Private FBI manipulation techniques

Welcome to "**private FBI manipulation techniques**". Thank you for buying the **Legendary** package.

You already know I'm cutting the bullshit out, so let's get straight to the techniques.

1. **Knowing their goal**

It is very important to know your customer **goal**.

- People want to be **understood** and **accepted**. Two primal urges:

    1. Need to feel **safe & secure**
    2. Need to feel **in control**

- **Listen intensely ->** demonstrate **empathy** + show a **sincere desire** to better understand what the other side is experiencing.

2. **Tactical empathy**

- Imagine yourself in the customer situation
- **Recognize their perspective and vocalize the recognition**
- Understand customer's feelings & hear what is behind those feelings
- Look at **words** and **tone**. Spot changes and look for incongruencies.

3. **Mirroring**

- Repeat the last (or critical) 3 words of what someone else has said.

- It insinuates similarity which facilitates bonding.

- Use connectors because they help your counterpart connect thoughts.

4. **Neutralize the negative**

- Focus on **clearing the barriers** to an agreement.
- Label fears to diffuse their power

Process:

1. Observe without reaction & judgement
2. Label each negative feeling
3. **Replace with a positive, compassionate & solution-based thought.**

5. Labeling

- **Validate your customer's emotion by acknowledging it.**

- Use:

  - "It seems like _____"
  - "It sounds like _____"
  - "It looks like _____"

- **Pause** to let the label sink in. Other party will feel the silence.

6. Accusation audit

- List the worst things your counterpart can say about you first

- Use labels to reinforce & encourage positive perceptions

- Remove "**I understand**" from your vocabulary. Never use it. Better use "**I know**".

7. That's right

- Good: **That's Right**

- Bad: **You're right**

8. Start with No

- Need to feel **in control**? -> get by making people say **No**

- Making people say "yes" makes them defensive

- If I hear No ->

    - **"What about this doesn't work for you?"**
    - **"What would you need to make this work?"**
    - **"It seems there's something here that bothers you?"**

- 3 types of **Yes**

    - **Counterfeit:** Yes as an escape route (want to say No)
    - **Confirmation:** Reflexive response question. Affirmation with no promise of action
    - **Commitment:** True agreement that leads to action

- Trigger a **No**: "**Is now a bad time to talk?**"

- Might sometimes need to **force customer into a no**

    - Intentionally mislabel an emotion
    - Ask a ridiculous question that can only be answered by a No.

9. Loss aversion

- People will take more risks to avoid a loss than realize a gain

- Make sure your customer sees there is something to lose by inaction

10. Similarity principle

- People trust those who are in their **in group**

- Look at and mirror attitudes, beliefs and ideas

11. Saying No 4 times

1. **How am I supposed to do that?**
2. **Your offer is very generous. I'm sorry that just doesn't work for me**
3. **I'm sorry but I'm afraid I just can't do that**
4. **I'm sorry, no**

Use mirroring and open-ended questions in between. Empathize 3x:

- **That's very generous of you**
- **That price is more than fair**
- **Thank you for taking the time to talk with me**

12. Ackerman bargaining

1. Set the target price

2. Plan your offers
   - If you are the buyer: **65%** -> 85% -> 95% -> 100%
   - If you are the seller: **135%** -> 115% -> 105% -> 100%

3. At final offer add **non-monetary item** to show that you are at your limit

- Use an **accusation audit** to pre-empt the first offer to take the edge off

  - **You're going to think I haven't done my homework**
  - **You're going to feel insulted by my offer**
  - **I'm embarrassed to tell you my offer**

- Use lots of empathy and ways of saying "no" in between to get other to counter before I increase your offer

- Use precise, non-round, odd numbers.

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