CyberFunnels™

19 EXAMPLES OF SALES PSYCHOLOGY AND CONVERSION TECHNIQUES

INTRODUCTION

Did you know that Psychology as a subject is now over 100 years old and has become one of the most popular courses to be undertaken at college? But perhaps a far more significant influence has been not so much in academic circles but in the world of business, where the application of many psychological theories is used almost routinely in areas such as hiring, development, coaching, communication and career transition, just to name a few.

But in this brief insight series, we want to look at the role of psychological theory in the function of sales, where the dynamic between the customer and the business is of most interest.

Although many psychological theories are often used in sales, in this series we will look at 19 of the most popularly used ones that we incorporate into our CyberFunnel™ automated marketing campaigns.

The purpose of this series is to help you understand some of the techniques and strategies that are available to help your company drive specific action and behavior of your prospects. However, these techniques are not designed or intended to trick or fool anyone into doing something that is not in their best interest. To the contrary, these techniques are to help you provide your prospects with a deep understanding of your products and services in the most impactful way possible.

If it is done correctly, your prospects will have enough quality information to decide if they are a good fit for your product, if now is the right time to purchase, and if you are the right company to help them.

These techniques are commonly deployed and are powerful tools to help in sales and customer relationship exchanges. They are, however, designed to be used through the use of cohesive marketing campaigns over longer periods of time rather than just a short commercial or video clip.

As a result, if not used in the proper context, they may not deliver the desired result for the prospect or for the business. Therefore, great care needs to be taken to fully understand the technique being used and to split-test as carefully as possible.

We hope you enjoy this information that we put together for you and find it useful. Please feel free to share with anyone that you feel may benefit from it.

1. IDT – Internal Decision Triggers.

This technique is commonly used by providing the prospect information that helps them come to their own internal conclusion about a person, product or service.

How we help our clients accomplish this specifically is by using professionally produced videos, professional landing pages, upbeat and energetic intros, professional actors, B-roll and still imagery, and a colorful, well designed logo with a consistent tone that is business conservative accented with reserved enthusiasm.

This technique demonstrates to your prospect that you are different and unique. Let your competitors continue to brag about how great they are using empty platitudes that nobody really believes or cares about. Demonstrate you are different and help your prospects by actually helping them.

A great way to do this is to provide a more pleasurable and informative buying experience for those that want to learn more about your products and services. A great way to do this is by using an automated sales funnel like a CyberFunnel. The more information you provide for them, the more they'll learn to trust you even before you start working with them.

Want to really pull on these triggers? Be sure to use "pain motivators." Let your prospective customer know that there are horrors waiting for them on their path to resolution and your product or service is the best way for them to avoid these nuisances. When they know what "pains" lie ahead, they'll do anything they can to avoid them. That's where you come in.

Another way to spark those triggers is to let them know *why* you're taking the time to help them. No business does anything without reason, right? Let them know up front. Be honest to further enhance that trust you're building within them. In the world of sales, trust goes a long way to hit those decision triggers.

2. PRESUPPOSITION

We use this technique to establish in advance the value for the services you will eventually offer the prospect is true and accurate. We do this to eliminate or reduce the prospect questioning the validity of your stated prices.

For instance, a presupposition is anything that must be assumed for a statement to make sense. An example in the sentence "The cat sat on the mat," we must assume that there is a cat, a mat, and it is possible for a cat to sit on a mat.

2. PRESUPPOSITION – cont'd

In hypnosis, the hypnotist will often presuppose something necessary for the required change to occur: i.e. 'I don't know whether you're going to relax now or in a few moments' assumes that the client will relax.

When it comes to reaching out to your clients, you have to be careful which presuppositions you use. For instance, "you need a plan" can be misconstrued to mean they're not capable of handling the issue on their own.

Effectively, in their mind, you're calling them useless or stupid. Instead of "you need a plan," change up the wording and turn it into a question. "Do you have a plan?" implies the individual is smart enough to come up with a plan to reach their desired resolution.

Another presupposition you want to avoid is "are you the decision-maker?" Nothing implies that you're trying to subvert them because they don't *appear* to be the decision-maker more than that question. It can come off as insulting and degrading. Instead, ask them what the decision-making process is in their household. You'll get your answers, and nobody walks away with a bad taste in their mouth.

3. IMPLIED REWARDS

We use this technique multiple times throughout our Perfect-Pitch™ videos because it creates a mental picture of the prospect receiving or participating in a reward or payout. Examples of this technique for a Reality TV campaign we built for a client include a repeated references to how much networks "pay" to develop pilots and episodes. It would be difficult for a prospect not to imagine themselves sharing in some of that payout in some way.

It may initially sound like you're being told to misguide them, but that's not the case at all. You're stating something that absolutely does exist and can be obtained by them. It gives them the chance to visualize an end goal of success, which will motivate them to work with you. When they hear that there's a sort of "pot 'o gold" that may be waiting for them, it's all they're going to be able to think about.

Implied rewards can be drastic, such as mentioning the potential for massive payouts, or it can be something as simple as referencing "go to" businesses in their field. They won't be able to help but imagine a world where they're the sole provider of their service or product in their immediate area. The power of suggestion can be a powerful thing, even if it's something fleeting in the conversation. Once it's out there, they'll latch right onto it.

3. IMPLIED REWARDS – cont'd

It's no secret that one of the goals in marketing and sales is to help your prospects imagine themselves enjoying the benefits of your product or services. To help them escape everyday life and make their desires seem attainable. This is marketing 101.

But here's where it gets crazy...

What most business owners don't realize is that it's the pleasurable journey that you have to provide for your customers when they're buying your products because that's when they are envisioning all the benefits until they can buy. This process is what most marketers don't understand and get wrong because they are constantly trying to find ways to short cut around it. However, it's specifically this part of the buying experience that many people crave. It's the anticipation. It's the thrill of the chase, not the kill. The journey of pursuit, the longing and anticipation of going after something is pleasurable in and of itself. Humans enjoy anticipating new experiences.

We love using our imagination, we love it. We love fantasizing. And here's the epic irony . . . This fantasizing feeds on itself and stirs up a real deep longing to experience more of these feelings which results in a ceaseless consumption of goods and services.

This is why we buy yet are never satisfied. Why the internet marketer will buy every product and do nothing. The fantasy is good enough. The pleasure they derive from buying (and not using) your product is their personal pleasure... how dare we decide for them what makes them happy. They don't want to take action on it? That's fine. You can't make them do anything with it anyway. You can't make them use their gym membership either.

They can buy it for novelty and to keep the fantasy alive but make no mistake, either way your product serves a valuable purpose. Your product becomes a bridge to their ideal self, a self that may never be, yet the pursuit of that perfection is what can drive them to be better.

CyberFunnel systems create the ideal buying process for each of your prospects that will feel effortless and models the natural pattern of this human behavior. We eliminate the typical frustrations in a normal buying process which results in your prospects staying engaged longer and creating more opportunity for them to fantasize about the day when they are enjoying the benefits of your products.

3. IMPLIED REWARDS – cont'd

This is a powerful strategy and more importantly it's the key to building a strong emotional bond. This type of powerful experience will deliver the lasting impact that'll turn your prospect into a high-margin client and then into an advocate. It's also during this experience that will help the prospect create reasons to believe in your company and buy your products. Then defend their reasons for doing so.

Our CyberFunnels team will go all out creating a looking glass for your prospects fantasy while sparking their imagination and painting the picture of the their life when it includes your company's products and services. Imagine if you tapped into just this one strategy alone . . . you'd be virtually unstoppable, you'd inspire virtually all your prospects to take action and your biggest competitors would have no idea why they were suddenly losing marketshare.

4. ANCHORING

This is a powerful technique that causes the prospect to visualize themselves enjoying specific benefits that your products and services will offer them. Whenever they think of these benefits, even days, weeks, months or years in the future, they will subconsciously associate these benefits with your brand.

We accomplish this by inserting motion graphics and still imagery at specific times throughout our videos while referring to success, lifestyle improvement, dominating the competition, increasing revenues, etc. The idea is simple: get a client or customer into a specific mental state (the stronger and more distinct the better) and create an association to it so that the state can be re-accessed (activated) at will.

The process of setting an anchor connected to a specific memory and/or feeling so it can be re-accessed later in future videos or closing situation is vital. This is done, in part, through Sensory-Based Description which is describing an event through the senses**.**

Think of it as inserting yourself into your potential customer's subconscious. You're creating an idea that appeals to them (say, instant hot water that rectifies years of struggling for even a warm shower) and attaching that positive thought to something visual. When that visual comes up again in a future video or even in an advertisement, they'll remember that moment when they realized working with you would lead to an effective outcome.

4. ANCHORING – cont'd

A good example of anchoring is company mascots. The mascot is associated with every positive aspect of a product or service, so whenever people see it, they associate it with a positive outcome.

When you see a product with Mr. Clean on it, you know you're going to be able to get your home clean with it.

Here is a simple, yet effective word track to help you and your sales team smoothly transition into asking for the sale without seeming salesy or pushy using anchoring.

This strategy will also compel your prospect to reveal their true inner "**Hot-Buttons**" about the product or service you are offering.

So here it is . . . "Mr. Jones, let me ask you a question . . . if you and I were having this conversation 12 months from today . . . what would have had to have happened for you to feel like hiring our company was a good decision?"

(*Listen closely and don't interrupt. Once your prospect finishes here is your response . . .*)

"OK – well thank you for that clarification . . . I wanted to be sure we were a good fit for one another and it appears we definitely are and I'm confident that we can accomplish each of those goals for you. So here are the next steps to get your project rolling."

WHY THIS SIMPLE STRATEGY WORKS!

This simple strategy works because of several reasons.

First, by asking this type of open-ended question it helps you take control of the conversation.

Second, the question requires them to envision a future reality that includes you and your company, which is very powerful.

Third, your prospect is being forced to think about and say out loud their most important goals as they are sharing time and looking at you. Not only does this information provide you accurate business intelligence about them, but even more important they will begin associating the positive feelings of accomplishing these goals with you and your company now and in the future.

5. INTERNAL VALIDATION

We help your prospects internally validate the information we provide them by providing visual evidence via motion and still imagery examples of others who were getting desired results.

Additionally, we create that Internal Validation by providing evidence and empirical data for any references to solving their problem which, in turn helps them rationalize making a decision to do business with you.

It's one thing to tell them about the benefits you and your product or service can provide. It's an entirely different thing to be able to show them. That proof will validate their decision to work with you. If you were able to make one person happy, why wouldn't you be able to help them, as well?

If you've ever gone to a website and saw a bunch of smiling, overly happy people using a product - that's an example of internal validation. There are so few products out there that actually make us smile with glee when we use them, but your customers don't question those images in the moment. They take it as a sign that your product can solve problems, relieve stress, and provide comfort.

The visual you use needs to appear organic. If it looks too forced or fake, it's going to garner criticism and not internal validation.

6. EMBEDDED COMMANDS

These are commands hidden in a normal conversation, but delivered to get the required response. Embedded commands are often marked out through Analogue Marking.

Analogue Marking is the process of using an action, gesture, or tone of voice to mark out specific words within a sentence. Professional talents do this naturally, even though they may not even realize it.

Keep in mind that an embedded command isn't something you directly and forcedly try to impose on a client. Instead, you're using what sounds like a very simple statement or question to direct your potential client to do something for you.

Let's go back to our example of a busted water heater. Your client is on the fence about whether or not they're ready to move forward. To help usher them along, use embedded commands like "You might think about how good a warm shower will feel when you replace your water heater."

6. EMBEDDED COMMANDS – Cont'd

You're not demanding that anyone perform any action, and yet you just embedded a command to get them to think about a certain situation or scenario. Other embedded commands include:

- ✓ Maybe you will…
- ✓ Maybe you haven't… yet
- ✓ Can you imagine…
- ✓ You might not have noticed…
- ✓ You might want to...

Embedded commands are a surefire way to get your client thinking and/or acting upon the hidden suggestions you just threw their way.

In each of these examples, you're commanding them to imagine a specific instance or are getting them to notice something they may have missed about their issue.

Embedded commands are harmless and are easy to slip seamlessly into conversation about your product or service.

7. CLIENT-CENTRIC CONTENT

Who better to focus on when trying to sell your product or service than the individual you're trying to sell it to. This entails content and topics that are about the prospect and their needs and desires. It's the polar opposite of most abusive sales pitches which focus exclusively on the seller, their products and what others say about their products described using a host of platitudes.

When you approach a new client, it's a very appealing time to start listing off the many reasons why *they* should want to work with *you*. You've been in business for years. You've helped thousands upon thousands of customers. You've changed lives.

Ultimately, these platitudes aren't as effective as one may think. What you're doing is making yourself and your products and services the focus of the interaction. It's a tactic of alienation.

Instead of explaining what you've done in the past and highlighting your successes, put the customer's pain points in the spotlight. Identify what their challenges are and provide them with personalized options that work for them. A client doesn't want to know how you were able to help somebody else...that in no way ties into their resolution.

7. CLIENT-CENTRIC CONTENT - Cont'd

The content you provide your customer should be about the challenges they face (or may face), not about things *you've* done. You're in this to provide them with a resolution, and that's what they want to hear from you.
You are there to provide insight that can help the prospect get closer to their ultimate destination. . . which is making an informed decision.

Client-centric content that delivers "insight" feels different and has more power to influence than content that feels like a commercial or sales pitch which creates natural resistance because it feels like persuasion. The big difference in these two styles are the usage of "we, us and our" verses "you and yours."

"We, us, our" is company centric writing. "You and your" is client centric writing. Client centric is way more powerful and contributes to Internal Decision Triggers that create situations where the prospect actually convinces themselves. Company-centric or selfish content creates distrust because it feels pushy, salesy and like they are being persuaded which naturally causes hesitation and delays in taking action.

It should always be about them and their needs and situation and not about the company. It's about specific problems they have or concerns they have and what insight you can provide them to solve that specific issue. Knowing what keeps them awake at night is part of the discovery process and accurately profiling your target audience and current conditions they are facing.

You should always finish client-centric content with an outro transition into an offer at the end that goes something like this . . . "If you thought this insight was helpful and you would like some additional insight please call Dave at 555-1212."

8. PLATITUDE-FREE PITCHES

Best Selection! Highest Quality! Best Service! Proudly Serving the Community since 1692!

Did your eyes just glaze over? Yeah. So did your customers'. Platitudes like these are so ubiquitous no one even sees them anymore. Every marketing campaign seems to use them, but they're like the chips that come with your sandwich – empty calories to fill up the plate, but not a reason to order the meal.

8. PLATITUDE-FREE PITCHES – Cont'd

Like chips, the empty calories of platitudes are actually bad for you. Your customer, bombarded with similar claims from every source, begins to believe that the companies making those claims are similar, as well.

Lacking any solid distinguishing information, they begin to base their decisions on price alone, disregarding the value your company has to offer. And today's market is merciless.

Worse is the fact that you're paying for those empty calories. Advertising and marketing consultants are filling space without quantifying the very qualities that make your company unique. They may not even know what those unique qualities are, so they're depriving your customer base of necessary information while leaving you at the mercy of shifting market conditions.

All of your scripts and videos should be free of platitudes, which are words or phrases that don't distinguish or separate companies in the marketplace. Platitudes are **dull, obvious** and **uninteresting** words or phrases that lack power to create any interest because they are **overused** and **tiresome**, yet, they are nevertheless still commonly-used as though they are unique or distinctive. They are considered the "Kiss of Death" in marketing.

It's such an attractive concept to make yourself sound like the "best" in your field, but really think about it. Is touting how long you've been in business or how many customers you've serviced really helping the client that is right in front of you? How does that get them to a suitable resolution? Not to mention, are they even going to believe you?

Platitudes don't quantify anything! They're not provable and cause prospects to minimize, discount, disbelieve, or worst of all, ignore a company altogether. Phrases like "Highest Quality," " Best Service," "Best Selection," "Combined 30 Years Experience," "Honest," "Hardworking," "Been In Business Since 1776," "Your Dealer Of Choice," "State-Of-The Art," . . . blah, blah, blah.

Drop the platitudes. Stop putting yourself in the spotlight. If you want to showcase how well liked you are in the community or how many customers you've assisted, consider adding testimonials to your website. Let other clients you've helped tell your story while you deliver "platitude-free pitches." Your products and services are sure to speak for themselves and avoiding platitudes will help you come across as far more confident in what you're offering.

What can you *quantify* about your business that separates you from everyone else?

8. PLATITUDE-FREE PITCHES – Cont'd

Tell your prospects why they should go with your company and highlight what makes you stand out above the competition. Are you the leading authority in your field? Your on-time delivery, your project completion percentage, your customer service rating, your record of on-budget completion, or how much longer your product lasts - these are sound, fact-based reasons a prospect should choose your company.

Unfortunately, marketing and advertising campaigns are all too often left up to teams whose knowledge is all about marketing and advertising, not about what makes your company unique in the marketplace.

No one knows your business better than you do. You understand your market, your history and your competition. But are you effectively communicating to your customers exactly why you are superior?

Sit down with your team and get down on paper the quantifiable, measurable reasons you stand out in a crowded market. This is the bedrock of many aspects of the sales cycle, and one of your main weapons in this fight.

9. FREE ASSOCIATION

This is where the prospect imagines or fantasizes about other people's situations or experiences, good or bad, as though they are or have personally experienced them first-hand. We use multiple examples of individuals who your prospect could easily "free associate" being in the same successful situation or having the same experience if they used your product to improve their situation.

You don't have to pull from a real customer that you've helped, but make sure it's a plausible scenario. Briefly talk about that one time you helped a family in a dire situation. Make it visual so your prospective client can really latch onto the story's pain points.

They're likely going to have a very similar problem, which makes it easier for them to step into the story. This is when free association comes into play because they will be able to feel and sense the experiences of the customers in your story.

The sort of emotional response that comes with free association will drive their decision, and it's likely it will motivate them to use your product or service.

10. BRIDGING

You need to find a way to connect where the prospect is today with where they want to be within a specific time-frame in the future. That's the point of bridging.

It creates the link between their current pain points and the resolution that will rectify them. Once the connection is made, we then offer them access to a specific plan-of-action involving milestone goals that build a "bridge" to that desired result or outcome.

Bridging requires a little bit of creativity. You'll know where the client is, and you just need to help them visualize where they want to be. Think of a client that may have drafty windows. They're cold or maybe there's condensation building up where it shouldn't.

Your customer is miserable whenever they think about it, so it's your job to help them link that discomfort with having new windows that create a warmer, more welcoming environment.

To build that "bridge," provide them with milestones that get them to that resolution. In this example, those milestones may start with a consultation which leads to the install date which ends with your client being happy and comfortable in their home again.

This is an important step of every CyberFunnels™ campaign and is the technique that we based our platform on.

11. ACTIVATORS

Activators are powerful components to make your campaigns unique and effective.

I'll warn you though, there'll be some new terms that I'll be presenting that are big and technical, but I promise that I'll make these terms easy for everyone to understand and relate to! I want to be certain you understand these words and concepts as they are extremely important to your ongoing success…so pay attention! I guarantee it'll be worth it for you!

Let's begin with a little science…neuroscience to be exact…behind the reasons why humans behave the way they do and why they pay attention to some ads and completely ignore others.

11. ACTIVATORS – Cont'd

You see, humans will behave very predictably if you understand how their mind and senses operate…and that comes from an understanding of what is called the *Reticular Activating System*…or RAS for short.

The *Reticular Activating System* is basically a part of your brain that controls certain functions of consciousness. There's actually a part of your brain that filters out what's unimportant so you can focus on what's important. As you can imagine, this is so important that you want to make every one of your prospect's RAS your best friend!

The way I like to describe the RAS is that it is like an invisible antenna that sticks out of the top of your head. It controls the rhythm of your brain being in either an alpha or beta state.

Alpha rhythm is the state that I like to refer to as "auto-pilot." It's when you're not really paying attention to anything specific…you're sort of daydreaming. Alpha rhythm is the reason why you can be talking on your cellphone while driving but still arrive at your destination. Have you ever done that and wondered "wow…how did I get here?" That's a perfect example of the auto-pilot Alpha state.

Beta rhythms are more focused. This is when you're zeroed in and focusing on something intently and you're in the zone. Have you ever watched the end of a sporting event for a team you're really rooting for then realize that 45 minutes has passed?

Have you ever played a game…a board game or perhaps lining up a shot on the pool table…and others are telling you to hurry up? You're focused, you're concentrating…and that's beta rhythm.

So what does that all have to do with marketing? Simple! Your antenna is constantly looking for "activators," things that will switch your brain back and forth between auto pilot and focus mode. This is happening to you 24 hours a day. Yes…even while you sleep!

There are only 3 types of activators:

✓ Things that are *Familiar.*
✓ Things that are *Unusual*.
✓ Things that are *Problematic*.

11. ACTIVATORS – Cont'd

An example of something that is *Familiar* is your name. Suppose you're waiting at an airport to board a plane. Your brain is probably in alpha rhythm…but someone behind you shouts your name. You snap from alpha to beta because you're now focused on who called your name!

You become focused and turn around to see what's happening. In this case, someone was shouting for someone else with the same name and you've just had what's called a false-beta activator…but nonetheless, you've responded accordingly.

This is actually the same thing that happens with an advertiser uses a familiar celebrity spokesperson. A lot of people believe celebrities are used to lend credibility to a product or service, which to an extent is true. But the true purpose is to use someone familiar to cut through the clutter and create focus. You're much more likely to pay attention to someone you know than a stranger, right?

Next would be an example of things that are *Unusual*…a talking lizard selling insurance, a polar bear wearing sunglasses drinking a can of soda, a duck yelling insurance names at you…this list goes on. These get your attention, and it's not by accident. Are you beginning to figure out the tricks of the big advertising agencies? They know something you don't...but you're beginning to learn!

The third example and type of activator includes things that are *Problematic*. Thing such as bad news, watching an intense moving not realizing you're inching your way forward in the seat…those are examples of problematic activators that get your attention.

Now, think about what this means in terms of marketing. Your prospects might see or hear your ad with their eyes and ears, but without an activator it's unlikely that they will pay attention to it!

Think about the many forms of media that exist: print, TV, internet, phones…the vast majority of ads get lost since they're only seen on the alpha level. And now you know, on the alpha level your brain isn't really paying attention to it! See how it all ties together?

So, what did we learn here? We've learned about your reticular activating system and how your brain waves must capture the attention of your RAS so you snap out of your alpha state and into a state of focus.

11. ACTIVATORS – Cont'd

You learned that you can accomplish this through the use of activators that are either *Familiar, Unusual or Problematic* which increases the chances of absorbing the message.

You must engage with a prospect, but to do that you must understand how the prospect's mind works and what things will trigger certain behaviors that lead them to focus and take action.

We use activators repeatedly throughout every CyberFunnel system.

12. MCT – Mass Conversion Technique

MCT is a proven strategy that uses Pre-framing and Indoctrination together as an effective Conversion technique.

Pre-framing is what a prospect thinks about you before they have an opportunity to do business with you. You can demonstrate your authority by offering information (usually an eBook) you have authored on the topic (we handle this for our clients by ghostwriting eBooks).

Next, you will want to create goodwill, trust and desire for doing business with you by providing the prospect RIA (Results In Advance). This is sharing valuable knowledge and insight for free on a topic that the prospect has demonstrated that they have an interest in.

This tactic models the natural pattern of how human relationships are developed. Imagine a mechanic that doesn't just say you need a new transmission and charge you for a consultation.

Instead, they actually break down the specifics of what happened to your old transmission, the benefits of getting it replaced, and why it may cost as much as it does and they do so in a neat platform so that the information is readily available for you when you're ready to read it.

Indoctrination is the process by which you educate your prospect while simultaneously generating an elevated emotional state and provide them empirical data that will help them rationalize and defend doing business with your company. Visual cues help to create that emotional state, which brings them to a point where verifiable information is better received.

While it's something they can look up on their own, by hitting those emotional points, they're going to be inclined to trust you in the moment.

12. MCT – Mass Conversion Technique - Cont'd

When both of these techniques are used together successfully it leads to an outcome known as Mass Conversion.

Next, I'm going to share the two correlating simultaneous processes that occur during the customer acquisition process in a CyberFunnels campaign.

When both processes are position and executed properly, it creates an ideal condition for the person to make a decision about your product or service. These processes also lead to further establishing your brand's positioning, the building of goodwill and the overall boost of your company's value in the marketplace. The result – more customers for you!

The first process has three segments that include; pre-framing, indoctrination and conversion.

Pre-framing is what people think about you before they enter your system or your CyberFunnels campaign. They are excited about finding you and your offer, expecting your offer to be amazing and they won't necessarily be worried about price. Right now they're more interested to find out if your product or service is a good fit for their needs and how long it will take them to achieve their desired results or to solve their problem.

It creates the type of anticipation in your market for your visitors and prospects…you want them to think you're awesome before they ever opt in to your funnel!

But for now, let's move on to the second segment called *Indoctrination*.

Indoctrination is what happens after they've opted in or shared their contact information with you. This is where you begin demonstrating that you can help them by ACTUALLY HELPING THEM!

When you help them, when you are client-focused, you help them decide to give you some money. CyberFunnels campaigns use our Pitch Perfect videos to do this with the most impact because, at some point, your warm lead is going to have to learn more about your product or service and understand the benefits before they become a highly qualified prospect.

Remember how we mentioned earlier that true benefit comes from actually helping them? This is what that concept is all about. As they begin to see the value in your communications, which will be about them and about meeting their needs, they will start building goodwill toward your company.

12. MCT – Mass Conversion Technique - Cont'd

So, you have to be certain that your automated follow ups are valuable and continue to move a prospect toward making a decision.

The third segment, *Conversion*, simply means that you are converting highly qualified prospects into customers. This can be done completely online as part of your automated process, in person doing a one on one consultation or any combination of other methods.

What's interesting is that most of your competitors are laser focused on conversion…getting them to sign on the dotted line…while they ignore the other two crucial segments. Skip the first two and what do you get? You get a sales team that's desperately working to convince unqualified and uneducated prospects to buy whatever they're selling…with poor results.

Chasing unqualified leads results in lost opportunities and an exhausted sales team that will be ready to move on to their next opportunity sooner rather than later.

These processes work in harmony as a cohesive system while it establishes your company and your brand position in the market to generate goodwill, trust, desire and finally…customers.

The second process also have three segments that include; desire and trust, emotion and rationalization. These together naturally lead to more customer acquisitions.

This is the psychological mechanics that happen in the brain which must occur in order to secure a sale…regardless of what you're selling. Think about it! If there is desire, trust and even an emotional bond about wanting to buy your product or service – but they can't rationalize the decision – they likely won't buy!

For instance, a lot of people may desire a Lamborghini. They trust that it's an awesome vehicle and even get emotional at the thoughts of driving one. But…they can't rationalize spending a half-million dollars on a car…even if they have the money to do it. In the end, no matter how emotional they are, the sale isn't going to happen.

One must always consider buyer's remorse as well! If a decision is overly emotional, and those emotions wear off after a short time, what's the result? Buyer's remorse…they begin second guessing their decision instead of defending it. This is the foundation for an unhappy, overly difficult customer who you will likely never be able to satisfy because they feel foolish for making an emotional decision.

12. MCT – Mass Conversion Technique - Cont'd

You must have all of these things in order for a conversion to happen and make a sale where the customer defends the decision to themselves and their family, friends and co-workers.

Your campaigns should include these processes to work automatically towards creating the most ideal conditions for your prospects to become your customers. What would happen to your client base if all of this was working for you today?

13. HOT-BUTTONS

This is imagery and issues that are particularly relevant to the prospect. We use Hot-Buttons throughout our CyberFunnels™ campaigns to increase the emotional state of the person watching the videos. These "Hot-Buttons" are specific issues such as fierce marketplace competition, reduced profit margins on their products, feeling like a commodity, not being able to differentiate oneself from their competitors, unable to attain next level success, etc.

The reason that we know what our clients prospects "Hot-Buttons" are is because we begin every campaign with a "Discovery" session using a technique called RDA (Results-Desires-Analysis) to profile prospects and determine pain points and desires. Where it would be easy to generalize the Hot-Button issues every company faces, we want to cater them to your product and services specifically.

The Hot-Button issues for a roof repair company are going to be vastly different from those of an auto warranty provider. During the initial Discovery Session, we give you the floor to describe what your specific company is facing and what you think is a general concern of similar businesses. We also want to know the common complaints you hear from your prospective clients about specific products and how it may have affected their lives.

Knowing the Hot-Buttons of your industry, we can better get them to an elevated emotional state, which is an essential step in gaining their trust and getting them to purchase through you.

Generalized advertising is that annoying frat guy who propositions every girl he sees, figuring at least one of them will go out with him. It succeeds - occasionally – just because of the law of averages. Doesn't your business deserve better than that?

13. HOT-BUTTONS – Cont'd

Hot-Button Advertising connects with your prospects in a personal way, based on their needs and what is important to them. Hot-buttons amplify a person's emotional state, create action, offer concrete reasons for purchasing what you sell and define the real benefits customers get from your product or service.
For example, hot-buttons for a business owner may include specific issues such as fierce marketplace competition, reduced profit margins on their products, the feeling of being a commodity, an inability to differentiate themselves from their competitors, the inability to attain next-level success, or the feeling they are being left behind.

What do you currently do to comprehend the needs and wants of a new client or prospect? How do you determine why they're sitting across the table from you? What will inspire them to say, "Wow…I'm glad I went with them instead of their competition?" If you don't truly understand this, then how will you know when you truly have a satisfied client? If you aren't hitting the hot buttons, you're firing in the dark.

This solution is simple – turn on the light so you can see where you're aiming. If you have no idea what your prospect's hot-buttons are, it's time to find out.

Identify hot-buttons by profiling your prospects to determine their pain points and desires. Whatever your customers' hot buttons, your business can address them by emphasizing ways your product will benefit them, by neutralizing their objections or concerns, and by highlighting your ability to do those things better than your competition.

If you hit these points during your presentations and advertising, you are already setting yourself up for success, but you can't address your prospect's major concerns until you fully understand them.

For example, obesity is at epidemic proportions in the US. However, obesity is only a symptom of an underlying condition, which may include immobility, medications, lack of exercise, poor diet, injury or poor health. With a little research and some brainstorming, you can clearly see how a company in the weight loss industry could gain a competitive advantage by putting together multiple campaigns that speak to prospects in a very personal way.

Their campaign might go something like this: "Are you gaining weight because your back injury is preventing you from exercising? If so, we can help! Here are 7 ways to maintain health and lose weight for those who cannot exercise." Or perhaps: "Is that new medication adding pounds you simply can't shed? Here are some ideas to help!"

13. HOT-BUTTONS – Cont'd

Imagine someone with a bad back, frustrated because they can no longer exercise, reading that Hot-Button headline. What would it mean to someone whose required medications put on unwanted pounds and inches? It would speak to them in a personal way much more likely to get their attention than generic text which makes no connection.

So how is your company making that connection? Are your sales people simply reading from a script that highlights your product or service? Are they spouting technical jargon that does nothing but confuse the layman? Or are they analyzing and focusing on the prospect's hot button needs so they can offer specific strategies to address specific needs?

No more firing blindly in the dark – to conquer this enemy, make sure you see and understand your target.

14. SCARCITY

We want now what we may not be able to get in the future. When things become less available, they become more desirable. If we have the choice of getting it now or only possibly getting it in the future, then we choose getting it now. It's probably best known these days as the "fear of missing out."

This increase in desire and consequent acquisitive action happens even if we do not need the item now. It is the scarcity that drives our desire, not the utility of the item in question. There is often a strong social element to scarcity. If it seems other people may get something that we could have now, we are even more tempted to get it.

It can't be something generic like "there are only 5 left in stock!" That doesn't create the urgency you'd expect, partially because you're not providing them with the information they need to act on the opportunity before it goes away.

Maybe you're running a sale that's scheduled to end on a certain day. Provide your prospects with a countdown to increase the urgency. One of the biggest uses of Scarcity is with seasonal items. Think of McDonald's and its Shamrock Shake or Starbucks' and its Pumpkin Spice Latte. Customers anticipate them all year, knowing they're limited to a short timeframe.

We use several Scarcity techniques in our videos. The key is to make sure that the scarcity is believable and genuine.

15. CLEAR CALL-TO-ACTION

Every video, email reminder and even the final proposal we build for you will have a clear "Call-to-Action."

Customers may know that they can call the phone number on your website, but it doesn't hurt to give them that little push to remind them they can do so.

When you provide your prospects with a Call-to-Action, it's almost like you're challenging them. Not in an antagonistic way, but instead as if to say, "That's right. We provided you with all this information and now we want to *show* that we stand behind everything we said and claimed.

A Call-to-Action can be an intrigue for the prospective client because you clearly want to hear from them. Leaving an email address or phone number embedded on a sub-page on your company website forces them to seek out how to contact you.

Believe it or not, but the extra steps could very-well drive customers away because you're not actively trying to speak with them. Having that Call-to-Action in front of them shows your commitment to helping - and it makes their life a little easier.

Tell them what to do next. Everything you write or publish should have a desired end result that benefits you and the reader. It could be to make a sale. It could be to get an opt-in.

Or maybe you just want them to leave a comment, "like" something on social media, or refer a friend. Whatever it is, you need to explicitly tell them to do it, and *why.*

16. NLP – Neuro-Linguistic Programming

Neuro-Linguistic Programming is a form of psychology that provides a series of tools and techniques which can be used to get someone moving in the right direction or into a buying state.

Once you generate this momentum, you can anchor the state and access it when talking about your product. We simply take the person into a future where they feel good about your product and look back on the decision made today as being a good one.

16. NLP – Neuro-Linguistic Programming - Cont'd

For most people, it's about getting them into the correct buying state and making an offer for them to buy. Anyone trying to sell wants their customer to be in this buying state.

The simplest way to access a state is to get the customer to remember a time when they were in that state: "Can you remember the last time you just had to have something?"

"Is there something you bought recently, just on impulse? You saw it and you had to have it?"

"What's something you just wouldn't hesitate to buy straight away?"

These kinds of questions force your prospect to remember a time that matches the state and to do that they must access the state. Even if it was a completely different scenario, the important thing is they remember what it felt like to purchase that item.

When we buy something new, no matter what it is, it makes us feel good. You want them to associate that feeling with purchasing your product or service.

This is key to the success of NLP anchoring techniques.

17. TIMELINE

This is the structure through which a person unconsciously organizes time and will anticipate enjoying the reward of using your services or benefitting from a partnership with you.

The timeline is usually visualized as a line with images placed along it. We let them know that in a few days they could be enjoying the benefits of your products to establish a clear timeline in their mind to receive their reward.

When a prospect has a timeline in front of them, they can better visualize the end of the process, which helps them move forward with purchasing. Talking about having to replace windows or a cooling unit *sounds* like a lot of work that's going to take a lot of time.

To the consumer, if it's not a dire situation, they'll be deterred by what they believe to be a long and complicated process. Put a physical timeline in front of them, though, and they should see that it's not nearly as complicated as they initially visualized. It also helps them see that you're with them every step of the way and they are, at no point, left to their own devices.

18. WELL-FORMED CONDITION

Well-Formed Conditions are the conditions that must be met for a goal to have a successful outcome.

The goal must be stated in the positive; initiated and maintained by the individual; evaluated using sensory based-evidence, specific as to who, where and when; ecological for the individual, their family, friends, and business while preserving their current positive state of themselves.

Prospects will go into a situation with a very clear definition of what they're looking for. They want to pay a certain amount and they want it to be minimally invasive on their lives.

It's up to you and our videos to help them realize these Well-Formed Conditions for a smoother sales process and an outcome that satisfies the conditions they started off with.

19. DEMONSTRATION

There are 2 parts to *Demonstration*.

In the first, you want your prospect to self-qualify themselves by *Demonstrating* their interest in your offer by taking specific actions like watching your videos and responding to your communications.

You should not necessarily be interested in what they say, you should be more interested in their actions and what they *Demonstrate* to your team to determine whether they are worthy of investing time.

The second part of *Demonstration* is not about what you tell them, but rather what you demonstrate to them. This can be used to demonstrate that you are different.
Is your business really different from your competitors? Everyone likes to say they are different, but very few actually demonstrate it.

Why? Because most industries are filled with businesses who sell the exact same products and services and don't really have a strategy to differentiate themselves other than claiming to be better and offering a lower price.

The only thing this does is condition your target audience to beat down your sales people on price because everyone seems to be the same. This occurs because they are behaving the same and making the same claims and offering the same products.

19. DEMONSTRATION – Cont'd

What if there was a tangible way to demonstrate that you are different though? Notice I said *"demonstrate you are different"* and not *"tell everyone you are different."* The reason is because the goal is trying to influence your target audience, not persuade or convince them.

Influence Vs. Persuading

Persuasion and influence are not the same thing. Persuasion is when you use a set of tactics to gain compliance from someone or get them to do what you want them to. *Influence* is a state of your identity. It's your presence. It's who you are. And when you attain that state of being truly influential, you gain what's known as *conversion* from someone, as opposed to *compliance*.

Compliance is when someone does what you want them to but you haven't necessarily affected their belief system. What you've affected is their thought process. In other words, you've gotten them to act in way that they may not necessarily agree with deep down inside. They may just comply because outside factors like social norms or immense short terms rewards.

Conversion on the other hand is much more powerful. Conversion is when you completely change someone's belief system. When you can do that, they will fully buy into your message. When they fully buy into your message, they will follow you even without you saying anything.

You become more of a symbol for what they agree with and identify with. You, in essence, begin to share an identity with them. Big difference there.

2 Types of Influence

There are 2 types of influence but most people only talk about one. The 2 types are *Short Term Influence* (which in most cases is persuasion) and the *Second Is Long-Term Influence.*

Short-Term Influence is what you do when you want immediate compliance. This could include a sales presentation, a negotiation or a debate where you are trying to change someone's opinion on something.

In short, it's to be used in situations where you're trying to gain immediate compliance from someone and (here is the key point) the decision—in most cases— doesn't involve a lot being at stake.

19. DEMONSTRATION – Cont'd

This leads to the second reason: they talk very little (if at all) about the difference between the way people process information in one of two ways. Not everyone thinks and behaves exactly the same way. Because of that fact, we can't all be influenced the same way. This is where most programs on influence and persuasion fail.

They're betting on the fact that everyone will comply when you compare one product with another or use scarcity so that it makes the product/service available "only for a limited time" or some other form of "take-away selling."

They're betting that the moment you use the scarcity trigger and make something less available, that EVERY person will automatically jump on board and comply. But nothing could be further from the truth.

Not everyone is going to be moved to action from scarcity or association or contrast or any other trigger for that matter. It really depends on 3 factors which make up the ***Code of Influence***.

They include:

✓ **The Human Need that is driving your target.**
✓ **The Personality Type of your target.**
✓ **The Decision Making Process that your target uses.**

Understanding all three of these components of the Code of Influence skyrockets your ability to gain both *compliance* and *conversion* from others because you now have the ability to adapt your presentation to their specific need, personality type and decision making process. You now have all the tools you need to get your message across regardless of how your target is processing your information.

We're going to show you exactly *how* to influence your prospects and customers.

Influence Is Everything!

The standard "expert" method of trying to influence (most likely what your competitors are currently doing) probably goes something like this:

Look at us we're great! Everybody else says we're great too! Look at our great products! Buy now – or else! Then when they don't buy, they pummel the prospect with *buy-now-for-less* follow-up!

19. DEMONSTRATION – Cont'd

Or worse, no follow-up at all. This is outdated, doesn't work in the current business environment and is certainly not what we do and don't recommend you do either.

It's the worst possible approach you can take because it's selfish, manipulative and doesn't help the prospect.

There are 3 basic ways to influence someone:

1. What you say about yourself.
2. What you say others say about you.
3. What you demonstrate.

Demonstration is by far the most powerful and effective method of influence and the foundation by which you should do things. Client-centric content *demonstrates* to your prospects that you can help them by actually helping them.

As you do this, your prospect's trust in you grows and their desire to want what we sell increases exponentially.

The old model of selling was simply, make an offer, tell the prospect all the benefits of the product/service and why it makes sense to buy it, then ask for the order. Due to the hyper-competitive marketplace in virtually every industry today, it's imperative to build trust and credibility before trying to sell.

Here's some insight on a problem that you are trying to resolve.

To Prospect: Would you like some help? If your prospect says "no", you provide content that helps them in their business/life. If the prospect says "**Yes**"— that they would like some help, they now qualify themselves to you.

Your salesperson has a bridge conversation and uses our simple collaborative technique to make the sale. Simple, unique and effective. Welcome to the *modern era of selling*!

The net result of this strategy is producing highly-qualified prospects that know what you're offering, how much you charge and are asking for your help. These prospects are offered helpful and relevant information in exchange for them providing their contact information.

19. DEMONSTRATION – Cont'd

You then provide insights specifically designed to help them address the problem they are trying to solve as it is relates to your products. It's that simple and that's where the relationship with the prospect begins. Your content engages the prospect in a warm, relaxed, friendly manner while effectively putting them on the road to understanding your product.

Simultaneously, this will create goodwill, trust and positions your brand as the authority in the marketplace. Your content, in various forms, works very well because it subtly influences with easy-to-consume information and controls focus by making the topic about the prospect and their desired results. As the person begins to understand the help you are providing and the value of your communications, which are about them and their needs, they begin to trust your company and desire your products.

This approach models the natural pattern of how human relationships work and begins creating buying momentum in a controlled and less stressful way for your prospect. You turn a stranger into a **Friend**. Your friend into a **Customer**. Your customer into an **Advocate.**

Modern Selling is a proactive process that begins building a relationship with your prospect earlier in the buying cycle. When this is not done properly, it prevents your prospect from completely understanding the benefits of your product, trusting in your company and the salesperson will find themselves in a situation where they are trying to persuade or convince an unqualified person to buy.

This type of engagement is stressful for the prospect, is a misapplication of the salesperson's valuable time and a main contributor to underperformance and sales fatigue. The end result is usually the same: burning-out the salesperson by wasting their time on unqualified prospects leading to them seeking other employment because they can't make enough money. And guess what solution most companies come up with after this cycle repeats over and over again? "We need better sales people!" Sounds crazy, doesn't it?

In reality what probably needs fixed is the process, and upon doing so, the company would discover that their average or even below average salespeople would begin generating incredible results.

19. DEMONSTRATION – Cont'd

Unfortunately, even if a company does understand it's a process problem, they likely don't have the expertise or the time to make the adjustment themselves. So, if a company can help salespeople address this critical component, they will likely sell more products, make more income and become more loyal to their company.

Modern business is witnessing a major transformational shift and it is taking place right now in virtually every industry. This shift is changing the way products are being bought and sold. It's a completely new paradigm in how business is conducted.

Prospects and past customers have gotten adept at filtering out irrelevant messages. It's more challenging to get their attention — and keep it long enough to build a loyal and continuing relationship.

So, what does this mean for you? It means that a good website is not enough. Advertising is not enough. A great product is not enough. But most importantly, it means that successful businesses need a modernized customer engagement and acquisition strategy.

This requires integrating technology, marketing and new strategies.

There are 7 levels to demonstrating that you are different in business and in life. Below we discuss each step

1. Be willing to invest time with the person.

This first step is crucial in that the old adage, "People don't care how much you know until they know how much you care" rings true here. Letting them know you'll make time for them and be vested in their success goes a long way in building trust today.

Why? Because it's so rare. Most successful businesses who get turned down by a customer may continue follow-up with them but mostly on a limited basis. A lot of businesses simply ignore them and move on. Or, at worst, they use the scarcity tactics of "buy before the price goes up" or some other nonsense.

They essentially pull away with the hope the prospect may come back and buy but not really helping them—or caring whether they do come back. By demonstrating you care about their success you'll not only cut through the clutter of your competitors but be able to start the process of building a relationship with them.

19. DEMONSTRATION – Cont'd

2. Be willing to contribute *intellectual capital* based on your experience that helps your prospect.

As I stated in a previous chapter, the old days of making an offer, showing the benefits of that offer and then going straight for the close are long over. Today the formula is, in a nutshell: give, give, give, ask.

You need to create value upfront for your prospect through educating, informing and even entertaining them with information that will help them move forward in their business or personal life.

You do this through various forms of content delivery that they prefer to consume. By doing this, you're not only showing that you're vested in their success but also that you're the go-to expert with the solutions they desire.

3. Be willing to help make a plan to for them to use the Insight that you just provided them.

Even after you provide a lot of value upfront—and even the solution to their problem through your comprehensive content delivery—many businesses don't know how to use that information in the most efficient or logical way that will move them forward.

This is where assisting them in setting up a plan of action can strengthen the bond you have with them and deepen your credibility even more. Actually laying out a roadmap for them deepens the relationship and trust.

4. Offer to help them execute on the plan and use the insight.

By doing this step, you're not only partnering with your prospect but leveraging the relationship at a deeper level. This is usually the consultative—or "done-with-you"— phase where you work directly with the company to guide them and keep them on course with the insights and information you've already delivered.

19. DEMONSTRATION – Cont'd

5. Be willing to execute on that plan for them.

Many companies today prefer to outsource something that is new or unique to them. Even though they're enlightened by your content and are convinced it will help them, their business structure—or even financial position—my not be such that they can implement the strategy.

By offering a "done-for-you" model of product/service delivery, the relationship is solidified if you've done the first three steps above effectively. The prospect now recognizes you as the expert, trusts you and is now having you provide fulfillment of the product/service.

6. Be willing to contribute financially or take some risk for the execution of the plan.

Are you willing to take some risk or do you ask your customers to take all the risk? Do you offer them any financial incentives or show them how to get the most out of their budget? Do you complete the work or a large part of it before you ask for payment? What if they don't like the outcome or it doesn't solve their problem or meet the expectation you set? Is there any guarantee?

7. Be willing to help to improve on the results of the execution of that plan (also known as optimization) and mentor them ongoing.

This deepens the relationship even further. You've truly proven your worth and expertise through either consulting or total fulfillment of the product/service.

You now take it to the next level by having an ongoing relationship where you're in a true partnership with the customer. It has now been solidified through a continuing collaboration.

This enables you to expand the relationship into other areas of needs the customer may have. You have to understand what business you are really in: *the business of building relationships.*

Demonstrating you are different models the natural pattern of how relationships are built or how relationships are destroyed. Don't try to persuade or convince anybody. Rather, help them discover and imagine their life that includes specific outcomes based on their plan.

19. DEMONSTRATION – Cont'd

Make the journey pleasurable and they will consume the content as part of your process. Provide them plenty of insight as it relates to them and not just information. You make it about them and their needs.

Demonstrating you are different is about transformational learning and discovery. It's about them deciding to take action, not being convinced or persuaded.

Human beings are very predictable machines if you understand how to speak directly to their subconscious mind. Also if you can cut through the clutter, get their attention and then engage them, this will help you build goodwill, trust and desire.

But before you can demonstrate you are different, you need to cut through the clutter and get their attention. There are multiple ways to do this effectively through email, social media and other forms of content delivery. Also, the content itself can be delivered through video, audio or text.

What if SIMPLY *demonstrating you were different* provided your prospects the exact emotional and rational requirement every person needs to convince themselves to take action?

What if your prospects began convincing themselves that they should have confidence in your company and that you were the right fit to help them? How valuable would that type of marketplace advantage be?

What would happen if you replaced empty platitudes with client-centric content—*just for them*—that delivered valuable insight and focused on the client's needs instead of yours?

Well, through hard-won experience we've found that truly demonstrating you're different by using what we've taught above will truly set you apart in the marketplace no matter what industry you're in.

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Early background in the design, development and manufacture of digital technology which incorporated his patented apparatus for the purification of water (Patent # 5460702). As co-Founder of International Ionics and NOGSYS Technology he developed a distribution network for the technology throughout the US and abroad. During this time Todd traveled extensively throughout the US, Canada, Mexico, Caribbean and Europe. Both of these companies were eventually acquired and the technology is still being used today.

In 2009, Todd became Managing Partner of Click My Video, Inc., a wholly-owned subsidiary of Diamond Media Group. Their custom video applications have been used by M&M Mars, PromoPoint, Treasure Hunters Roadshow and ad agencies throughout the US. In 2012 the company rebranded as Diacom Performance Group and added technology-based, scalable customer acquisition solutions to its list of services and diversified into the pharmaceutical, insurance, weight loss and Medicare products industries.

In January 2015, Todd co-founded the nation's first on-line life insurance exchange called Ensurem which integrated automation technology with jet-issue (instant approval) insurance policies for consumers nationwide. Ensurem was acquired by HealthRight in November of that same year.

Todd brings his background in video technology, sales psychology, process-driven strategy and entrepreneurial experience to the CyberFunnels team.