

How to Naturally and Easily Recruit During Your One-On-One with Neuro-Linguistic Program (NLP) Communication Techniques and Strategies

Recruit with confidence and charm and not sounding or acting like a pushy or needy salesperson.

Be a Strategic Persuasive Communicator

NLP opens doorways of communication by understanding human behavior and psychological triggers. You will learn how to utilize the power of subconscious communication and neuroscience to get more yeses.

Present the opportunity so it is magnetic and compelling to the specific person you are meeting.

Stages

1. Mindset



2. Instant Rapport



3. Positioning as an industry leader



4. Discovery Conversation



5. Presenting the opportunity with NLP



6. Natural close



Mike Aguilera

Website: MikeAguilera.com

Email: Mike@MikeAguilera.com

(408) 972-1985

Mindset (**Module 1**):

Thoughts Become Things



Your own value and company/product value – Be The Prize

Urgency

Expectations:

*Expect the recruit to be a nice person and to like you.

*Expect to get a YES.

Outcome and intention.

Yes State – In your Zone

...Have unstoppable confidence

Elements for rapport and leadership positioning

Instant Rapport (**Module 2-4** rapport and leadership):

Greeting



- Get in harmony: Match & Mirror – walk and energy/movement...resonance & harmony

- Hello (match and mirror)

- Handshake



- Repeat their name back as close to the way they say it (even with an accent) They will not think you are mocking them by saying their name with an accent. They will actually appreciate and enhances the rapport.

Controlling the meeting and positioning as an industry leader (**Module 3**):

- Position yourself at head of table.

*It is okay to sit at the head position as long it is not dinner time.



- Hands on table and open space between you and your client(s) = trust and rapport



- Three instructions to create a sense that you are the leader
- Props – explained below

Most ask, “what do I have to say to get people to buy or say yes?”

Instead you should ask yourself, “what do I have to ask to know how to present, to get more yeses?”

Discovering subconscious motivational drivers and to continue building rapport by asking these questions of caring:

When asking these questions, listen for Towards/Away language (**Module 4**):

Towards (achieve): Get, accomplish, achieve, do, goal, want, more, remember (instead of don't forget)

Away (avoidance): Don't, not, avoid, concern, worry – No Problem – Stop - Don't forget...

Modules 5-8 Discovery Questions:

Question One – Bottom line/Procedural

Before we begin...to get to know you a little bit better and what's important to you...

Question One: Why...

(Not how)

So right now you are working in the X industry/field. I'm curious, out of all the industries **why** the _____ field?

Bottom Line example: Because it was a good opportunity

Procedural example: (steps/story)

Subconscious Motivational Question Two (criteria;
values/beliefs/**PAIN**/desires...their DREAMS)



Module Six:

Discover their values, beliefs, pain and desires about a business opportunity.

What's important to you about a business opportunity like this one?

What's important about that? ...tell me more?

If money does not come up, ask...

What about the income potential...what's important to you about the money?

...ultimately, what will that do for you?

There pain can be hidden in a desire. Example: The desire to be a good parent role model...**the pain is** the person does not now feel like a good parent role model.

...What will that do for you? (listen for Towards/Away language)

(family, quit job, freedom, lifestyle, not have to...) ...values to utilize during opportunity review.

Subconscious Motivational Question Three (coaching/mentoring criteria) -
Module 7:



We support all our team members...

What's important to you about the person that trains/coaches or mentors you?

...I mean if the ideal person was...

sitting in front of you now.

...what kind of person would that be?

Continue to listen for Towards/Away – bottom line/procedures (steps)

BTW, **do you feel you are coachable?**

(Module 8)

Subconscious Motivational Questions Four:

Convincer Strategy – you can ask before meeting

How would you know a business opportunity is good?

See

Hear

Feel

Do (meet)

How many?

Additional Elements of Subconscious Influence (Modules 9-15)

(Module 9) Props:

A prop can be a business card, brochure, paperwork, computer screen, overhead projection.

How to subconsciously create value with your movements.

- Hand
- Handle
- Reference
- You receive
- Client receives (reveals if they value)

Voice Patterns of Influence (Module 10):

- Statement
- Question
- Authority/certainty...subconscious suggestion/embedded command. Remember to use this voice pattern when talking about money. Most people will talk about money with a voice pattern of question.
- Subconscious suggestions/embedded commands examples:
Sign up today
Sign up today with confidence and excitement
Join my team
Fill out the paperwork

Calibrate for clarity and more yeses (Module 11):

- Does this make sense?
- Do you follow me?
- Do you like what you hear?
- Include non-verbal YES with head nod

The Halo Effect (**Module 12**) – create trust, loyalty, care.

Birds of a feather flock together.

..."we have an amazing team of loyal, caring, trusting leaders."

Pace and Lead (**Module 13**) – guide/prime their imagination

Pace and Lead:

*We talked about the potential (**pace**), your interest to be your own boss (**pace**), the value of the products (**pace**)...and you will (or, have realized) realize how this business fits your needs and desires (**lead**).*

Additional Elements of Subconscious Influence

Dangerous words to avoid and powerful words that influence (**Module 14**):

Power Words:

- When (not IF)
- Imagine
- We
- Now
- Realize
- After
- Before

Dangerous words (**Module 15**):

- Hope
- Think
- Try
- Don't
- But

Disarming statements

This is NOT for everyone so it is okay to...SAY NO AT THE END.

*I'm not sure If It's for you **but**, for those that it connects with create amazing results and lifestyle.*

(Can also be used when meeting someone and inviting to meet or presentation)

Blending it all together with laser focus and magnetic to the individual.

Typical opportunity presentation elements:

1. Business potential
2. Edify
3. Checks paid (rewarding feeling) - crusade to help
4. How it works/paid. What to do to be successful.

Close

5. Presenting the opportunity with NLP

Blend subconscious motivational drivers with subconscious communication into opportunity conversation



1. Industry/business potential ↔ Criteria , T/A

2. Edify ↔ Stories to inoculate objections

3. Rewards of helping ↔ Criteria

4. How it works and what to do to get involved

↓

Voice - Nod yes – Props - Calibrate – T/A – Bottom Line/Procedures
Pace & Lead - Powerful Words – Future Pace – Coaching – Criteria (pain)

(Module 16.1)

Blend in all the valuable subconscious motivational drivers - **Overview**.

Make your conversation magnetic and laser targeted to their subconscious decision process ...

- Towards/Away
- Bottom Line – Procedure/steps
- Convincer strategy
- Values biz op criteria and values
- Trainer/coach/mentor criteria
- Voice pattern of authority/certainty...subconscious suggestions
- Props – hold, give, reference and receive
- Nod Yes
- Halo effect – instant trust, professionalism and caring
- Calibrate
- Pace and lead (truism to prime/suggestion)

(Module 16.2) Blending **Example**

The business potential:

The opportunity easily has the capability to generate \$5k, \$10k and month so you can **help you mother and feel that senses of pride (criteria: help mother – pride)**.

This business has great opportunity to achieve your financial goals (**toward**) so you don't have to work for someone else (**away**).

There are only three things you need to do to be successful (**procedure**)

Bottom line, it s your business and you can be a successful as you desire and fast as you want (bottom Line).

I am here to help you by...(perfect trainer criteria)...example: keep in touch answer all your questions, not to push you, only encourage you.

So, you can earn the income to sleep peacefully at night (**towards**) knowing you can live the lifestyle your family deserves.

Our company (business opportunity **criteria**)...has a product/service that is in need and helps families.

Blend in power words that presuppose and prime:

*When..."when you fill out the paperwork you will be able to begin..."

*Imagine..."Imagine the feeling of satisfaction help families..."

*Nod yes

Convincer strategy – use if needed:

let me...show you... talk to...read...connect/meet (do)...about the business and our company/team.

To get more yeses and prime/guide their imagination to take action...Pace and Lead:

*We talked about the potential (**pace**), your interest to be your own boss (**pace**), the value of the products (**pace**)...and you will (or, have realized) realize how this business fits your needs and desires (**lead**).*

Close (Module 17):

- Summarize
- Calibrate
- Future pace
- Pace and lead

Include subconscious suggestion/embedded command:

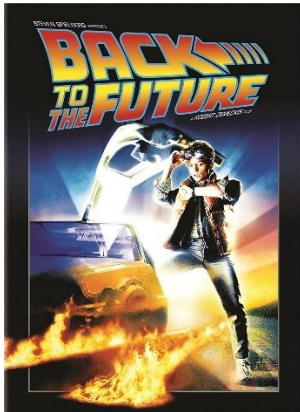
I want you to...sign up with confidence...now let me show you...

Close question to ask...

“is there anything else you need to know in order to go ahead?”

All we now need to do is take care of the paperwork.
...welcome to the family/team.

Back to the future – lock in the decision (Module 18):



Have them imagine going into the future and look back.

*Eliminate fear of change and prime them to being successful in the business.
...imagine a year from now looking back...*

Stories are irresistible when done properly

Use to inoculate/eliminate objections



Success Stories (Module 19):

We have people that are achieving (towards) their dreams.

Some left the 9 to 5 job and don't have to do something they don't like (away)

*When...with subconscious suggestions.

*Realize...with subconscious suggestions

Some thought, "I don't have the time for this" (story)

Others said, "I'm not a salesperson" (story)

Business criteria: They now have the...freedom to...family/time/help others.

Coaching criteria: Those success stories are also based on them being coachable and getting great training, education and support...by mentors that...(their coaching criteria).

Halo Effect: We have a great team...they are...

Stories of families helped:

What's so rewarding about what we do is the ability to help families protect themselves. The company (business criteria)...is ethical, has a great product and makes it easy for you to help families while you build a business that creates the...lifestyle you desire (criteria).

Imagine a few months from now (future pace)...you helping families sleep peacefully at night because they are protected.

Ask...is this something you would like to do as well? (engagement and agreement)

Calibrate

Voice: subconscious suggestions

What to do to be successful:

(Procedures) All you need to do are these three things...

Bottom line it is your business and we are all here to help you.

(Business criteria)...help you achieve or avoid...

(coaching criteria)...with coaching/mentoring that is...

(Towards/Away)...to achieve...to avoid...

- Calibrate
- Props:
- When:
- We:
- Realize:
- Voice: subconscious suggestions...join our team...sign up today...feel great about this opportunity.
- Nod YES
- Pace and Lead
- Future pace

Objections and Stories to eliminate **(Module 19):**

I want to sleep on it and think about it.

Ask what about and give post suggestion.

First, you can say “okay, I’ll be over here for a few minutes checking my emails while you think about it.”

Or...

What do you want to sleep on and think about? Maybe I can give you some clarity now or for you to sleep on. And, when you wake up tomorrow you will...

I need to talk it over with spouse/partner.

Role play. What will you say? ...“Imagine me being your spouse, what would you say?”

Bring up potential objections and answer them before they bring up by using a story. Tell stories when talking about successful members.

*Stories are disarming and not experienced as a sales pitch.

Objection destroyer with stories...

Examples...

Objection: I'm not a salesperson

Story:

btw, the successful person I just mentioned, initially said, "I'm not a sales person." He almost missed out on the opportunity and now he's glad he took action and joined. He realized, this is not about selling it is about sharing and helping. With our training and coaching you will learn how to have natural conversations that easily lead to yes.

Objection: I don't have the time to do this.

Story:

btw, the successful person was working two jobs when introduced to this opportunity. At first he said "I don't have time to do this" Then quickly realized working multiple jobs is taking up all their family special memorable time...baseball games, school activities, vacations. As they (use convincer strategy – see/hear/feel) about this opportunity he realized it can free up their time to enjoy life because of the income potential. Now they are only doing this and now have the precious time with their family. It did take a little extra time in the beginning and now he looks back and says, "My decision to sign up was the best thing for me to do for me and my family and glad I did."

Objection: Is this for real or a scam.

Story:

When I first saw this opportunity I thought to myself, 'is this real or too good to be true?'

I soon realized that this business is much more legit than most businesses because it is monitored by the government. It has to be real and legitimate. So, I felt completely confident to join and am so glad I did.