**

## [10 Common Mistakes #9 – I Need More Closing Skills](#)

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### **10 Common Mistakes #10 - Fighting on Price Instead of Building the Value**

Many persuaders tend to focus on price rather than building value. When you are finished with your persuasive presentation, your prospects should think: That's it? That's inexpensive! What a great value! Even if they can't afford it, they should be able to see the value in what you are offering. Discussing price arouses fear in many persuaders. As a result, it's often where the sale begins to sink.

Two things happen when you bring price into the persuasion process too early: 1) Prospects know it is a great way to get rid of you; and 2) They can postpone making a decision. You have not built the value of your product or service, so losing a prospect becomes probable. We often feel like lost sales come down to price. However, it's not the price issue! It's that your prospects don't see your product or service's actual value. Think about it. If price were always the issue, we would all be driving a used car, staying at a Motel 6, shopping at a thrift store and eating at McDonald's.

If you do hear the price objection too frequently, try asking, "Compared to what?" When you do, your prospects usually give you a blank stare because there is nothing to compare it to. You must help them compare your product or service to a Rolls Royce, not a used economy car. It's all about human perception. The human mind must find a comparison benchmark to make judgments, especially when discussing unfamiliar situations. In making comparisons, people draw upon their knowledge and past experience. By showing your prospects contrasting products or services, you create comparisons for them. The mind can't process everything at once, so it develops shortcuts to assist it in making decisions. Instead of making a completely internal judgment, we look for boundaries, patterns and opposites. We mentally rank things from best to worst, first to last or highest to lowest. Do you want your prospects to compare your business to the second-hand thrift store or to a shop on Rodeo Drive? The great thing about this persuasive technique is that you can decide where your prospects want to start their comparison benchmark.

**Watch the video and find out.....**

### [10 Common Mistakes #10 - Fighting on Price Instead of Building the Value](#)

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#### **SPECIAL**

**Lifetime membership to Gold Influence University**

Save 65%

**Why Do 3% Make 97% of The Money?**

Warning: Influence University is the most complete and comprehensive course I have ever released. This system is USUALLY reserved for my advanced coaching students. This online University will reveal cutting-edge influence techniques that will increase your income and enable you to persuade on command.

Influence University is the difference between knowing what you want– and getting it, anytime, anyplace, from anybody. Create unimaginable wealth, transform your career, and close more sales. Influence University is the first and only website to combine scientific research, persuasion software, training videos, downloadable audios, and proven exercises.

**You will discover these life-changing skills**

- Discover the top10 traits of charisma persuaders
- Understand exactly what your audience is thinking and feeling
- How to know what form of charisma to use to get a yes
- Where do your skills rank in the world of persuasion and influence
- Blunders that you are doing that cause persuasion resistance
- Create a psychological edge over your prospect
- Top 10 blunders that are costing you money
- Create instant rapport that causes your prospect to open up
- Everything you need to know before you persuade
- 4 proven techniques that cause prospects to convince themselves

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