



RELATIONSHIP
& CHOICE

Week 8



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 the Ah-Ha's & Breakthrough's from Last Week
- 2 **Set up context and delivery of Conditional Binds, Single Binds, & Double Binds**
- 3 **Blend with previous techniques**



What WINS, breakthroughs and/or ah-ha's have you had from doing last week's home- play exercises?

What questions do you have from last week?

Where did you hear Pacing and Leading in your life last week?

I heard lots of this during the campaign speeches... (You are paying too much in taxes, you are working more, and saving less... it's clearly time to elect me to fix this for you...)

RAPPORT GAME



RELATIONSHIP & CHOICE

Most of our communications are nothing more than strings of opinions, judgments and subjective personal observations. Even the “news” is mostly opinions.

Naturally, all of these opinions, judgments and personal observations are completely subjective, meaning that they themselves are open to the opinions, judgments and personal observations of the listener, and likely will NOT find agreement with the listener.

What happens to the listener, when the speaker shares an opinion?

What other options are there?



CONDITIONAL BINDS

This is a pace / lead relationship based on conditionality; meaning that IF they agree to the pace (remember; paces are always examples of agreement), THEN they will (most likely) accept the lead.

We are going to practice these both as STATEMENTS and as QUESTIONS.

EXAMPLE CONDITIONAL BINDS
AS STATEMENTS

1. If you want to get a good deal on a house(pace), then we'll need to ACT FAST because the best deals sell first. (lead).
2. If you want to be in control of your business (pace), then you already know that you must consistently lead generate (lead).
1. If you want to go to the game this weekend (pace), then you'll want to finish your chores by Friday (lead).

EXAMPLE: CONDITIONAL BINDS

AS QUESTIONS

1. Would you like to get a good deal on a house (pace)? Then, we'll need to ACT FAST because the best deals sell first. (lead)
2. Do you want to be in control of your business? (pace) Then, you already know that you must consistently lead generate (lead).
1. Are you committed to retiring someday? (pace) Then lets start collecting some rental properties and generating passive income for you. (lead)



SINGLE BINDS

Single binds represent the RELATIONSHIP between a pace and a lead. Referencing the pace FIRST, will lead to the strongest impact.

EXAMPLE: STRUCTURE OF THE SINGLE BIND

- The more you (pace), the more you (lead).
- The more you (pace), the less you (lead).
- The less you (pace), the less you (lead).
- The less you (pace) the more you (lead).

EXAMPLES OF SINGLE BIND WORDS

More	Less	Longer
Shorter	Better	Worse
Faster	Slower	Easier
Harder	Sooner	Later
Higher	Lower	

EXAMPLE SINGLE BINDS - Sentences

The higher you want to drive the sales price (pace), the better job we'll need to do cleaning and staging (lead).

The more committed you are to growing your business (pace), the more committed you will be in generating new leads (lead).

The more excited you are about going on vacation (pace), the harder you'll want to work now so you can relax with a clear mind (lead).



DOUBLE BINDS

Double binds always represent the CHOICE between TWO variables (generally two LEADS), separated by a hard "OR". Specifically not any two variables, yet two variables that represent the two options that will move the client forward. The goal here is to help the client to focus by giving them easy decisions between their options.

This is an EXCELLENT close.

EXAMPLE: STRUCTURE OF THE DOUBLE BIND

Would you like to (lead), or (lead)?

We can either (lead), or we could (lead).

Shall we (lead), or would it be better to (lead)?

EXAMPLE DOUBLE BINDS

- Should we list the house today (lead), OR shall we have it go live on Monday (lead)?
- Should we make an offer now (lead), or just pay full price to minimize the risk of losing it (lead)?
- Would you like to talk with me about joining my team (lead), OR would you rather meet for coffee next week (lead)?
- Do I want to complete my lead generation today (lead), OR do I want to make up this time on Saturday (lead)?



NEGATIVE DOUBLE BINDS (AKA: LESSER OF TWO EVILS)

This is exactly the same as the Double Bind above (in fact, some of the examples above could be “lesser of two evils”), except this is used when there are more difficult decisions to be made. This can be a choice between negatives, known as a “Lesser of Two Evils”. In this case, be sure to present the other option as more distasteful to make a difficult option more palatable.

EXAMPLE LESSER OF TWO EVILS

Should we reduce the price now (lead), OR are you ok to continue making mortgage payments and cutting into your equity (lead)?

You can either... buy a house now (lead), or you can keep buying your landlord a house (lead).

Shall we make a strong offer (lead), or are you OK to lose another deal (lead)?

Recommendation for next week:
Do a YouTube search for Rube Goldberg Device.

Home PLAY Exercises

WRITE OUT 10 SENTENCES each day.
Write them in the AM, and make them about whatever is most current and important to you.

Consider writing them in any of these categories:

Lead generation, lead follow-up, listing appointment, buyer consultation, price reductions, negotiations, recruiting appointments, retention, or ANYTHING else that is current and important in your life.