THE
LANGUAGE
OF
AGREEMENT

VALUES & DECISIONS

Week 2

Index

Guidelines for this course:

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

How to ask questions live during this class:

1. Click the 'Raise Hand' button in the webinar's control panel
2. Ask a question in the webinar's control panel "Questions" section

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

THE LANGUAGE OF AGREEMENT

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?

THE LANGUAGE OF AGREEMENT

RAPPORT GAME

VALUES are the beliefs that we use to determine if our behaviors are right or wrong. They determine our priorities, and deep down, they're the measures we use to tell if our lives are turning out the way we want.

QUESTIONS TO CONSIDER
Where do people get their value systems? Where did you get YOUR values?

Which of your values are serving you? Which are hampering you?

How does one know if their values are good or if they are skewed?

_____
_____
_____
_____

How do your values affect your buying habits? What will you NOT buy?
And WHY NOT?

_____
_____
_____
_____

VALUES - Guide our decisions

When the things we do and the way we behave match our values, life is usually good – we are satisfied and content. When our behavior and life don't align with our values, that's when things feel... wrong. This can be a real source of unhappiness. Our clients are making decisions based on their value systems. The better we become at determining their values, the easier it will be to help guide them to winning solutions.

BELIEF
All decisions arise from our personal values and belief systems.

STEP 1

DETERMINE THE CLIENT'S CORE VALUE(s)
Q1 What's important about _____ ?
Q2 What would having _____ DO for you?
Q3 Ultimately, what would _____ MEAN for you?

EXAMPLE #1

Q1: What's important about *getting a bigger house*?
A1: *We'd really like each child to have their own room.*

Q2: Great! And what would it DO for you, for each child to have their own room?
A2: *Research shows that kids who have their own room develop a stronger sense of self and grow into more autonomous adults!*

Q3: Outstanding :-) Ultimately, what would it mean for you if each of your children grew up into excellent adults with a strong sense of self and autonomy?
A3: *This would mean that we have fulfilled our purpose as parents, and given our children the best possible start in life!*

EXAMPLE #2

Q1: What's important about *living at the lake full time*?
A1: *My wife is about to retire, and I telecommute now, so we'd like to minimize our expenses and only have one household, and we'd really like to get out of the city.*

Q2: That sounds great, and congratulations on your wife's retirement . So, only one household, and getting out the city, what would this DO for you?
A2: *It would open up our cashflow to only have one household, liberate our time because we wouldn't be driving back and forth, and really we just love the lifestyle of being at the lake.*

Q3: That sounds amazing! Ultimately, if you had more cashflow, more free time, and a better lifestyle, what would this mean to you?
A3: *This would be our dreams come true, and this is exactly what we have been working towards for the past 40 years.*

How does one know if their values are good or if they are skewed?

_____
_____
_____

How do your values affect your buying habits? What will you NOT buy? And WHY NOT?

_____
_____
_____

THE LANGUAGE OF AGREEMENT

DETERMINING THEIR DECISION MAKING PREOCESS

• How will you know when you find the right _____ ?
• How did you decide on _____ ?
• What did you do before (or after) that?
• For how long did you do / read / study / talk about this decision? • How many times did you do this?
• Who else do you speak to about these decisions?
• What else do you do to convince yourself that you should make a purchase?

EXAMPLE

Q: How did you decide on the last car that you purchased?
A: *I read online reviews and Consumer Reports about its reliability and performance.*

Q: Great. How did you know which ones to research in the first place?
A: *Just from my own experiences and hearing the comments of others. I've heard the new Prius is fun to drive and gets 55mpg. And I heard that the Audi A3 TDI gets 58MPG !*

Q: Outstanding. So you are gathering good reviews from people you trust, then doing your own research on those. How much do you read / study before you purchased?
A: *I check out the websites for each, I asked my insurance guy about rates for each, then I read about them on Consumer Reports.*

Q: Excellent! Who else do you speak with about this decision?
A: *I have a buddy who is a great mechanic, so I briefly ran it by him.*

Q: Very good! So you gathered good reviews, read about them online, spoke to an insurance broker and a mechanic. Then what?
A: *Then I went and test drove each one. Even though it was more money, the Audi TDI knocked my socks off, so it was the clear winner!*

EXAMPLE #2

Q: How did you decide on the last car that you purchased?
A: *I've always wanted a corvette, and when my grandmother passed, she left me a chuck of money, so I went out and bought one.*

Q: *Did you price shop them? Did you test drive it?*
A: *We'll I did test drive it, but I knew I was going to buy it anyway. I basically picked out the color combination I wanted and made them an offer and we negotiated a good price. I drove it home the same day.*

Clearly by walking a client through this Decision Making Criteria process, we now have a great idea of the process they will follow to make purchases and major decisions. And, just being walked through this process causes the client to feel honored in their decision and in their process. Now simply present to them INSIDE their criteria.

QUESTIONS TO CONSIDER
These two examples highlight 2 VERY different clients.
How would you present to Client #1 above?

_____
_____
_____

How would you present to Client #2 above?

_____
_____
_____

HomePLAY Exercise

• Practice walking AT LEAST one person per day through the Criteria Questions.

A few topics to consider:

What's important to you about: A larger / smaller house? Refinancing to a 15 year loan? A family vacation? Getting a dog? Saving for Retirement? Etc.