



**UNDERSTANDING &  
MEANING**

**Week 3**



# Index

## Guidelines for this course:

- 1 Only paid participants may listen to the calls
- 2 Participate from a quiet place
- 3 Be prepared

## How to ask questions live during this class:

- 1 UNMUTE yourself by pressing \* 6 and call out your name
- 2 RE-MUTE yourself by pressing \* 6 again

## Objectives for today:

- 1 Review Ah-ha's and breakthroughs from last week
- 2 Learn Primary Representations Systems
- 3 Elevate the conversation with Level Shifts



## ah-ha!

*What breakthroughs and/or ah-ha's have you had from doing last week's homeplay exercises?*


## questions

*What questions do you have from last week? OR  
What Excuse did you use to not practice?*


## PRIMARY REPRESENTATIONAL SYSTEMS

We each interpret reality through our five senses: Sight, Sound, Touch, Taste, and Smell. Taste and smell are personal experiences and are rarely used to navigate the world, and/or to relate to others.

While everyone uses each of these senses, we each have a dominate sense that is our "go-to".

Speaking **INSIDE** the clients' Primary Representational System has them feel heard, and understood.

Speaking **OUTSIDE** the clients' Primary Representational System leads them to feel misunderstood, not heard, or not honored.



**RAPPORT GAME: VAK Representational Styles**

**V**

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Some Example Phrases

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**K**

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Some Example Phrases

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**A**

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Some Example Phrases

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**Ad**

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Some Example Phrases

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## LEVEL SHIFTS: Elevating the Conversation

What COULD the client really mean when they ask: "Will you cut your commission?"

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The challenging part about objections is the meaning(s) attached to them. Level shifting allows us to clarify /attach a new meaning to the objection. This helps generate clarity, alignment, and helps generate a more effective meaning to move the client forward. Level shifts can be used to change, shift, or redirect a conversation, and to elevate it to

the actual issue that needs to be handled.

## EXAMPLES OF LEVEL SHIFT

What appears most important is ...  
It looks like you want...  
It sounds to me like ...  
So, are you saying ...  
What I hear you saying is ...  
So, are you asking ...  
I'm sensing that

It feels like ...  
The real issue is ...  
The real question is ...  
What I think I am hearing is ...  
What that really means is ...  
I think you're saying ...



**Objection:** We'd like to ask for a commission discount.

**Response:** Of course, I appreciate wanting to save money, and it sounds like you are committed to netting as much money as possible, right?

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**Objection:** We just don't feel like making the decision tonight.

**Response:** Yes, I know, it is a big decision, and I'm sensing that you still have some uncertainty about something. About what specifically, are you not 100% comfortable?

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**Objection:** But, I like my broker... (s)he and I are friends!

**Response:** Wow, it's great that you two are friends. Does this mean that you are not open to even consider another business model?

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**Objection:** We'd like to see a few other Realtor Marketing plans.

**Response:** Naturally you want to see a plan that will get your home sold. What are you hoping to see that we didn't cover?

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**Objection:** I don't want to go to college! And I'll be 25 by the time I get out!

**Response:** Yes, school can be challenging. And the real question is: would you rather be 25 and working for minimum wage, or 25 with a high paying career that you love?

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**Objection:** I don't need to do any lead generation today, because I have a buyer!

**Response:** Yes, I do have a buyer, and what that really means is that my lead generation is starting to show results! Since I'm starting to build momentum, I'd really like to capitalize on this and to book more appointments even if they are for next week.

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