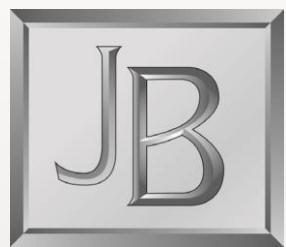


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STRAIGHT LINE PERSUASION™



JORDAN BELFORT  
**STRAIGHT LINE**  
PERSUASION™

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## STRAIGHT LINE PERSUASION™

Dear Friend,

Welcome to my Straight Line Persuasion System and to the beginning of a powerful journey to transform the quality of your life and the results you produce. You're holding in your hands the keys to the kingdom, if you use them, to create massive wealth and success.

This program is the result of more than two decades of not only research, but more importantly, the practical application of these tools, tactics and resources in real business environments. First developed and employed on New York's *Wall Street* (the most dynamic and cut-throat sales environment in history), the strategies in this program will take any individual or any organization's sales force to the next level.

This Straight Line Persuasion System is designed to align the key forces necessary for success in any sales environment: the elements of the *inner* game of sales as well as the specific strategies and techniques necessary to effectively prospect, maximize lead sources and close sales at the highest level.

All I ask is that you commit to not only completing the sessions but to taking action each day to practice what you've learned. I also ask that you commit to use the system ethically, and only in situations where you are influencing others to make decisions or take actions that truly support them.

I believe that persuasion is the most important and powerful skill there is, not only to create massive wealth and success, but to influence those you care about to take the necessary actions to improve the quality of their lives. What could be more important than the ability to persuade and influence those we care about most for the greater good?

I'm excited to embark on this journey with you and look forward to someday hearing the story of your success.

All my best,  
Jordan Belfort

# THE STRAIGHT LINE PERSUASION SYSTEM

## THE X-FACTOR

The Straight Line Persuasion System is designed to align the key forces necessary for success in any sales environment: the elements of the *inner* game of sales as well as the specific strategies and techniques necessary to effectively prospect, maximize lead sources, and close sales at the highest level.

# INTRODUCTION TO THE STRAIGHT LINE SYSTEM

The Straight Line System is the ultimate sales, negotiation and persuasion method that allows you to influence anyone—regardless of age, sex, race, creed or socio-economic status—to take action in the direction that serves them.

This is not just about sales; the Straight Line System will hit on every aspect of your life. It will enable you to establish intimate relationships, control conversations for the greater good, and negotiate in your home life.

## 3 ATTRIBUTES OF SUCCESS

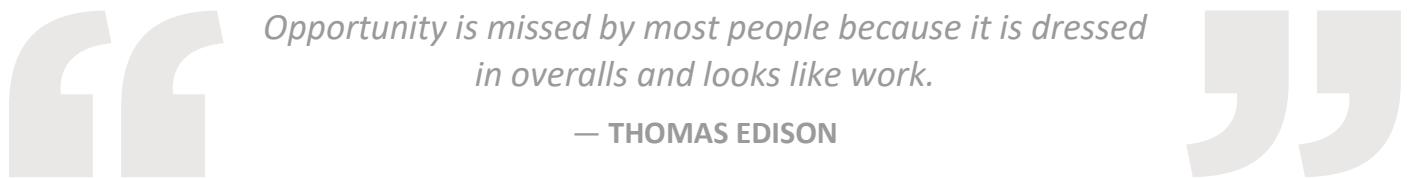
1. The desire to be really wealthy.
2. To be able to take advantage of an opportunity when it comes knocking at your door.
3. A commitment to work your tail off after it does (not forever, but for a brief period of time).

## GIVE YOURSELF 60-DAYS OF STRETCHING FOR THE SYSTEM TO TAKE HOLD

Remember, everything in life requires selling; there's nothing evil about it.

You may have to start over from scratch, but if you commit to doing whatever it takes for the next 60-days and work harder than you've ever worked, you will see profound results.

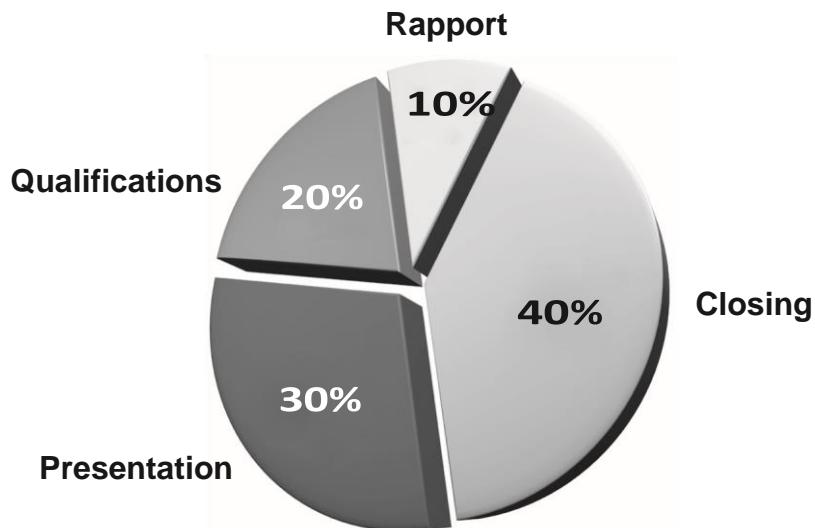
There are certain windows of opportunity in life when you have to work twice as hard. If you do, you'll be able to seize the opportunity and reap the benefits for years to come.



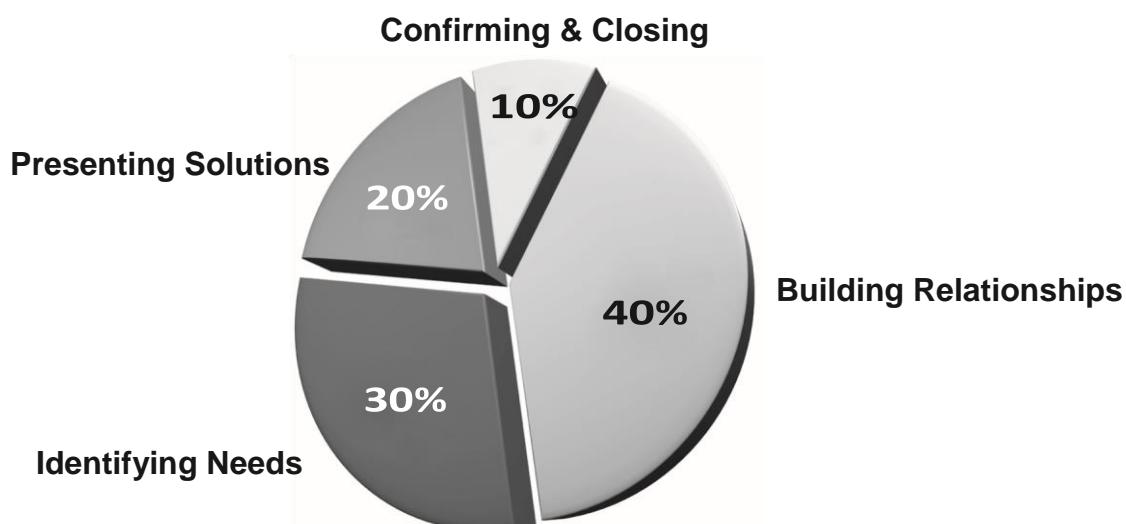
*Opportunity is missed by most people because it is dressed in overalls and looks like work.*

— THOMAS EDISON

## THE OLD SALES MODEL



## THE NEW SALES MODEL



### THE TRUTH

Neither one of these systems works long-term.

The reality is it's all about closing: building relationships, qualifying, and closing from the first word you say.

# THE STRAIGHT LINE SYSTEM

GOAL- ORIENTED SELLING

VS.

RANDOM CONVERSATIONS

The key to effective persuasion is to approach it as goal-oriented selling.

Most organizations use scripts and presentation sheets that often force the salesperson to go around in circles vs. having a definitive start-point and end-point along the straight line.



You're not picking up the phone or going face-to-face with a prospect for your health. You're there for one reason: to close the sale!

Your goal is to create a **customer** for life. In order to get to the promised land, every single word out of your mouth has to be deliberate. It has to be taking you down the straight line so your prospect can get what he wants and you can get paid.

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## THE 3 TENETS OF THE STRAIGHT LINE

There are three tenets of the Straight Line you have to know to be effective.

1

### **You have to develop instant rapport on both a conscious and an unconscious level.**

The biggest mistake of novice persuaders is that they start talking about their lives. This is not how you develop rapport with someone!

You develop rapport with someone by getting them to instantly realize you're an expert. When they understand that you're a person who can help them achieve their goals and take control of their lives, they will want to do business with you.

#### KEY POINT

You are always developing rapport. Even when the prospect is signing the order and you are walking out the door, you're still developing rapport.

2

### **You must learn to gather intelligence effectively.**

There are certain specific questions you need to ask someone (and they are slightly different based on what you're selling), but the problem with many salespeople is that they talk a lot more than they listen.

Asking the right questions is crucial to understanding exactly what your clients need.

You can't accomplish this by barreling through the conversation and hard-selling someone. The Straight Line is about elegance; using a consistent, specific methodology to move the prospect down the straight line, a step at a time.

Remember, if you're qualifying the prospect and you find out the product doesn't suit his needs, end the encounter right there. If your product isn't good for them, try to find one that is. Send them to your competitor if that's what it takes.

# 3

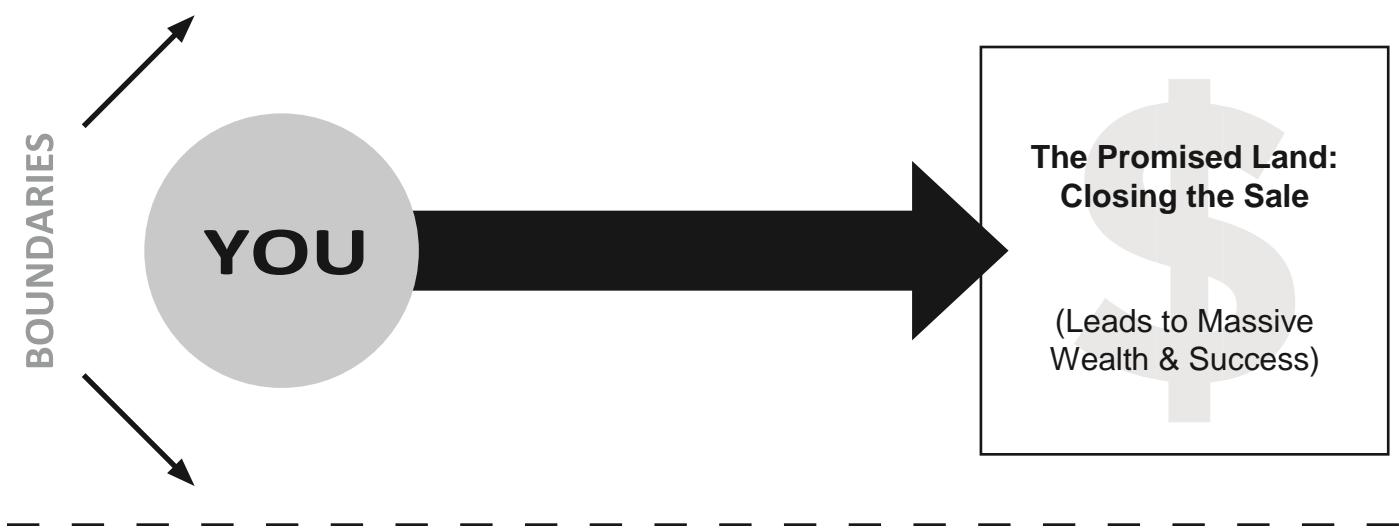
## **Always control the sale by keeping it on the straight line.**

The Straight Line represents the perfect sale. For example, when you walk in the door, the client instantly loves you and says, "Oh yes everything is great." You ask them if they are interested and they say, "Yes, I would love to hear." You tell them what your product is about and they say, "That sounds wonderful." You say, "It costs X dollars," and they say, "Great, how do I get started?"

Now, the perfect sale doesn't happen too often!

What happens more often is that you try to move the prospect down the straight line and they keep trying to move you off the straight line and out into Pluto! The client rarely says what you want and he doesn't typically follow your preconceived notion about what the sale should be.

Every time the prospect tries to take you off the line, your goal is to elegantly keep him on the line (or close to it) in a way that empowers him. Your goal is to keep the conversation within the boundaries of the straight line.



If you find the conversation moving off the straight line, simply do two things: (1) develop rapport and (2) gather intelligence.

## THE ART OF PROSPECTING

The art of prospecting is just that—an art. Quite often, prospecting is one skill that goes ignored or is undeveloped. However, it's important to lay the proper foundation to prospect elegantly and effectively.

Prospecting is not just about finding people who are interested in buying your product or service, but about weeding out the people who are not interested or who don't qualify.

Out of group of a hundred prospects, you will find that they can typically be classified into four different buying archetypes.

### THE FOUR BUYING ARCHETYPES



#### Archetype I: Ready

On average, 20 people out of a 100 prospects are actually in the market for your product. They know they need it and want to buy. These are the people that know they have to make a decision quickly and are stressed about it. Hands down, these people are your best buyers.



#### Archetype II: Still Shopping and not at Action Threshold

Out of your 100 potential prospects, these 30 are motivated and still shopping. They know that they want to buy a product or service, however, it may not be today—it might be in three or six months. They are in power right now.

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STRAIGHT LINE PERSUASION™  
THE FOUR BUYING ARCHETYPES



### Archetype III: Curious

These people are “kicking the tires.” They are thinking about buying your product or service but are apathetic about it. They could buy today or they could buy tomorrow—they basically don’t care! They are not very good buyers.



### Archetype IV: Dragged and Won’t Do It

These are the 20 people that were “dragged” and will never buy from you. Their credit may not be bad, but they have no need for your product. Alternatively, their credit may be bad but they just don’t care. This is the lowest group within your pool of 100 prospects.

Out of a group of 100 people, 50% are potential buyers and 50% are a waste of your time and energy. You want to qualify them out quickly and only make presentations to people who have a shot of buying. Don’t try to twist somebody’s arm into buying when they shouldn’t.

*“Everything has its limit—iron ore  
cannot be educated into gold.”*

— MARK TWAIN

“

”

## KEY 1: THE ART OF SIFTING

There are two things you must consistently do in order to successfully qualify your prospects and determine who the individuals are that you want to actually make presentations to.

**1**

You **MUST** be quick, elegant, and non-alienating.

**2**

You **MUST** use a script.

These two “MUSTS” are just the first stage of prospecting. Even if you are quick, elegant and non-alienating through the use of your script, it’s still highly likely that people will not want to immediately buy.

## KEEPING YOUR POWDER DRY

You can tell people wonderful things about your product, but there are other issues that stop them from buying that still need to be uncovered. As a result, don’t just throw your best pitch out there right away. Instead, as in old military terms, keep your powder dry. This phrase alludes to the gunpowder that soldiers with black powder weapons had to keep dry in order to be ready to fight when necessary—in other words, hold back your best stuff and be prepared!



### KEY POINT

You do not want to be making presentations to people who A, do not really want your product; B, do not really need your product; and C, can't afford your product.

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## KEY 5: THREE THINGS IN 4 SECONDS

You've probably heard the phrase "you only get to make a first impression once." What you may not know is that this applies whether you are in person or speaking on the phone.

Everybody thinks in pictures, so that when people hear your voice, they form a mental picture of you in four seconds flat!

Therefore, the moment they hear your voice you MUST establish that you embody the following three things:

You **MUST** establish the following three things in **4 seconds**:

**1**

**You're as enthusiastic as hell.** This tells the prospect you have something really great to offer.

**2**

**You're sharp as a tack.** If they don't think you're sharp as a tack, you're wasting their time.

**3**

**You're an authority figure and a force to be reckoned with.** People are taught to respect and listen to authority figures from a young age.

**This all rolls up to one simple fact: you are a person who can help them get what they want and achieve their goals.**

To take this one step further, this ultimately translates to: **you are a person who can help them take control of their lives.** This is important because people have a desire to gain control. When they're feeling out of control, they'll take action to get back in control.

This is part of what your Action Threshold is all about. It's a point to get back in control.

For example, when someone has bad credit, do they feel in control or out of control? When somebody wants to buy a new car because their old car looks like junk and they drive down the street with people looking at them, do they feel in control or out of control? When somebody is looking to find an investment advisor and they are looking to develop some kind of path to have a secure financial future, do they feel in control or out of control?

They are looking to get in control by identifying someone that can fill a need and help them achieve a goal.

**Your job as a salesperson is to help people achieve their goals and gain control of their lives.**

If you don't establish these three things in 15 or 20 seconds, you're done. You should hang up the phone and move forward.

Just because you do this does not mean that your prospects will automatically buy from you. However, by establishing these three things, you've prepared yourself to close the sale and you've moved significantly down the Straight Line.

## IN PERSON

In person you have only 1/24th of a second before you've been judged by the way you look and the way you carry yourself.

In that time, you've been dissected, assessed, and re-assessed. You've been packaged and compartmentalized, and they've put you in a cubby hole. From that point on, you're fighting your way out.

# NOTES

# MASTERING THE ART OF TONALITY

Many aspects of Straight Line Persuasion are truly an art form. The good news is that they can all be learned. Even if you are not a born closer, you can make yourself into a trained closer!

**Tonality is the most important thing you can learn to master when it comes to influencing and persuading another human being.**

Mastering the art of speaking like an influencer involves learning to elegantly apply tonal patterns to control somebody else's internal dialogue without having to use a lot of words. Attached to every word is a hidden tonality and power that registers with the person on an emotional rather than a logical level. This is the hidden language of influence.

Through the use of a script and tonality you will establish (within four seconds) the three things you MUST accomplish in order to close the sale.

**That you are...**

- 1. Enthusiastic as hell.**
- 2. Sharp as a tack.**
- 3. An authority figure and force to be reckoned with.**

And ultimately, that you are a person who can help them and who cares! Remember, people want to do business with people that they like and that they know care.

From the beginning, the language you use and the tonal patterns you run will start to lower your prospect's Action Threshold and set you along the path of the Straight Line.

## THE POWER OF VISION

Goals are an integral part of attaining wealth and happiness. Setting a goal activates your conscious mind to focus on a certain outcome and then causes you to take actions that will move you in the direction of that outcome.

However, in and of themselves, goals are not enough to get everything you want. To get ahead in life, you need something infinitely more powerful and personal than a goal, and that's your vision for your future. It's your vision of how you see you and your family living out your lives. Setting goals is important. But your vision must sit on top, pointing the way to where you want to go.

### A Vision is More Important than Goals for Three Reasons:

1. **Goals are temporary.** You set one, achieve it, and move on to the next one. A vision is long-term.
2. **Goals are individual.** To get ahead in life, you need to enlist the support of others. People won't buy into your goals, but they will buy into your vision.
3. **Goals are not your destination.** They are merely the steppingstones along the way to realizing your vision.

When setting goals, investing your happiness in the outcome is a sure recipe for failure. Instead, detach yourself from the outcome. Obviously, you want to achieve the goal, but don't make your happiness dependent on the outcome.

### GOALS ENABLE YOU TO ACHIEVE OBJECTIVES.

### A VISION HELPS YOU REALIZE YOUR DREAMS!

Once you have a compelling vision, you are ready to continue down the path of learning the Straight Line System. If you are struggling with any of the concepts so far, always come back to your vision as the place to start.

## THE THREE “MUSTS” OF THE CLOSING PROCESS

Before you can close a sale, you must accomplish three things with the client:

**1**

**The client has to love your product.**

**2**

**The client has to love and trust you.**

**3**

**The client has to love and trust your company.**

If you fail to accomplish any one of these, the client will not buy.

Think about it. Let's say that you are interested in buying a car. You've known me for years; you trust me and know that the dealership is the same way. But you think the car stinks. Will you buy? No! They have to love the product, like and trust you and trust your company.

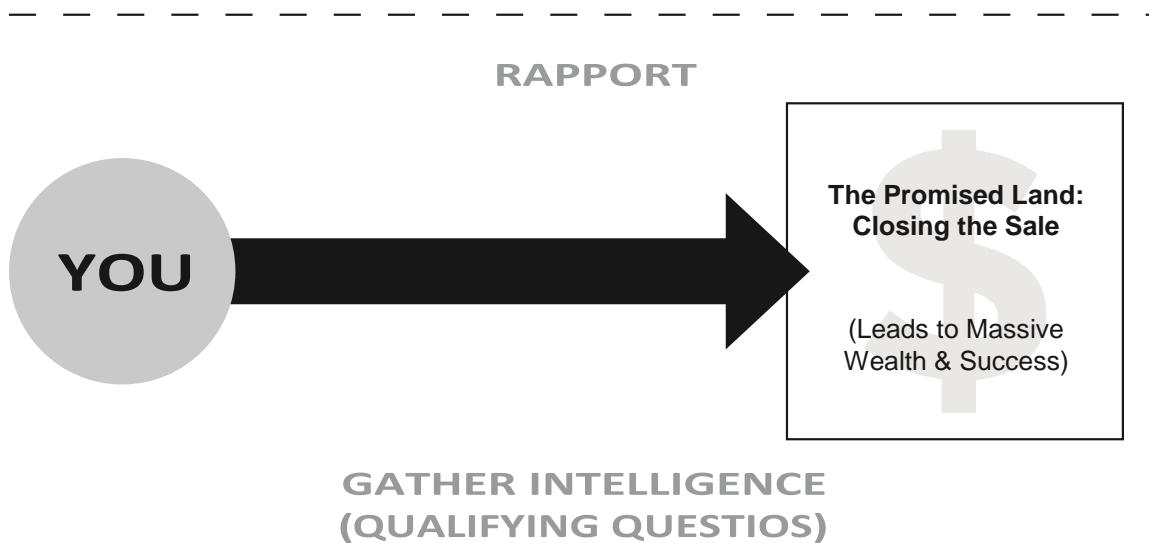
Getting clients to love your product is the logical part of the sales process. Getting them to love you is more emotional. In addition to loving and trusting you, clients have to know that you care.

You can't just come out and say, "I'm a trustworthy person, so love and trust me." But you can imply it with your tone and language and the way you build rapport. When you use the Straight Line System properly, the client will be hanging on your every word. That's the level you need to get to in order to close everyone who's closable.

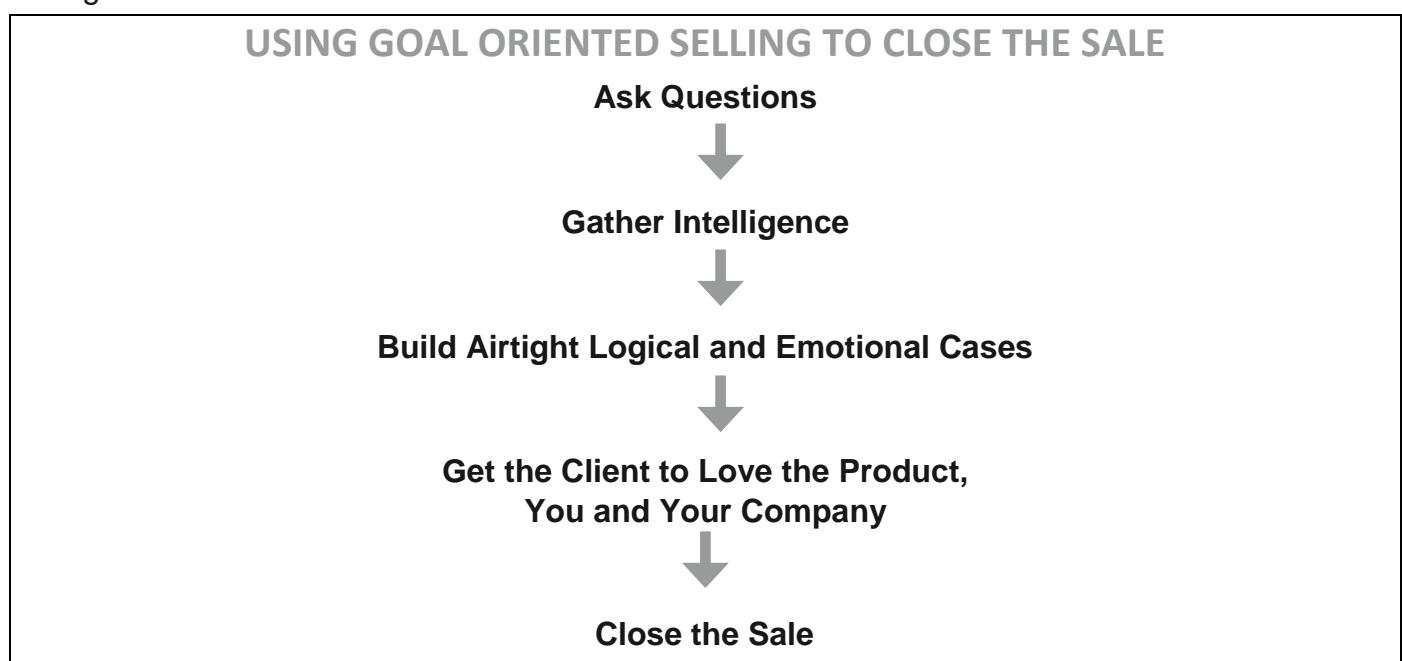
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## GOAL ORIENTED SELLING

The boundaries just above and below the Straight Line are the areas where rapport is developed and intelligence is gathered. When you stray outside those boundaries, you get completely out of rapport with the client and lose control of the sale. You're not pacing, leading, mirroring or matching. Nothing is being accomplished, and chances are you will lose the sale.



So the idea is to use all the elements of the Straight Line System to gain rapport and gather intelligence.



Building rapport and asking questions enables you to move the sale forward and gather the intelligence needed to close the client farther down the line.

Gathering intelligence is critical because that's what you will use in the back half of the sale and identify what is really holding the client back from buying. It allows you to use his needs to make an airtight logical case and an airtight emotional case for why the client should buy now. Both are essential to closing the sale.

Making an emotional case for why the client should buy requires a technique called "future pacing." This involves describing what will happen after the client buys the product. Using words and tonal patterns, you paint a picture of how great the client will feel using your product, and how they will be known as a smart person who makes smart decisions.

People don't just want to feel good about using the product; they want to feel good about themselves for having made a smart decision. They want to look good in the eyes of their family and the people in their neighborhood. When they do, it creates a fundamental shift in their thinking. No longer do they need to be held back from making decisions because of limiting beliefs they have had since childhood. The power they get from making a good decision in the present is awesome, and it all comes along the straight line.

Finally, you need to accomplish the Three 10's: Get the client to love the product, love you and love the company.

This is the essence of goal-oriented selling—building rapport and gathering intelligence. Every word you use is deliberate. Every tonal pattern you run is designed to elicit certain emotions, and each one brings the client along the line and closer to the sale. If at any point you realize that they can't afford it, you stop and don't force the sale.

**GOAL-ORIENTED SELLING IS NOT ABOUT MANIPULATING PEOPLE TO BUY PRODUCTS THEY SHOULDN'T BUY. IT'S ABOUT HELPING PEOPLE WHO SHOULD BUY YOUR PRODUCT TO MAKE THE RIGHT DECISION.**

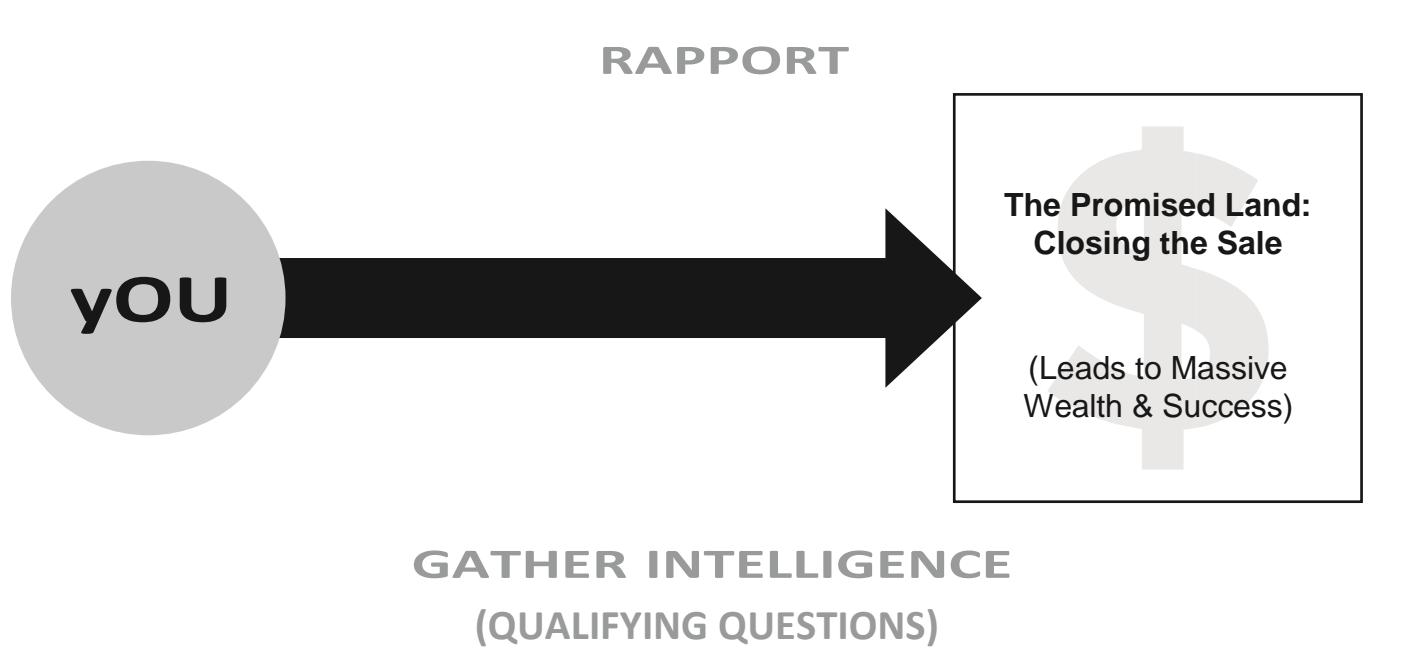
*Underpromise, overdeliver.*

— TOM PETERS

## THE BASIS OF THE STRAIGHT LINE SYSTEM

The Straight Line System is a proven process for influencing, controlling a sale, negotiating and making yourself known in a way that's so compelling and congruent that others are compelled to take action for the greater good. It's the most logical, elegant way to influence somebody because it cuts to the core of what really matters.

Remember, sales is like a straight line—open at one end, closed at the other, with boundaries above and below the line. Between those boundaries is where you develop rapport and gather intelligence through a process of asking qualifying questions. How you ask those questions determines how much rapport you build with the customer, which ultimately determines whether or not you make the sale.



### WHY YOU NEED TO BUILD RAPPORT

Sales is an intensely personal business! Your success depends on your ability to interact with others and influence them in a positive manner. That's why a large part of the Straight Line System focuses on teaching you how to build rapport, which involves a lot more than getting the client to like you. Clients won't buy from you just because they like you. They must see you as a highly competent professional, someone who knows the product inside out and can passionately communicate the value of that product. The best sales closers are those who achieve these things by building rapport with each and every client.

## BUILDING RAPPORT: QUESTIONS AND TONALITY

To build rapport as you move down the straight line, start by asking big-picture questions. Then narrow it down to specific questions. The primary goal is to gather massive amounts of intelligence about the client in a way that empowers them rather than annoying or offending them.

### KEY POINT

How you ask a question will elicit completely different answers and emotional responses.

The tool for managing how you ask questions is called “tonality.” It is especially critical to building rapport because it impacts how the client perceives you.

For example, suppose the client objects to the money. Do not respond with, “Okay, but money aside, do you like the idea?” because this positions you as an adversary rather than a friend. The client knows that the money is part of the equation, so asking him to set it aside comes across as a cheap sales trick. Clients will see through it in a second.

Instead, ask in a friendly tone, “Do you like the idea? Does it make sense to you?” This tonality implies “money aside” without saying it and keeps you in rapport with the client. The client knows what you meant even though you didn’t actually say it. If it turns out that money is a real issue rather than just a standard objection, keeping rapport will give you the opportunity to find other ways to make your product affordable to the client.

## USING TONALITY TO MOVE DOWN THE STRAIGHT LINE

To achieve rapport, every tonality must be precisely engineered. Not in a deceptive way, but in a way that empowers the client to answer gracefully when you ask a question. Asking questions with the right tonality triggers a response that allows you to gather maximum intelligence while maintaining rapport with the client as you move down the line to complete the sale.

For example, don't start out by asking a money question. Instead, ask a series of less probing questions that get the client in the habit of saying "Yes" and giving information.

Once you have established deeper rapport you can ask, "Oh by the way, what do you have in the market? How much do you own on the mortgage right now?" Or, "How much are you behind right now? Just a ballpark."

Tonality—what you ask, how you ask it and when you ask it—is your primary tool for moving down the straight line. You must master this skill to achieve a high level of success.

Remember, rapport is comprised of two main components: tonality and body language. Use questions with the right tonality and add the distinctions you learned about body language in Module 4 and you will be unstoppable!

**TONALITY + BODY LANGUAGE**  
**= RAPPORT**

## EARNING “TENS” FROM THE CLIENT

An essential goal with building rapport is to convince the client of three critical facts about you. Remember these?

- 1 You're sharp as a tack.** The client must perceive you as a bright, highly skilled professional who isn't there just to waste his time.
- 2 You're wildly enthusiastic about the product.** You have a real passion for the product or service you're selling and for the value it brings to your clients.
- 3 You're an authority figure and a force of nature.** You're a highly successful individual who exudes confidence and positive energy.

On a scale of one to 10, the client should give an enthusiastic “10!” for each of these factors. If he has doubts about any one of them, you will not close the sale. It's that simple.

At the same time, the customer has to love and trust you, your product, and your company. Again, anything less than a 10 on any one of these and you have no chance of closing the sale.

How do you get the client to love you, your product and your company? By continually strengthening your case as you move down the line. The secret is to strengthen your case logically and emotionally, not just emotionally.

### KEY POINT

Forget everything you've heard about people not buying on logic because it simply isn't true!

You need to develop an airtight logical case of why your product is the best thing since sliced bread, and you must convince the client that your product logically fills his needs. You still need the emotional component, but without logic your sales presentation is dead in the water.

## STAYING ON TRACK

As we discussed in Module 1, with regard to The 3 Tenets of the Straight Line, never assume that building rapport involves talking about your or the client's life. That is not what developing rapport is all about.

As you're asking questions and moving down the line, **your primary objective is to uncover information that will enable you to determine if the client is qualified.**

In other words, can he afford your product and is it in his best interests to buy it? You will not uncover that information by talking about his latest fly-fishing trip or the score of his daughter's soccer game. If the client wants to go off the line and start talking about his life, you need to stop him and redirect him back to the line. Any time you let the client go too far, you lose control of the sale.

### REDIRECT THE CLIENT WITH RESPECT

Staying on track does not mean to interrupt the client while he is talking. Being disrespectful will instantly dissolve any rapport you have built up to that point. Instead, wait until the client has finished talking and then smoothly redirect him back to the sale.

To politely refocus the conversation, say something like, "That's interesting. It sounds like you had a great time on your fishing trip. By the way, how much money do you have in the market right now?" Again, tonality is the key. Using the right tonality shows that you care and are interested in the client's life. More important, it allows you to stay focused on the task at hand, which is uncovering information you will need to close the sale.

## MAKING YOUR PRESENTATION & ASKING FOR THE SALE

As you move down the line, one of the most important transitions is switching from asking qualifying questions into making your presentation.

Once you determine that the client has the money and should buy your product, what you say next is very simple: **“Let me say that based on everything you have just told me, this is the perfect fit for you.”** And then move into your presentation.

Do not change the tonality or the basic language. This may seem overly simple, but it works every time!

As you give your presentation and continue moving down the line, eventually you get to the point where you ask for the sale.

It usually sounds something like, **“Okay, let me tell you how easy it is to get started. It’s a question of your name, some basic information and credit card number. The product arrives in three days and believe me you won’t be sorry. Sound fair enough?”**

That may not be your exact language, but it signals the point in the process where the client starts to say “no.” In fact, the sale doesn’t really start until the client says “no.” Then your job is to reframe any and all objections until the “no” becomes a “yes.”

### KEY POINT

The best way to deflect an objection is to answer it before the client brings it up.

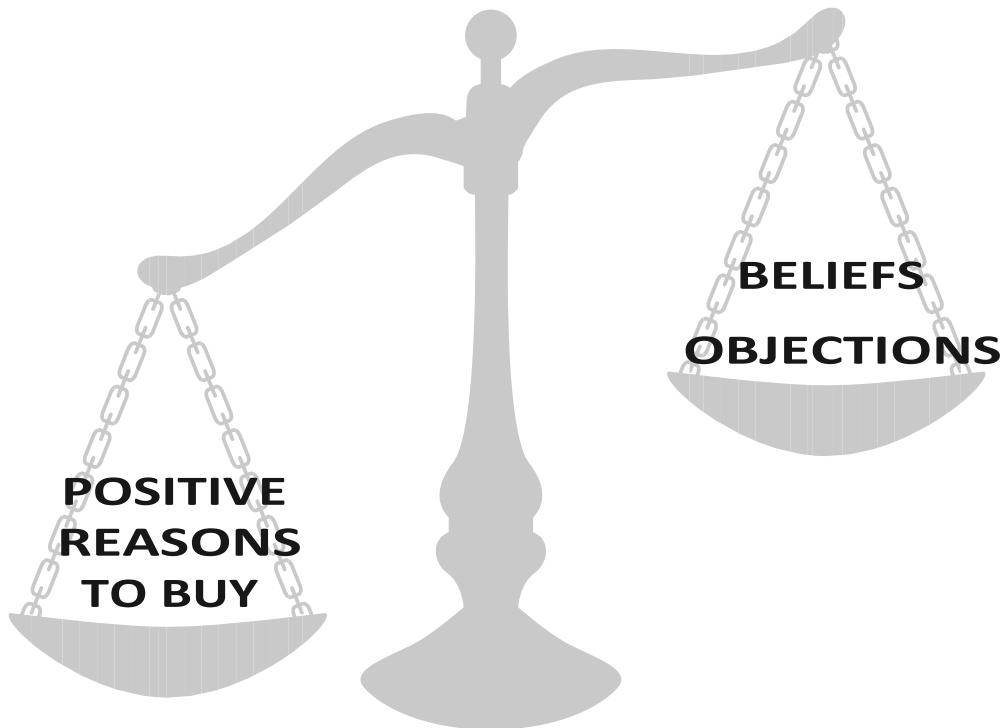
With the Straight Line System you’ll be anticipating all objections, looping them back, and knocking them out before the client even brings them up.



You'll also be knocking out the client's buying beliefs before they bring them up. The client will never say to you, "I'm not buying because my mommy told me never to buy from strangers." But it's those kinds of beliefs that hold most people back. They were taught not to trust salespeople and not to do business with people they don't know.

The client will also never tell you "I'm running a mental calculation right now, and I sense that if I make this decision there's a good chance I will feel more pain than pleasure in the future." The client won't say that, but you know that's what he's thinking. As you move down the line you're going to knock that out with a language pattern that addresses those types of beliefs.

**As you move down the line, adding positives and removing negatives, the client is running a constant mental calculation.** They weigh those positives and negatives against an ultimate gravity force that is based on their beliefs. Their beliefs and objections make the "buying scale" very heavy. As you start knocking away those beliefs and objections, the scale gets lighter and lighter. All of a sudden you knock one thing off, it could be either logic or emotion, and the scale drops and the client buys. The mystery of sales is you never know what that one thing will be.



**All clients have a "buying scale." A sale occurs when you knock away enough beliefs and objections so the scale tilts toward a "buy" decision.**

Imagine the client's mind as a high-tech combination lock that you're trying to pick. You get the first number in place and nothing happens. Same with the second number. But you get all three numbers in place and all of a sudden you hear a click, the safe opens, and the client buys. Everyone has a different buying strategy. Your job is to uncover the strategy and pick the lock for each client.

## OVERCOMING WOUNDS

As human beings, the beliefs we hold shape our identities. In order to sell someone, you have to know their buying beliefs.

Rest assured that ninety percent of the people you try to sell have been told at some point in their lives not to trust salespeople. Or they have been burned by a salesman by getting bad service or being over-charged, and have thought themselves a fool or been called a fool by someone they loved. Those situations create deep wounds that must be addressed.

### 3 WAYS TO OVERCOME BUYING WOUNDS

1. Create an airtight logical case for why it makes sense to buy now.
2. Create an airtight emotional case for why the client should buy now.
3. Crack through the client's limiting beliefs.

**Creating an airtight, logical case means that the client perceives your product as the best thing since sliced bread.** Never give away all the great stuff about your product in the first few minutes of your script. By leaving out some key points, you hold some ammunition. **The same holds true for creating an emotional case. Don't fire all your guns at once!**

With Straight Line, you close everyone who's closable. But no matter how good you are, not everybody is a buyer. By using the Straight Line process, you will know which is which. You will know that the client is going to buy from you or he won't buy from anybody.

### TIP

The script is crucial because it allows you to pick the lock for any person's buying strategy.

# CLOSING THE SALE WITH THE STRAIGHT LINE SYSTEM

Remember, the client must perceive you, your product and your company as a 10. Otherwise you will never get the sale. However, don't make the mistake of assuming that once you get the client to a 10 in all three areas that they will stay there.

## KEY POINT

As you approach the close, the client has to be at a '10' in the moment.

Also, never assume that you have a '10' in the first place. Instead, have the customer verify it. The client needs to make it very clear that he believes you have laid out an airtight, logical case. He needs to say, "This is a great product. It absolutely fills my needs."

**1** **The first tumbler in the lock is the logic tumbler, and you don't get there unless the client loves your product.** The client can't just "kind of" like your product. He has to love it! Do not attempt to move forward on the line unless you have clearly established a '10.'

**2** **The next pattern involves selling yourself.** When you get the client to a '10,' it's only for a moment. As you begin selling yourself, they begin to lose some enthusiasm for your product. Before you close, take the client back up to a '10' with your product.

**3** **After the client loves the product and you, they have to love your company.**

Once you've brought client up to a 10 in all three areas, ask for the order. Don't "ASK FOR THE ORDER!" Instead, do it in a calm, straight-forward manner, as in, "Ask for the order." Do it calmly, elegantly and compassionately with a tone that says that you care.

## CHANGINT THE WAY YOU CLOSE

If someone loves you, your product and your company, why wouldn't they buy?

Because something is holding them back, either money or a belief. Your next pattern must challenge the client's belief by making him play movies out in his head without him really knowing it. This does not mean to manipulate, as you need to act ethically at all times. But when you run the pattern, it will cause the client to realize that his belief is crazy and that it is okay for him to buy.

Many times you will have to knock out more than one belief. After knocking out one, simply loop back, run a different pattern and knock out the next one. Use the intelligence you gathered to start running patterns specifically geared to the things you know the client loves about your product. At the same time, start knocking out any specific weaknesses that you uncovered during the process. The client may or may not buy, but you will know that you have closed everybody who is closable with this strategy.

**The Straight Line System will change the way you go about closing clients. It will empower you to become a huge producer at whatever you sell.**

Use this technology in an honest, ethical way and you will soar. You will flourish because you have the keys to success—who you are, who your company is, and what your product does. When these are all great for the clients and you know their beliefs and how to knock them out, you will achieve amazing success. It's as simple as that!

## ASKING THE RIGHT QUESTIONS THE RIGHT WAY

Asking the right questions requires skill and plenty of practice. Asking the right questions in the right way can yield crucial information about specific client needs, giving you the edge in creating long-term satisfied clients.

**3 points to keep in mind...**

- 1. IDENTIFY THE CLIENT'S "WHY"**
- 2. MEMORIZE QUESTIONS IN ORDER**
- 3. ASK PERMISSION TO ASK QUESTIONS**

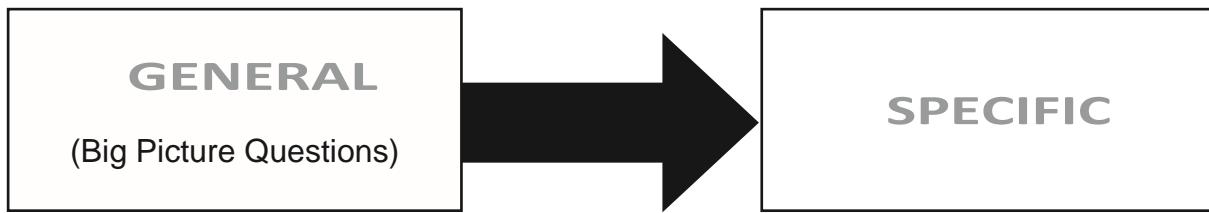
When planning and asking questions, first identify the client's "why." These are the logical and emotional reasons behind the choices they make. Next, ask pointed questions specific to your industry, memorize them in order and write them down, beginning with general questions and working toward the specific. Finally, ask permission to ask questions, always keeping your tonality and delivery in mind. Use language such as, "Just a couple of quick questions so I don't waste your time." Or, "Just a couple of quick question so I can give you the very best service I can."

***Don't forget to be...***

- 1. ENTHUSIASTIC**
- 2. SHARP AS A TACK**
- 3. A FORCE TO BE RECKONED WITH**

***Tip:*** Pay close attention to tonality and body language. Try conveying "I am here to help" or "I have your best interests at hand" with your unspoken words. Even if your client cannot see you, using exaggerated body language can help set your overall tone.

# ASKING QUESTIONS IN ORDER



The following questions will start to uncover the information you will need later on in your sales pitch:

## BIG PICTURE QUESTIONS

### 1. What did you like/dislike with it?

This identifies the client's likes and dislikes, which will be used later on to customize your pitch to meet the client's specific needs.

### 2. What would you change or improve with your current source? Ask what your client would change about their current situation.

### 3. What's your biggest headache with...?

This uncovers the emotional problems he/she might be experiencing. Pay close attention to the answer. You will use this information later in your pitch.

### 4. What's your ultimate objective?

Once you understand your client's goals and objectives, you can become the right person for the job.

### 5. What would be your ideal program?

Ask the client to be as specific as possible in terms of the product or program.

## SPECIFIC QUESTIONS

### 6. Of all the factors, what's most important to you?

What factors are most important to your client? What is he ultimately trying to accomplish with you?

### 7. Have I asked about every detail that's important to you?

Is there anything your client might have missed? Does he have any additional concerns or questions for you?

## WAYS TO KEEP YOUR POWDER DRY!

### **1 Do not narrate the client's answers.**

- Leave out any comments, including those that demonstrate your active listening.
- You don't want the client to feel relaxed just yet. Let him talk himself into feeling a little uneasy.

### **2 "Feel the client's pain."**

- Let the client know that you understand his specific gripes.
- Explain that you care about his answers and will do everything you can to help him reach his goals.

### **3 Listen!**

- Salespeople love to talk. This is not the time for it.
- Listen at least twice as much as you talk.

What you're doing is identifying your client's emotional wants and physical needs.

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## YOUR FIRST “NO”

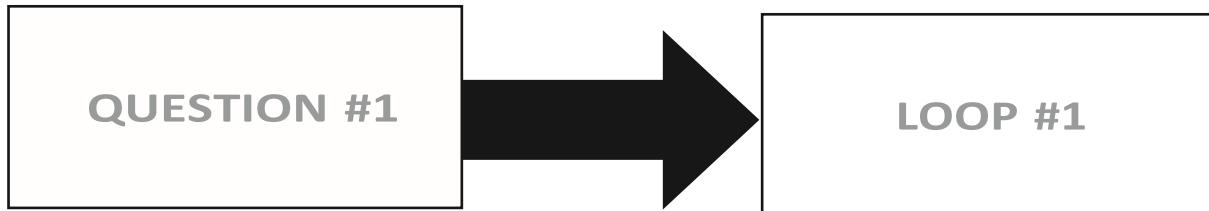
### Use Deflection!

When you hear “no” for the first time, engage in a process called “deflection.” Put the client’s concern off to the side. Use the exact language pattern below so you can go back and get him to a “10” in his love of your product.

#### LANGUAGE PATTERN #1

“I hear what you are saying but let me ask you a question. Does the idea make sense to you?”

Don’t say that you understand what the client is saying. Instead, say you *hear* what he is saying. Also, don’t say “Money aside, does it make sense to you?” The “money aside” should be implicit in your tonality.



### Looping

After you deflect the client’s initial refusal, do not directly ask why he is refusing. Instead, go backward on the line and resell your product. Your second pitch will be more powerful and bullet-oriented. Use the exact words:

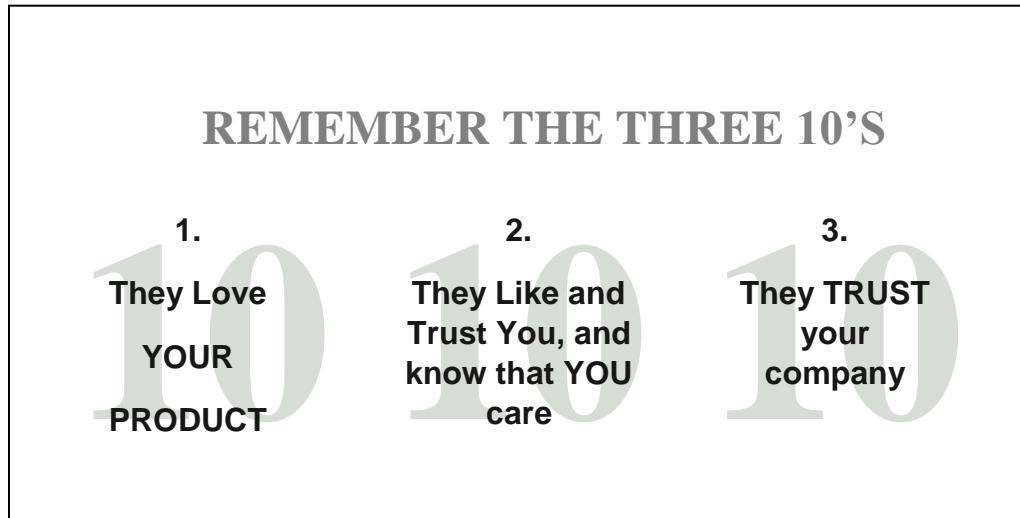
#### LANGUAGE PATTERN #2

“And let me say this. The true beauty of the program is...”

# NOTES

# GETTING THE CLIENT TO 10 ON YOU, YOUR PRODUCT AND YOUR COMPANY

Getting clients to consider you, your product and your company as a “10” is a critical part of the sales process. Unless you get a 10 in each of these three areas, the sale won’t happen. Tonalities are an important tool for getting the client to 10. One of the most important of these is scarcity, which creates a sense of urgency in the client.



During the closing process, the three most important tonalities are:

1. Certainty
2. Calmness
3. Reasonableness

For example, you might tell the client during closing, “Let me say that based on everything you just said, our product seems like the perfect fit for you. All I’m asking is for you give me one shot and if I am half right, believe me (certainty), the only problem you will have is that you didn’t call me six months ago (calmness). Does that sound fair enough (reasonableness)?”

Never try to close with high certainty because it says that you don’t care. Instead, close with reasonableness and disarming, as if it’s no big deal. Your tone should imply that you are both reasonable people and that buying is the obvious choice.

## PERFECTING YOUR SALES PITCH

The sales script is your most important tool during the presentation because it serves as the structural foundation for your sales pitch. It starts at the point where you say to the client, "Well, based on what you just said it seems like a perfect fit for you" and goes to the point where you say, "Believe me, you will not be sorry." A good script:

- 1 Is never finished; it is always evolving.**
- 2 Should go no longer than one page.** When it comes to the number of words, less is more.
- 3 Doesn't ramble on about the benefits of the product.** Use a couple of basic ones but save your best benefits for knocking out objections and beliefs during the close.
- 4 Paints a picture, using comparisons and metaphors, of the benefits of using you, your product and your company.**
- 5 Links your product to a trustworthy figure.**

When writing the script, use casual, informal language. Read each sentence out loud to yourself to see how it sounds. Pay attention to how you talk and which words can be left out.

Never lie in your script. Find an ethical but compelling way to create a sense of urgency, but do not fold, spindle or mutilate the truth.

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## THE ART OF LOOPING

Looping is the process where you capture the three 10's. Instead of moving down the straight line, you stop and go backward a bit. You take another shot at creating the three 10's and go back to the line as you move forward again.

Establishing your product as a 10 is a given. If the client doesn't see your product as a "10," you're selling to the wrong people. Looping involves talking less about the product and more about yourself and the direct benefits to the client. In particular, it involves talking about your integrity, your company's integrity and what you can do for the client over the long term.

YOU MAKE 3 LOOPS TO CAPTURE THE THREE 10'S



As you talk, each loop gets tighter until you reach the point where you hit a specific objection. At that point, you answer the objection and ask for the order. This is where the client starts to buy.

Tonality is critical for both looping and boxing in. This is the time for disarming, not certainty. The goal is to show the client that you understand their concerns. Certainty tells him that you don't care. Part of closing a sale is overcoming the universal perception that all salespeople are evil. Looping is a great tool for overcoming that perception because it shows that you care.

Getting the client to a "10" on the product should be easy. Getting him there on you and your company is much harder. The process typically starts when you say, "Sound fair enough?" and the client responds with, "It sounds good, let me think about it." In this situation, you have two options. You can attack the client with more facts and lose rapport. Or you can deflect by asking if the idea makes sense in a disarming tonality.

When the client agrees that the product is a good idea, begin pacing and leading by entering his world. Start talking about how trustworthy you are and the integrity of your company. Ask questions the client will have to agree with. Slowly build the pace until the client gets to a place of certainty. Then switch your tonality to certainty.

End your script with a very powerful statement that future paces success. Paint a picture of the client as if he were already enjoying the benefits of your product. This takes the focus off the product and puts it on what the product can do for him. You deflected his objection by getting him to admit a few simple truths. Now he is moving toward a “10” in all three areas.

The best way to sell yourself is to use a metaphor, to create an example that is so simple and undeniably logical that the client has to admit that you’re right. For example, if you were a stockbroker you might say something like, “Let me ask you a question. If I had been your broker for the last three or four years, making you money on a consistent basis, you wouldn’t be saying ‘let me think about it right now.’ You’d probably be buying the stock, right?”

If the client says “yes,” you move down the line. If he says “no” or “maybe,” you have to get very certain because you know that what you’re saying is true. In essence, you need to say, “Let’s cut to the heart of the matter. You don’t know me and you don’t trust me, so let’s deal with that.”

At this point, reintroduce yourself to the client and reiterate how trustworthy you are. Getting to know someone can happen very quickly, and you create it by using language and tonality that says you care. After a while, transition into how great your company is. Talk about what a great place it is to work, and put a name and a face to the owner. This is how you get the client to 10 in all three areas.

At the end of the looping process, tell the client what to do by asking for the order.

*If people like you they’ll listen to you.  
If they trust you they’ll do business with you.*

— ZIG ZIGLAR

## BRINGING OUT THE BIG GUNS

When you ask for the order, you may get the “I have to ask my wife” objection. Again, your best strategy is to deflect. Say, “Listen I hear what you’re saying” and then go back into the looping process again. Start reselling yourself and your company, and this time bring out all your heavy artillery. **The third loop is where the big guns come in.**

At this point, begin tailoring your language directly to the objection. If the client’s objection is his wife, weave something about his wife into your presentation. Then tailor your close by mentioning the wife in it. For example, “Believe me, all I ask is when you make the first \$4,000, go buy your wife a little present because I am sure she deserves it. Sound fair enough?” Then stop talking. The first person who talks loses.

**One of the most powerful closes is to ask what is the worst that can happen.** For example, “Let’s say you sign up for this program and I am totally wrong, and the product doesn’t meet your needs. Is the cost of the product going to put you in the poorhouse?” When the client says “no,” start building a powerful future pace case. Create a picture in his mind of massive benefits from doing business with you. This interrupts his decision-making strategy and minimizes all the damage he may be thinking about if the product doesn’t work out.

It also effectively boxes the client in because you undermine his two cornerstone buying beliefs: “I don’t buy from people and companies I don’t know and trust, and I don’t buy unless the risk/reward ratio is heavily weighted in my favor.” The client will never say this to you, but that’s what he is thinking. Asking, “What’s the worst that could go wrong?” disrupts his pattern of thinking and inserts a new one that lowers his threshold for buying.

If the client says they have to speak with their partner or accountant, go back into another loop. Say, “Listen, I understand you have to speak to your partner, but the beauty of this program is...,” and then position it as the sort of decision they don’t need to talk to their partner about. Then loop back into reselling yourself and your company, with each loop getting progressively tighter.

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## Final Thoughts

The quickest, easiest path to massive wealth is with a system. Behavioral scientists will confirm this. So will social scientists. And most definitely, successful salespeople, entrepreneurs and business owners.

I just shared with you a very loose outline of The Straight Line Persuasion System. Just 40 pages out of a 184-page system manual and over 17 hours of video and audio instruction.

Smart salespeople are always looking for that slight edge – a new mindset, a new strategy or a new technique that will help them close more sales. Maybe you found something today in this checklist that will put more dollars in your pocket.

Just don't stop learning. And do invest in a real sales and persuasion system. Bits and piece of sales knowledge will get you only so far. A system, my System, will put you at the top of your game and keep you there.

*All the best,*

*Jordan Belfort*