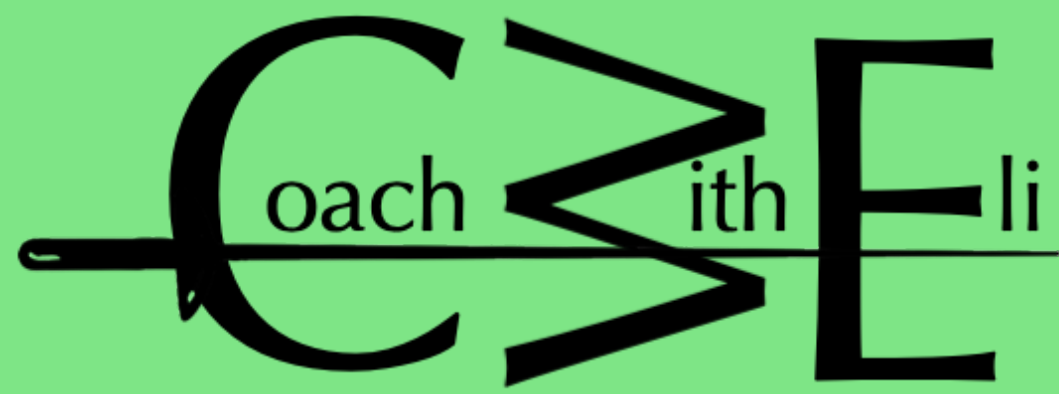


Practice Makes Perfect(er)

Overcoming Objections Using Powerful Reframes

Part 1

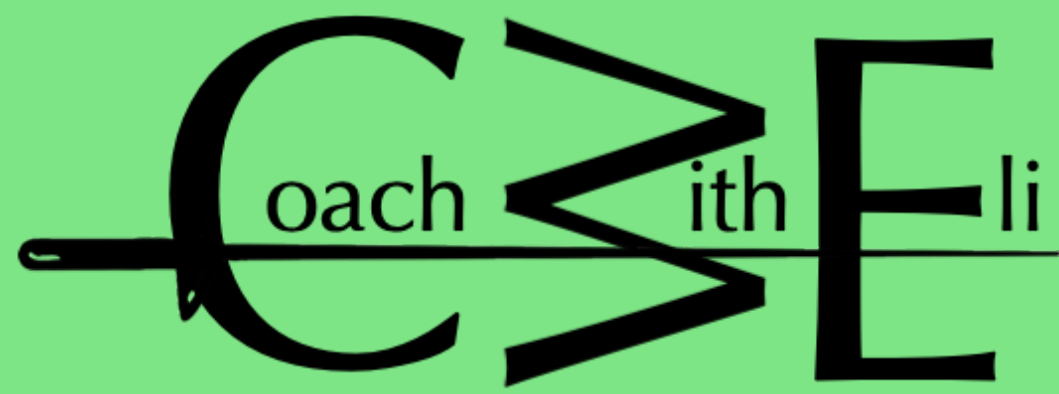


Language Patterns

There are 14 different language patterns that can help you easily overcome objections and conversationally shift beliefs.

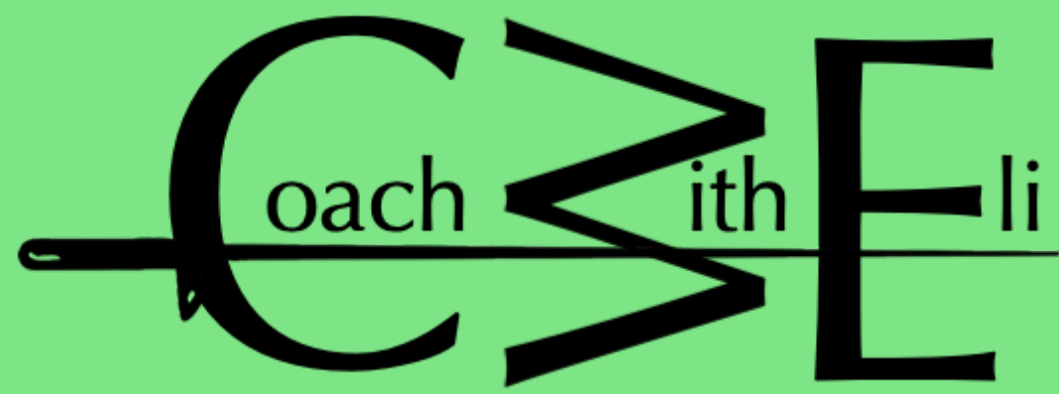
The goal of these patterns is to change the frame of the conversation and help someone “think outside the box”.

Part of creating influence (ethically) is knowing how to understand another person’s point of view and then adjust it to give them possibilities they didn’t/couldn’t recognize before.



Sample Limiting Belief Statements

1. Your commission is too high.
2. I am uncoachable.
3. I won't work with anyone exclusively because I want as many options as possible.
4. If you want my respect, you need to act like you deserve it.



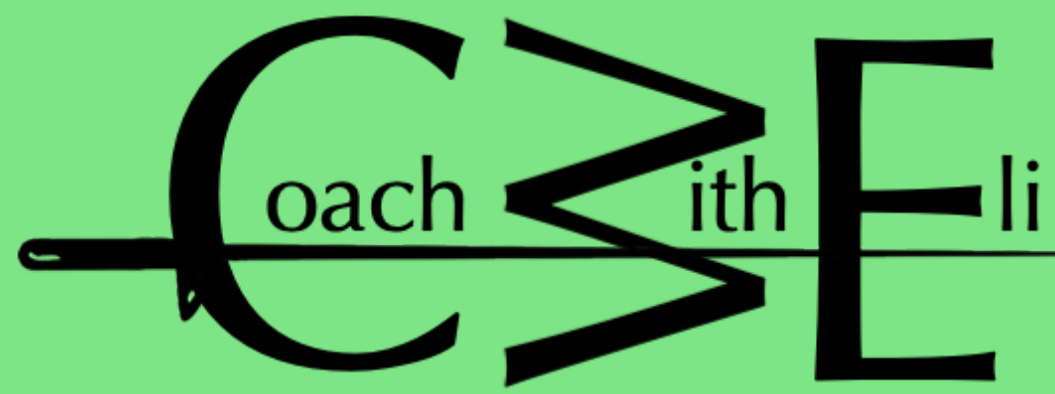
Pattern 1 - Meta-Frame

What must be true for them in order to believe this?

Make an assumption about another belief they must have in order to believe this.

Find a belief about the belief.

What must be outside of their current awareness?



Pattern 1 - Meta-Frame

Your commission is too high.

You're only saying that because you haven't experienced the difference between my level of service versus a discount agent.

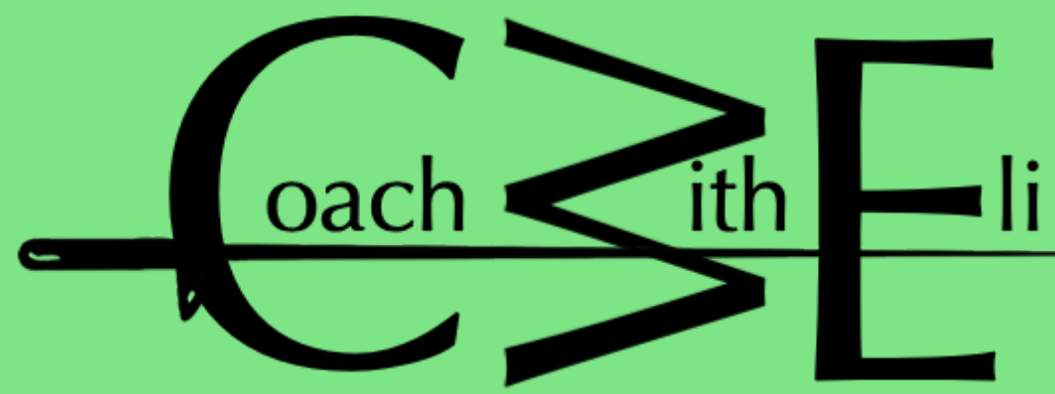
You're only saying that because you don't know how much of my commission is spent to sell your house for the highest price.

I am uncoachable.

You're just saying that because it's easier to stay in your comfort zone rather than accept a challenge to change.

You're only saying that because you've never been properly coached before.

Someone must have messed with your head for you to think that about yourself.



Pattern 1 - Meta-Frame

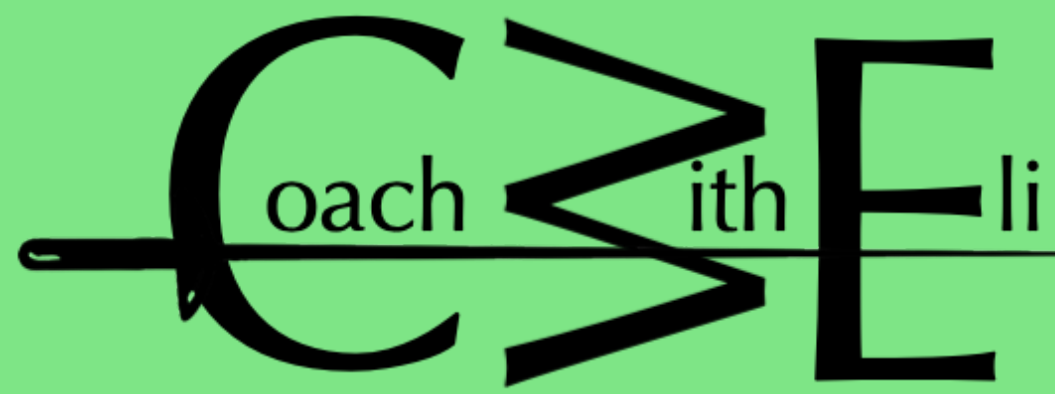
I won't work with anyone exclusively because I want as many options as possible.
You're only saying that because you're nervous about making the wrong decision.

You're only saying that because you're afraid of commitment.

You're only saying that because you're still in the process of learning about how effectively I can help you.

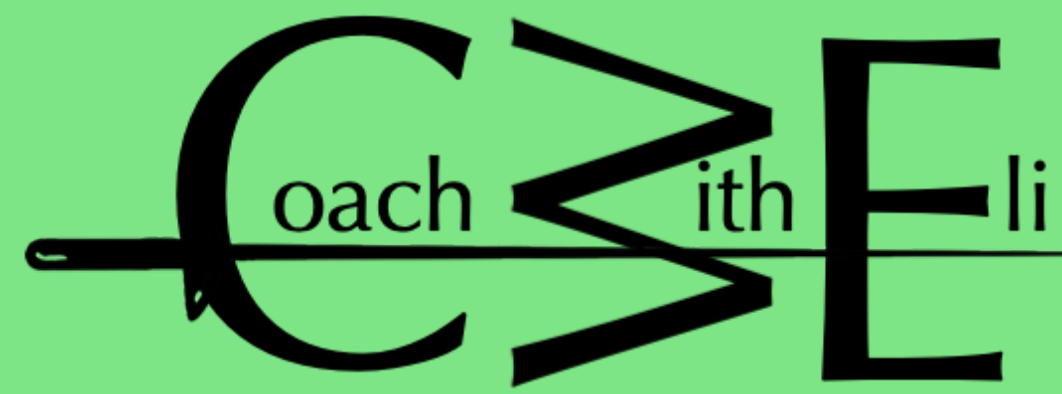
If you want my respect, you need to act like you deserve it.
You're only saying that because you think respect is conditional.

You're just saying that because it can be difficult to respect someone you disagree with.



Practice

- I'm not a morning person
- I'm terrible at taking notes
- The economy is really bad right now
- I can't write an offer because there's too much competition
- I'm so inexperienced that no one will hire me
- If I want to go on vacation this year, I can't afford to hire you



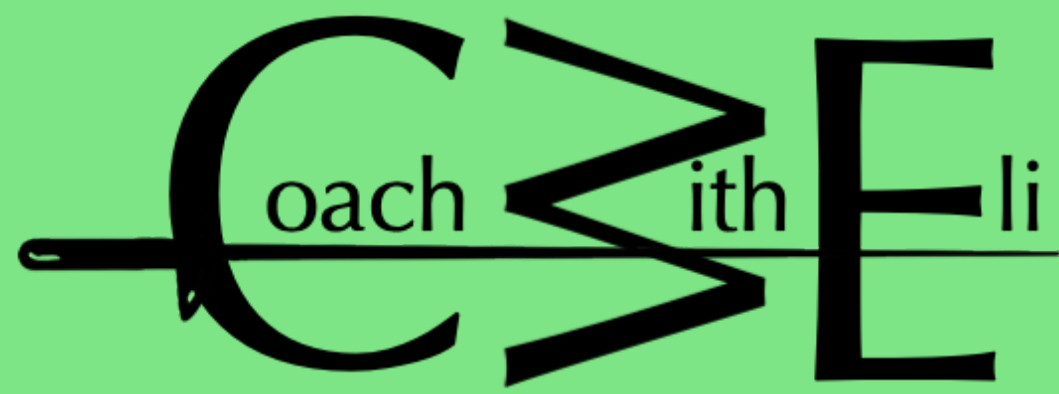
Pattern 2 - Reality Strategy

How do they know?

Where did that belief come from?

What is the evidence?

Focus attention on the source of the belief.



Pattern 2 - Reality Strategy

Your commission is too high.

How do you know when a commission is too high?

Where did you learn that?

According to whom?

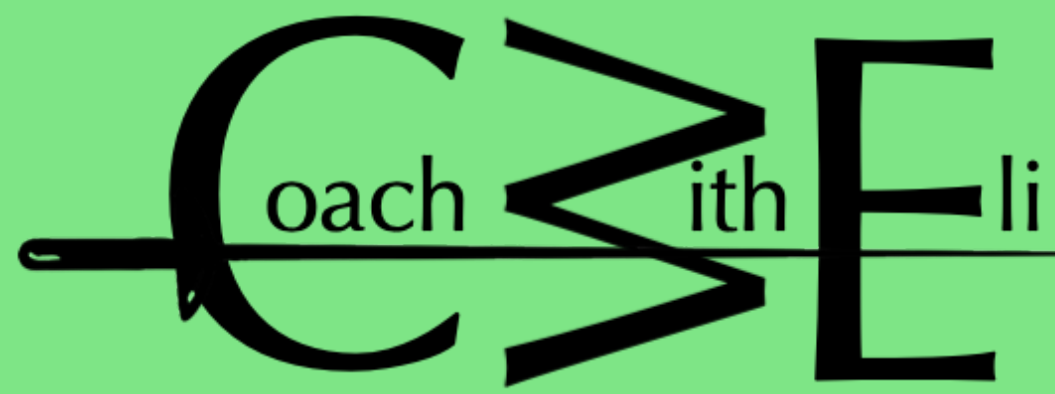
I am uncoachable.

Where did that belief come from?

How do you know that you're uncoachable?

How would you know if you *were* coachable?

Whoever told you that clearly doesn't understand how coaching works.



Pattern 2 - Reality Strategy

I won't work with anyone exclusively because I want as many options as possible.

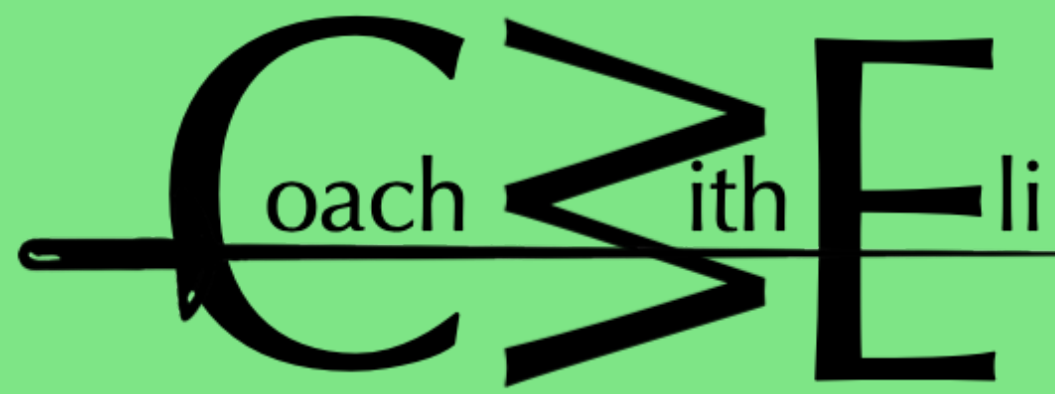
How would you know if working with one person was better than working with multiple?

Where did you learn to think that way?

If you want my respect, you need to act like you deserve it.

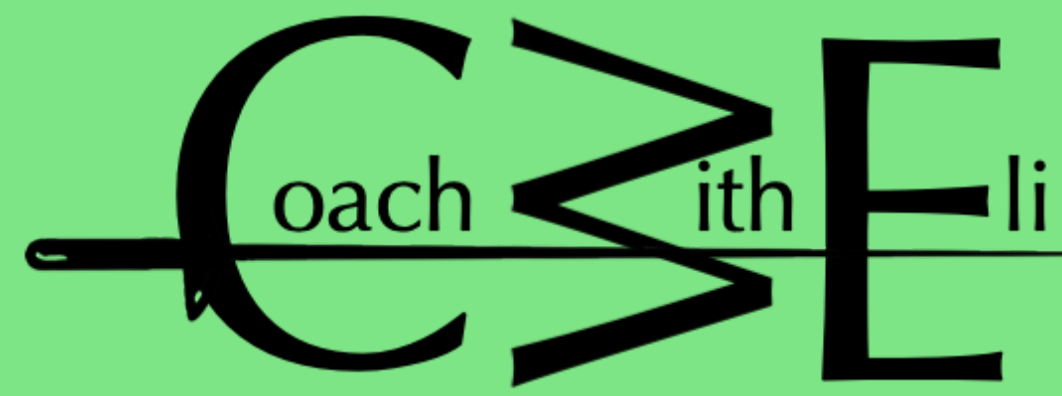
Where did you learn that respect needs to be earned instead of offered?

What would you think if that weren't actually true?



Practice

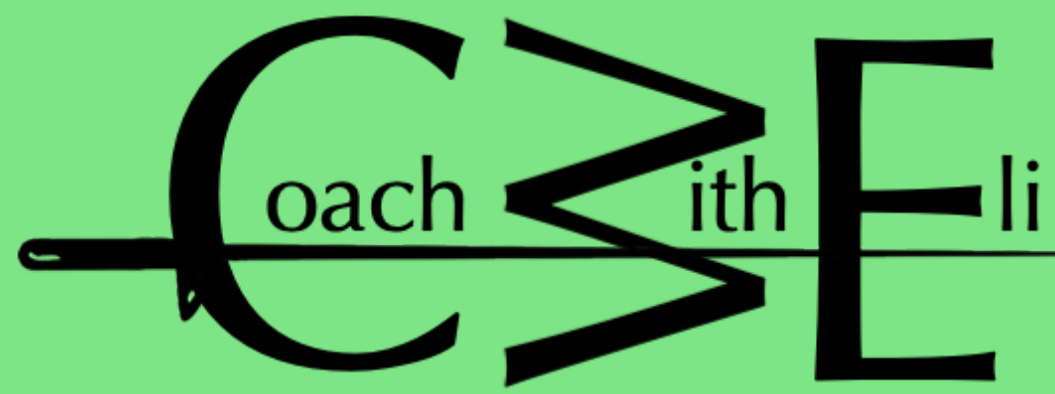
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Pattern 3 - Model of the World

Consider another model of the world with a different perspective.

What may be true for someone else?



Pattern 3 - Model of the World

Your commission is too high.

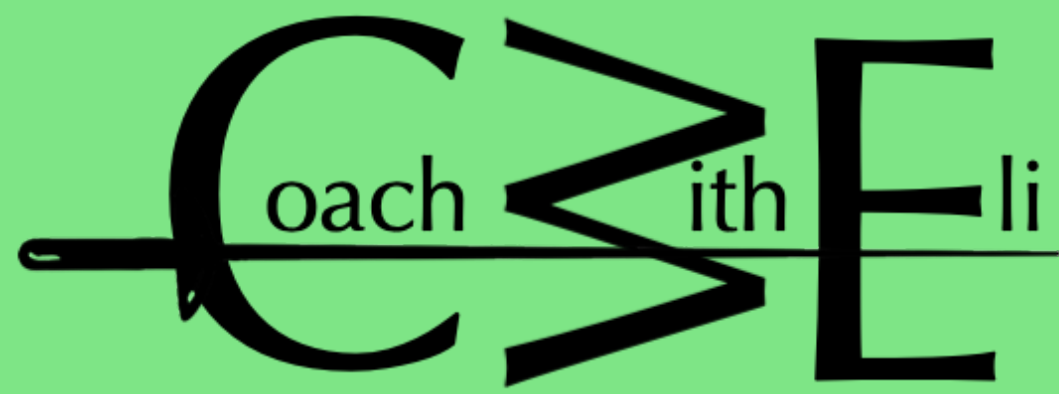
Other agents who offer my level of service actually charge more than I do.

All my other clients agree that my commission is worth every penny.

I am uncoachable.

Some of my clients used to believe that until they learned a new way of thinking.

Many people feel like that until they meet someone who helps them grow in ways they never imagined were possible.



Pattern 3 - Model of the World

I won't work with anyone exclusively because I want as many options as possible.

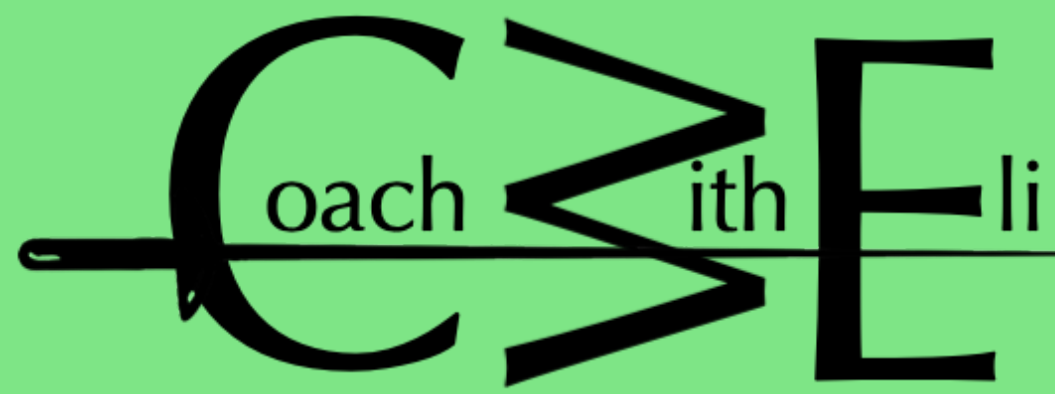
When my clients make a commitment to getting what they want, they find it brings focus to the process and they achieve success more easily.

People who are serious about getting what they want know that making commitments to a course of action is an important part of the process.

If you want my respect, you need to act like you deserve it.

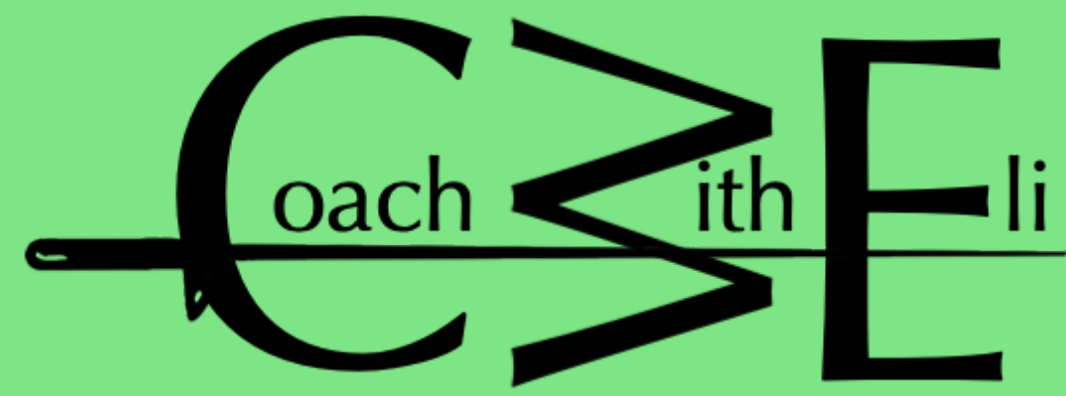
Some people believe respect must be given before it can be received.

I have a different opinion, but I respect you.



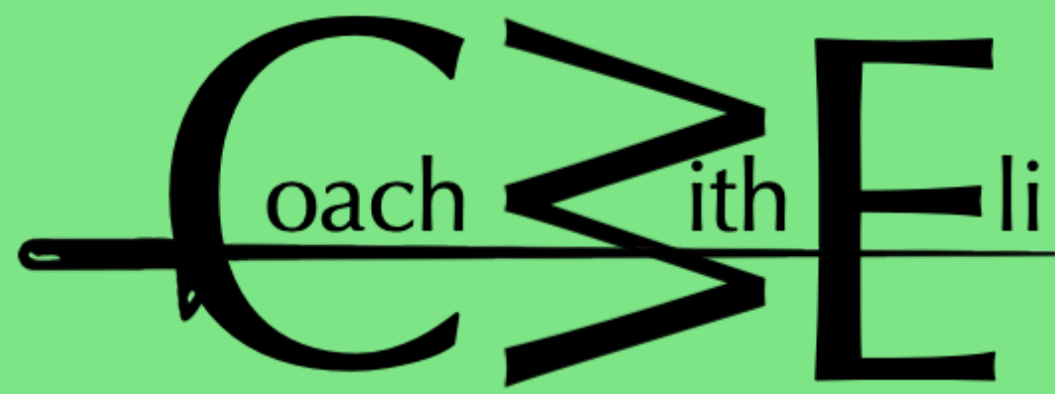
Practice

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Pattern 4 - Apply to Self

Apply the belief, a word, or a concept to itself.



Pattern 4 - Apply to Self

Your commission is too high.

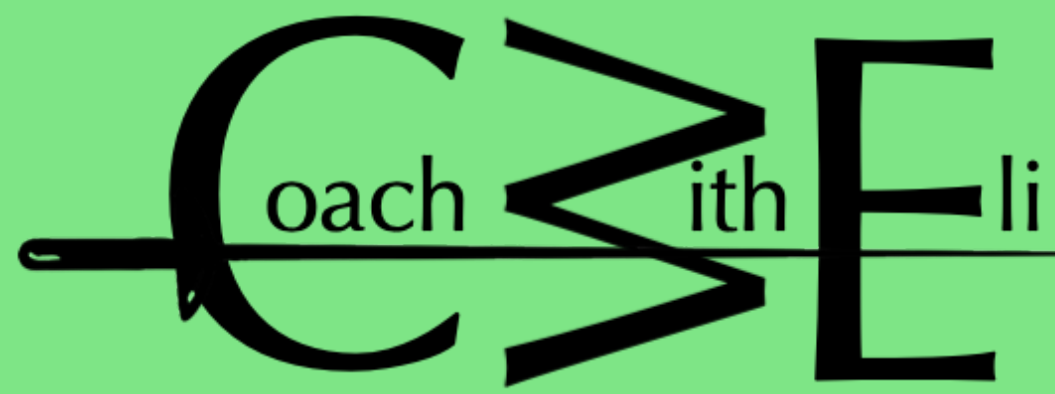
Your expectations of the results I'll get you should be high enough to validate my commission.

Are you high? This is how I feed my family.

Whoa, big negotiator! How high is your commission for telling people that?

I am uncoachable.

That mindset is uncoachable.



Pattern 4 - Apply to Self

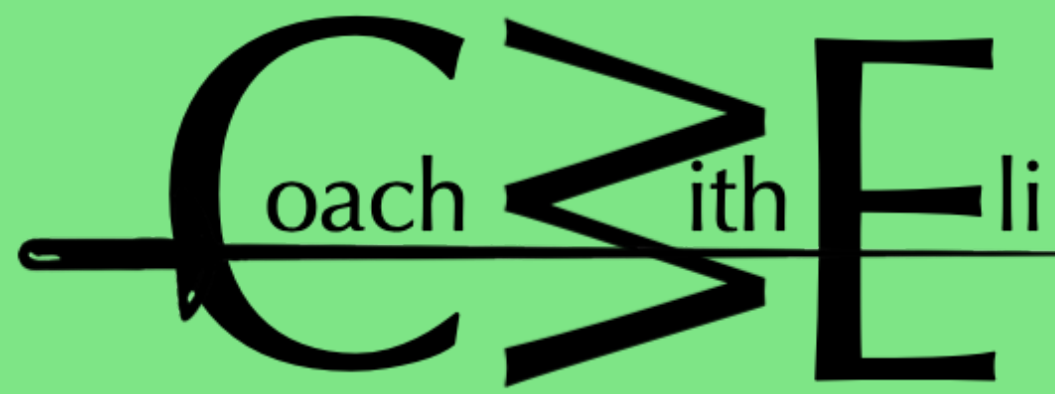
I won't work with anyone exclusively because I want as many options as possible.
Thinking that way excludes the best way to get you what you want.

You have two possible options: doing this the easy way or the hard way. The choice is yours.

If you want my respect, you need to act like you deserve it.
That's a pretty disrespectful thing to say.

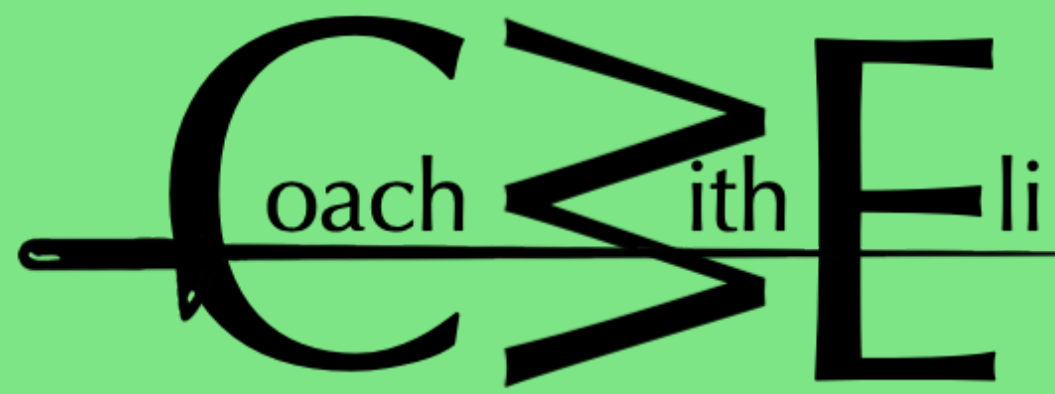
It would be pretty disrespectful if I just put on a show for you all the time instead of being honest with you.

I respect you too much to be fake with you.



Practice

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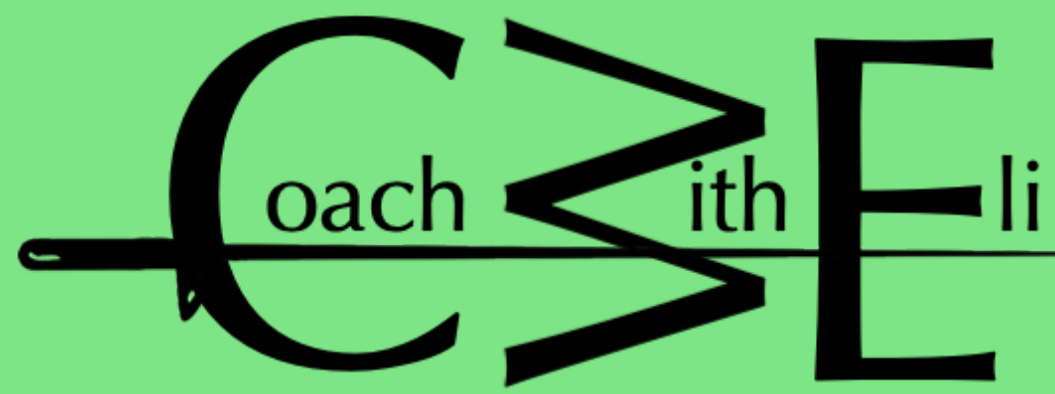
Pattern 5 - Change Frame Size

Expand or shrink the frame of reference - use a universal quantifier.

Consider another frame that includes the same behavior - context reframe.

Change the length of time in the frame (longer or shorter).

Shift to a larger number of people versus an individual perspective (or vice versa).



Pattern 5 - Change Frame Size

Your commission is too high.

You are not the first person to have that concern, and I'm proud to say that all of my past clients have gladly paid my full commission at the end of the transaction based on the results I created for them.

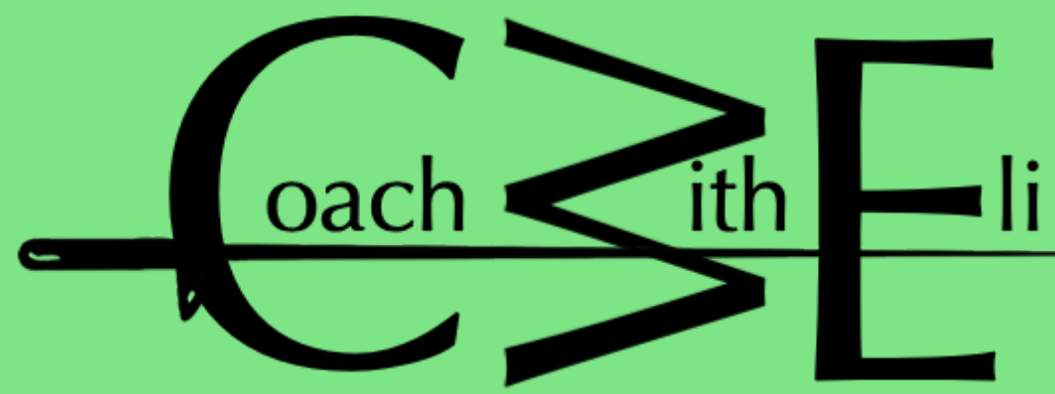
A year from now when you're living in your new home and thinking back on how easy it was to sell this one with me, you'll be happy you spent the money to do this the right way.

I am uncoachable.

Everyone can feel uncoachable at one time or another, but it's how we learn to accept this and work through it that makes us successful in the end.

Many people feel that way starting out, and one by one, each of my clients has changed their mind as they learned new ways of accomplishing their goals through working with me.

Nobody thinks they can grow and change until they do.



Pattern 5 - Change Frame Size

I won't work with anyone exclusively because I want as many options as possible.

If your agent helped you find a great property and then negotiated a great deal on that house for somebody else instead of you, would that be a worthwhile relationship in your opinion?

How many options can you consider at one time before you're bombarded with so many they overwhelm you?

If everyone believed that, there would be no reason for committed professionals like me to exist!

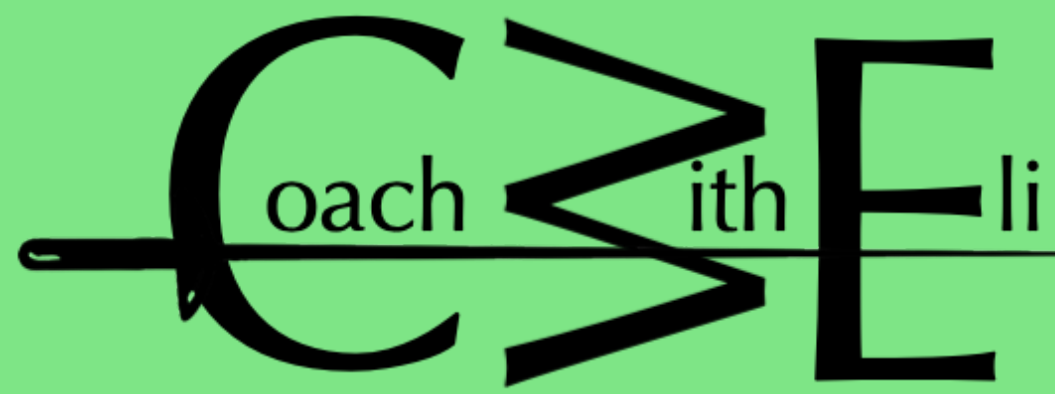
If you want my respect, you need to act like you deserve it.

How long have you held onto that belief?

How much acting does someone need to do before you respect them?

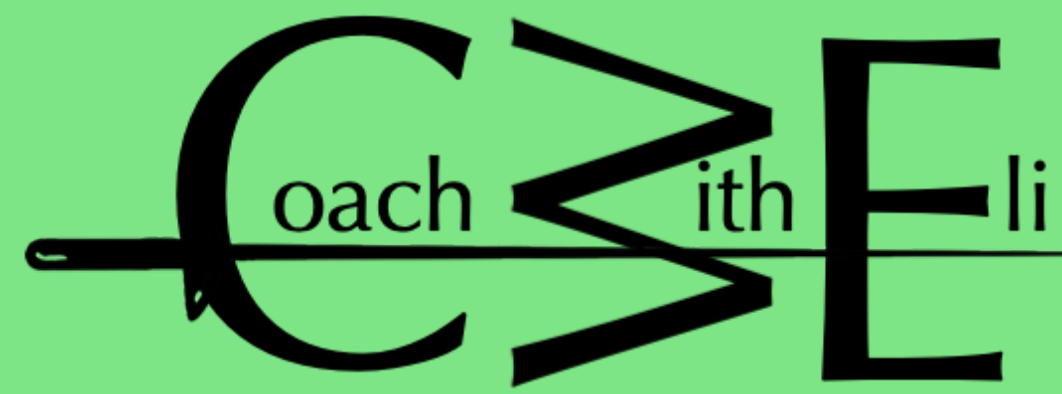
Did you have to act a specific way for someone you loved to respect you?

How long do I need to keep up an act for you to respect me?



Practice

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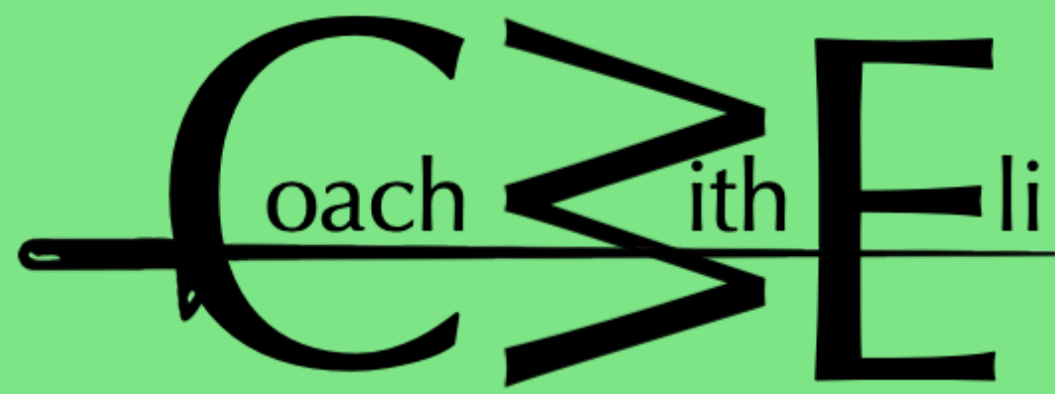


Pattern 6 - Hierarchy of Values/Criteria

What's more important in the big picture?

What is a more important value which is not supported by this belief?

What must this person *really* care about that this belief keeps them from?



Pattern 6 - Hierarchy of Values/Criteria

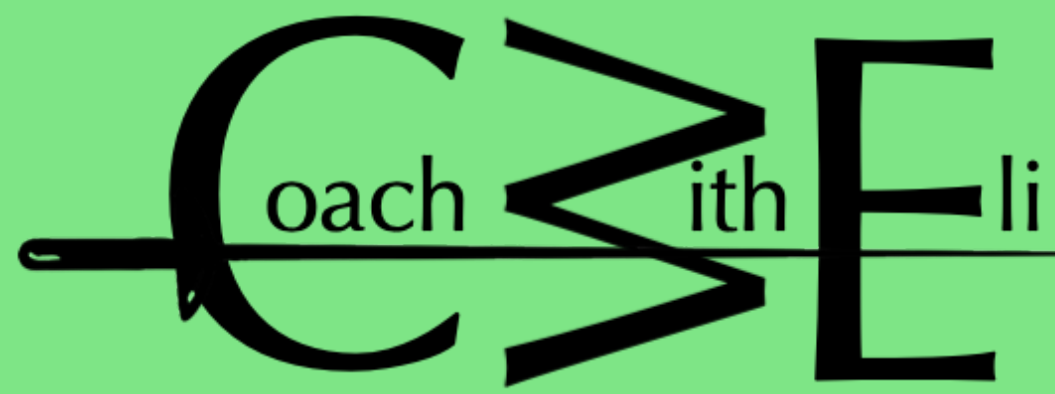
Your commission is too high.

Isn't it more important that you get the result you want than to prove you're a better negotiator than your agent?

As long as you net what you want (or more), what difference does it make what the commission is?

I am uncoachable.

You can choose to be committed to your future or to your limiting belief. Which is more important to you?



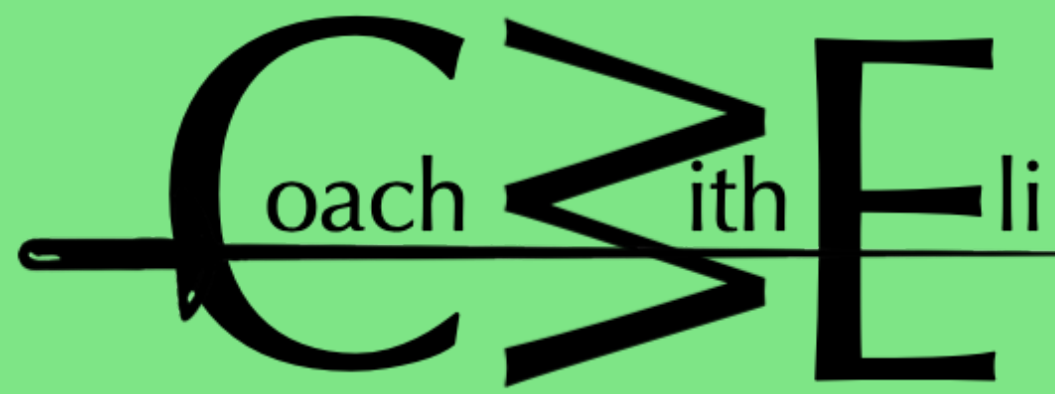
Pattern 6 - Hierarchy of Values/Criteria

I won't work with anyone exclusively because I want as many options as possible.
Isn't finding the right thing more important than just finding something?

All agents have access to the same information. So don't you think there are better things to do with your time and energy than talk with multiple agents about the same exact listings every day?

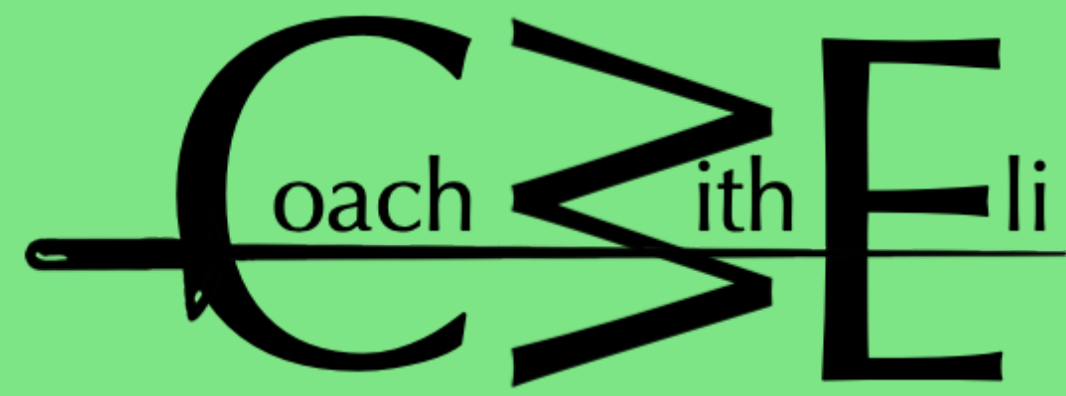
If you want my respect, you need to act like you deserve it.
Don't you think that a loving and mutually respectful relationship is more important than having to prove oneself all the time?

If you follow the Golden Rule, doesn't that mean you need to treat others the way you want to be treated?



Practice

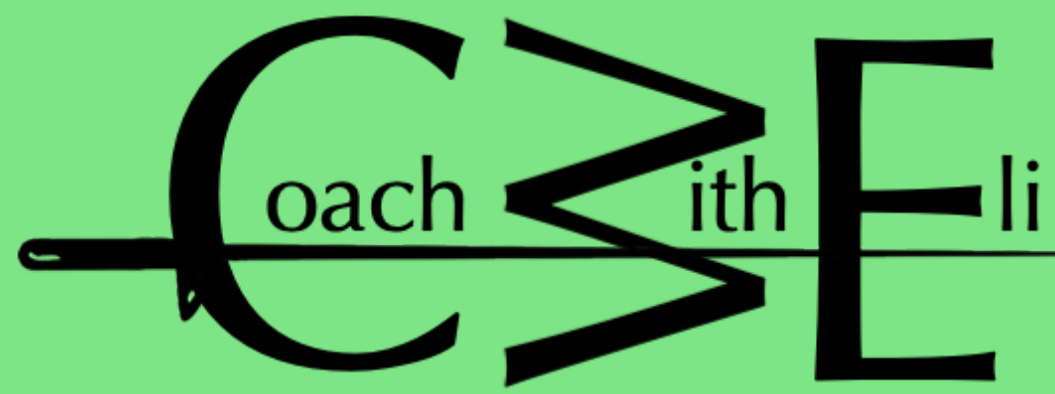
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Pattern 7 - Consequence

What could happen in the future as a result of this belief?

What are the (unintended) consequences of having this belief?



Pattern 7 - Consequence

Your commission is too high.

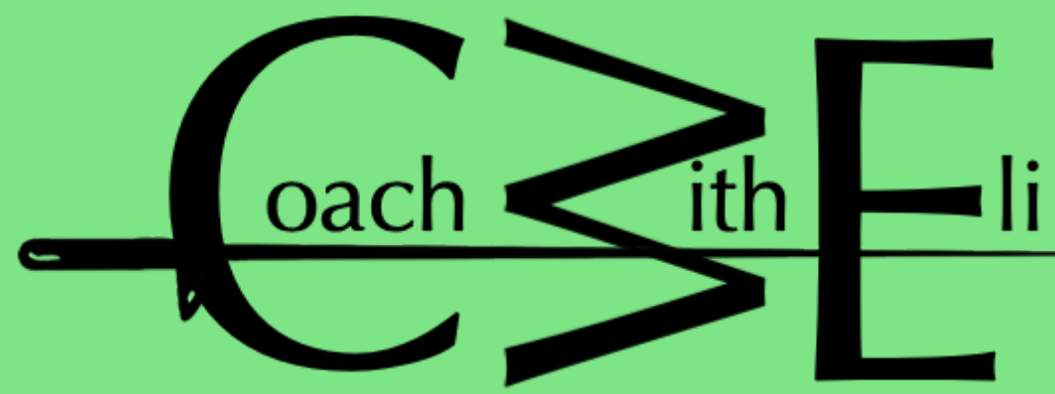
If you remain focused on negotiating with your agent to lower their commission and you win, then that means you're a better negotiator than your agent. If that's true, they probably won't do a good enough job representing you against professional negotiators on the other side of the deal when the time comes.

If you're really concerned about getting a discount on the commission, you're going to end up with a discount agent who sells your house at a discounted price.

I am uncoachable.

If you hold onto that belief, you'll never grow into the person you want to become.

If that's really true, you'll never achieve the success you desire.



Pattern 7 - Consequence

I won't work with anyone exclusively because I want as many options as possible.

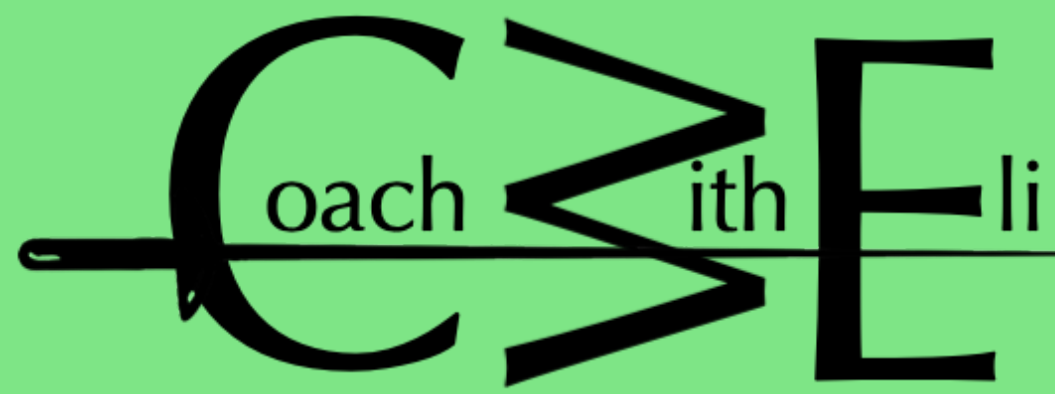
That mindset will only cause agents to take you less seriously and they'll wind up focusing their time on their committed clients instead of you.

If you're always looking for more options, you're going to miss out on the right one even when it's right in front of you.

If you want my respect, you need to act like you deserve it.

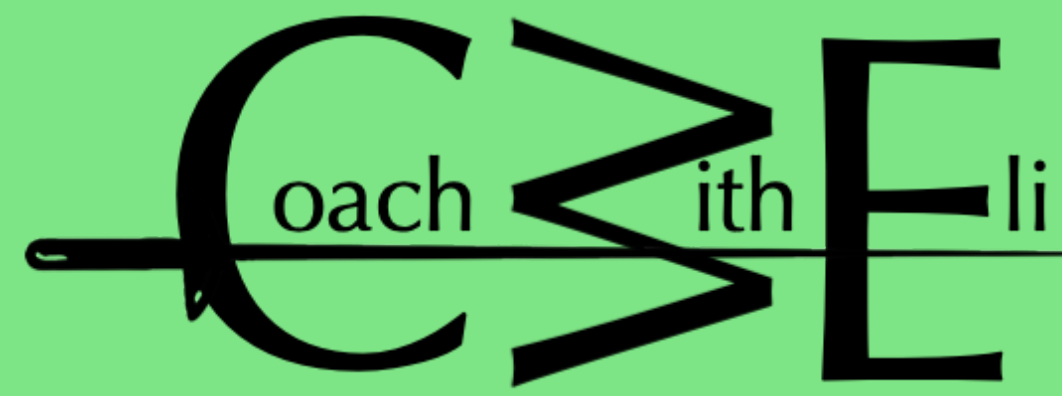
If you make showing respect conditional, you'll end up surrounded by people who are just lying to you all the time to get what they want.

That belief is why people end up resenting each other and then their relationship deteriorates from there.



Practice

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Final Thoughts

- What questions do you have?
- Write down at least 5 AHA's from today's training
- What is your feedback from today's training?
- What is your plan for implementing the skills you worked on today?