

THE BODY LANGUAGE INSTITUTE'S NEW COMPETITIVE ADVANTAGE SYSTEM

LEVEL #4:

INNOVATION





BLI's NEW Competitive Advantage System **Level #4: Innovation**

**"No one cares how much you know,
until they know how much you care."**

— Theodore Roosevelt

Imagine you just walked out of a sales pitch where YOU were the prospect and YOU somehow purchased something you were determined not to buy. Guess what? You changed your mind and decided to **go for it** and buy the very thing you didn't want to buy. You later wonder to yourself, "What made me hand over my credit card with **absolute trust**?"

What happened? I thought you were determined not to buy?

It's highly possible the sales person used proven persuasion techniques that got you to **say yes**. Maybe they sat on the side of your body that correlates with trust and likability, or maybe they put something in the room that sent a subconscious message to your brain to **buy now**, or maybe they won you over because they are trained in Neuro Linguistic Programming* (NLP influences how we think, respond, and influence our own and other people's behavior).

The bottom line is, in your professional or personal life, there are **success shortcuts** on how to persuade others (and be persuaded less) so you can help save you time, patience, energy, and make **more money** (or keep more money in your pocket).

*NLP is a system for understanding how people organize their thinking, feeling, language, and behavior.



Did you know?

A study in the Journal of Consumer Research notes that people who think more abstractly respond better to ads that portray mixed emotions compared to those who think at a more concrete level.



Level #4: Innovation

This program, **Level #4: Innovation**, explores the tried-and-true art and science of persuasion, outlining the ways that persuasion is used, tips on how not to be persuaded, different persuasive techniques, and persuasive writing. Whether you are new to sales or you're in the top 1% of the top 1% in sales, or you're a supervisor, or leader, or an entrepreneur, or a parent who simply wants your kids to listen to you, during this level, you'll uncover persuasion techniques that most people don't even know exist.

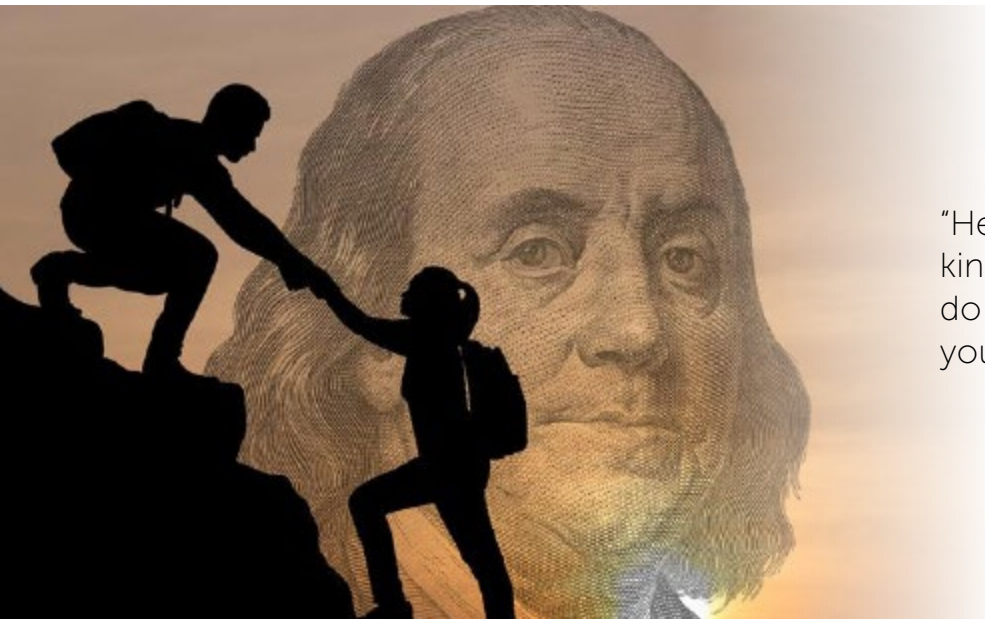
You'll explore proven persuasion and influencing formulas, both tried-and-true systems like NLP, which has been described as the "art and science of excellence", and strategies like the "Benjamin Franklin Effect"; the 4-Part Persuasion Formula, Dr. Robert Cialdini's "6-Secrets of Persuasion," new techniques like the "Hierarchy of Criteria Coaching Exercise," and BLI's "Body Language Persuasion Triangle."

Imagine: Having the ability to ask for something and get it.

Imagine: If through decoding and using BLI's "Innovation" program if you were able to create massive breakthroughs, staggering confidence, and efficient action with peak life performance.

Imagine: How your life would be different if you were able to produce overwhelming success results and outcomes.

The Benjamin Franklin Effect



"He that has once done you a kindness will be more ready to do you another, than he whom you yourself have obliged."

—Benjamin Franklin

A year ago, when my oldest son, Angus, was thirteen years old, every time I went on a business trip, he'd ask me to bring back sweets that were special to that state. Between you and me, I'd often buy them from the airport and they were likely all the same kind of second-rate chocolate wrapped with a picture of a landmark from that state. Angus's mission was to take the snacks to school and share them with the kids in his grade.



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Then when I had a speaking event in Orlando, FL, I brought Angus with me and we went to Universal Studios and Walt Disney World. There were Toy Story 4 Jelly Belly candies, Lion King Pez dispensers, Goofy cotton candy, Peppermint Toads, Fudge Flies, Fizzing Whizzbees, and Chocolate Frogs.

Had you been in our house the morning after Angus and I returned from our Orlando trip, you would have seen Angus packing up everything nice and neatly, smiling ear-to-ear. The act of giving fills Angus with joy — and this particular day he was going to share a galaxy full of sweets! However, all this candy-giving created an unexpected problem for Angus!

See, the more Angus shared the endless sugar delights with his classmates, the more something happened that began to hurt Angus' feelings. Somehow, Angus started liking everyone in his grade even more than he did at the beginning of the year, but his fellow classmates didn't like him any more than they already had. When social cliques began to form, Angus didn't get included. Everyone liked Angus, but he didn't have a small circle of friends and, as you might imagine, this made him sad.

As a proud Mom of Angus, it was devastating for me to hear Angus tell me how he "wished he had a different personality so people would like him more." As you might imagine, my heart broke. Then I remembered something I had learned years earlier, the Benjamin Franklin Effect, which is a cognitive bias that when you do someone a favor, you end up liking them more, not the other way around. This especially works when you may not like someone, suddenly you begin to second-guess why you didn't like them in the first place, and you start liking them.

Angus has an awesome personality and he's kind, generous, loving, and friendly what was happening was this crazy social psychology mind trick!

Why is this Cognitive Bias Named After Benjamin Franklin?

Benjamin Franklin, one of the founding fathers of the U.S., gentleman, scholar, politician, diplomat, and scientist, who is known as the inventor of bifocals and the lightning rod, the odometer, and the Franklin stove, had humble beginnings. He was one of seventeen children (um yeah, SEVENTEEN!!!), born into a poor family of Boston tradesmen.

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Because Benjamin loved to read and was smart, his father had him be the apprentice to his older brother James at his printing shop, which Benjamin mastered quickly. Soon he left that position because he didn't like his brother's intense rules. As you may have guessed, Benjamin headed to Philadelphia, where he'd use his charm, wit, and his natural ability for small talk to draw people to him.

While he only had two years of formal schooling, Benjamin believed in the value of self-improvement and was constantly looking for ways to better himself. He even created a small group of fellow tradesmen who wanted to help their community and grow personally and intellectually.

Once Benjamin Franklin arrived on the political scene, one of his rivals, a wealthy and powerful legislator, was persuading people to select a different candidate and, as you might imagine, Franklin wanted to turn the tide in his favor. Franklin wrote to this political leader, asking if he'd do him a favor and lend one of the rare books Benjamin had heard his rival owned. The powerful leader sent Franklin the book that day. Franklin read it and returned it within a week, along with a handwritten thank you note.

This is what Franklin wrote in his autobiography about the next meeting between the two:

"When we next met in the House, he spoke to me (which he had never done before), and with great civility; and he ever after manifested a readiness to serve me on all occasions, so that we became great friends, and our friendship continued to his death."

According to Franklin, you begin to like the people you do nice things for. So if you want to win over people, get people to do you small favors. And when you are interacting with others and they ask you for a small favor, it's critical that you consider that they have just consciously or unconsciously initiated the Benjamin Franklin Effect on you.

How You Can Use the Benjamin Franklin Effect in Sales

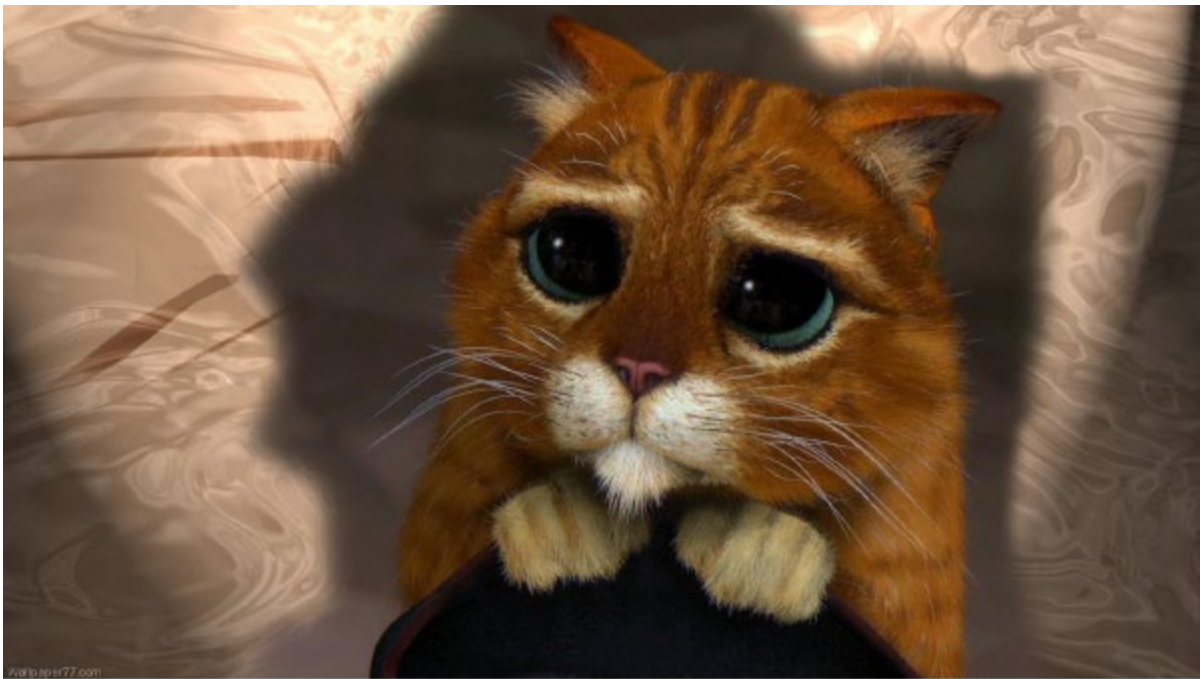
To boost your likeability or to move a stalled negotiation along, keep the favor to something small, like ask to borrow a pen, or you can ask for their opinion, advice or expertise, or ask them for the name of a local restaurant they'd recommend because you (or someone you know) is going to their city soon.



Article taken directly from Harvard Business Review (January 12, 2011):

Asking for a Favor: The Three Keys by Jodi Glickman

From small favors ("Could you cover for me on the conference call tomorrow?") to the more onerous ("Can you please introduce me to your contact at Nike?"), we are all in the habit of asking one another for help. Keith Ferrazzi's bestselling *Never Eat Alone* highlighted our personal interconnectivity at home and at work. It's human nature: we rely on our network of friends, family and colleagues to help us in life. No one can go it alone.



Funny Pictures on www.LaFunny.net

Being deliberate about how to ask for what you need or want can make a huge difference in your outcome. When you are asking for a favor, here are the three key steps to keep in mind:

1. Set the Stage: "I have a favor to ask you"
2. Give a Reason
3. Provide an Escape Clause

Set the Stage

The phrase "I have a favor to ask you" is a small but powerful thing; it suggests an informal contract of sorts — if you help me now, I'll get you back you later. Taking time to acknowledge that your request is indeed a favor and not just a given implies a two-way relationship that acknowledges some level of give and take, as opposed to just making the other person feel like they're being taken for a ride.

It also gives the other person a moment (however brief) to switch gears and go into receiving mode to prepare to respond. Whether your friend or colleague's initial reaction

is “uh-oh” or “happy to help,” being transparent and stating your motive before asking for the actual favor is helpful.

Consider the following:

- Anthony, can you please cover for me at the client dinner tonight, I’m not going to be able to break away from the office?
- Anthony, I have a favor to ask you... by any chance could you cover for me at the client dinner tonight? I’m not going to be able to break away from the office.

While in the first scenario Anthony may be caught off guard, in the second scenario he gets a brief heads-up and extra second or two to prepare his response. Equally important, the first request runs the risk of sounding like a command. In the second phrase, it’s clear that you value Anthony’s time and effort and imply that you’ll be open to returning the favor at some point.

Give a Reason

In Robert Cialdini’s iconic book *Influence*, he showed that if you ask someone to do you a favor, you have better luck when providing a reason; people react positively to the word “because.” Even if the reason makes no sense or is unrelated to the request, people like to know why they’re being asked to do something. Presumably, your reason does make sense and is directly related to your request — so go ahead and share it.

One can imagine having even less success with the request above by simply stating “Anthony, can you cover for me at the client dinner tonight?” Your odds of Anthony complying just because he’s a swell guy are probably pretty low.

Provide an Escape Clause

People are inherently good and they like doing things to help. Giving is said to be more fulfilling than receiving. So keep in mind that your goal is twofold—to get what you ask for and to do it in a way that enables the other person to feel good about helping out. The best way to do this is to always give the other person the opportunity to easily and graciously decline. No one feels good about doing a favor that is “put” to them. A favor you don’t really have the option of opting out of is not so much a favor as a command.

Quickly after making your request, be sure to add the following:

- If you can’t help out, I completely understand, but I thought I’d ask.
- I completely understand if you can’t make it; I know it’s a busy week for everyone.
- I’d love an introduction to Katherine, but if you don’t feel comfortable passing along her information for any reason that’s okay. I don’t want to create an uncomfortable situation for you.

People won’t always come through for you and you’re not expected to keep track — you shouldn’t simply decline someone’s request because they didn’t pull through for you last time. You can, however, do your best to ask people in a way that shows gratitude and that maximizes your chances of getting what you really need or want. Presumably, you will pay it forward at some point along the way.

Reprinted article: Harvard Business Review (January 12, 2011)



THE PUZZLE STUDY

In a recent study on the Benjamin Franklin Effect, participants were asked to solve several puzzles while sitting next to someone they thought was also a participant in the experiment, but who was really part of the research team. The person sitting next to them asked some of the participants for help solving one of the puzzles.

Now that you understand the Benjamin Franklin Effect, you might be able to guess the outcome of this study! Yup, you're right! The people who were asked for help, which they all gave, later conveyed more positive feelings toward their associate than participants who were not asked for help. #BenjaminFranklinEffectWorks #Fact

Why the Benjamin Franklin Effect Works (Even on you!)



THE IDEALIST

Sometimes people hold a core belief that is very strong. When they are presented with evidence that works against that belief, the new evidence cannot be accepted. It would create a feeling that is extremely uncomfortable, called cognitive dissonance. And because it is so important to protect the core belief, they will rationalize, ignore and even deny anything that doesn't fit in with the core belief.

- Frantz Fanon

COGNITION 1:

"SMOKING IS
UNHEALTHY."

+

COGNITION 2:

"I SMOKE
REGULARLY."

=

DISSONANCE!

The Benjamin Franklin effect is often explained with two different theories:

Cognitive Dissonance Theory: When you hold two or more contradictory beliefs at the same time, this will cause you to experience the Benjamin Franklin effect because your brain wants to avoid cognitive dissonance. So in order for your awesome brain to justify why you did a favor for that person, it convinces you that you must actually like them.

Self-Perception Theory: This theory suggests when you have no concrete, preexisting attitude toward someone or something, you'll tend to observe your own behavior to determine what their attitude must be. Yes, I'm saying your emotions will follow your behavior!

Look at the chart and say the **COLOR**, not the word

YELLOW	BLUE	ORANGE
BLACK	RED	GREEN
PURPLE	YELLOW	RED
ORANGE	GREEN	BLACK
BLUE	RED	PURPLE
GREEN	BLUE	ORANGE

Left — Right Conflict

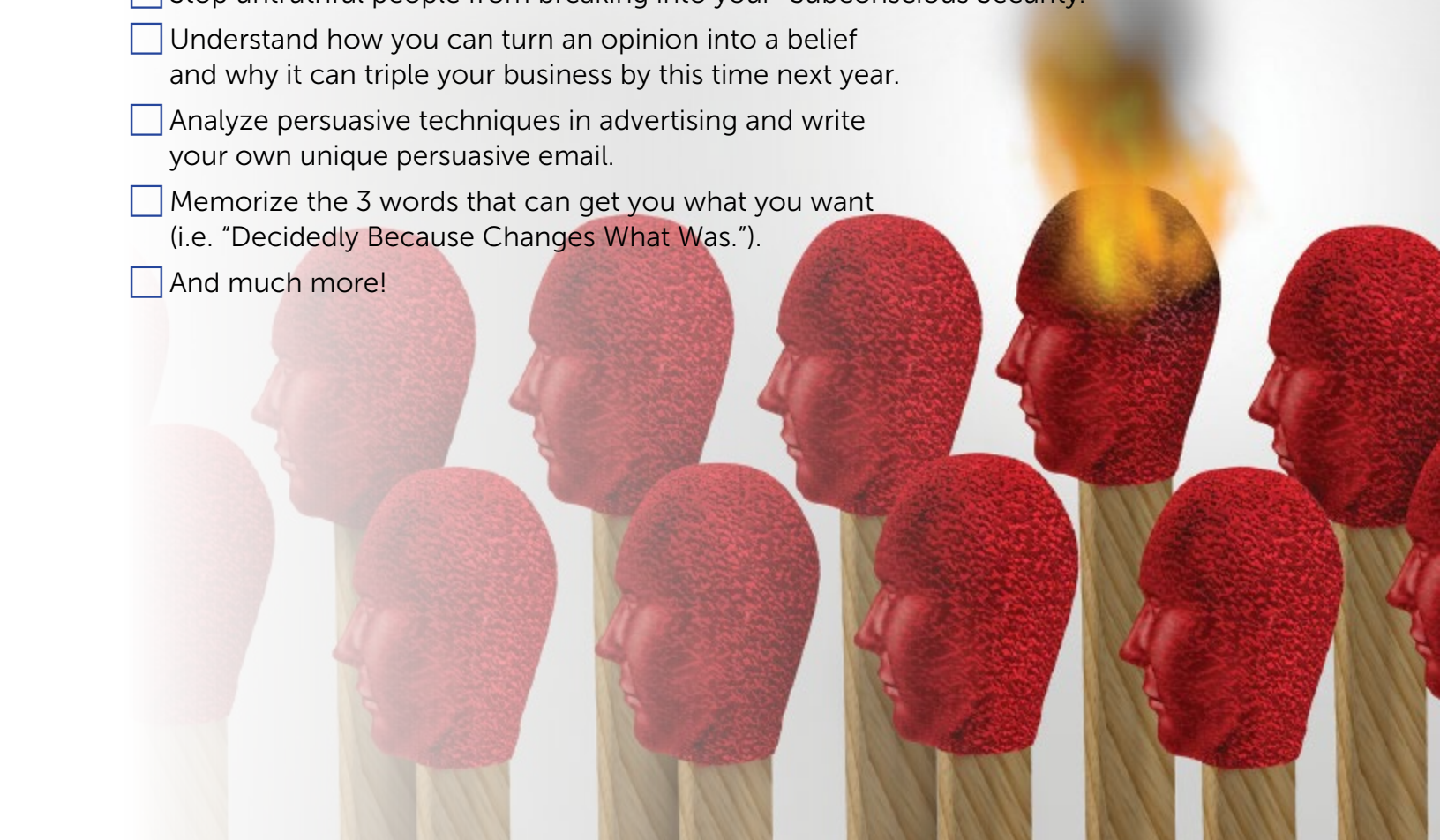
Your right brain tries to say the color but your left brain insists on reading the word.

In conclusion, just like my son Angus did when he gave candy to all the kids in his grade last year, you too experience the Benjamin Franklin Effect, when you do someone a favor. Remember your mind is trying to justify your behavior by deciding that you must like that person in order to avoid a state of cognitive dissonance.

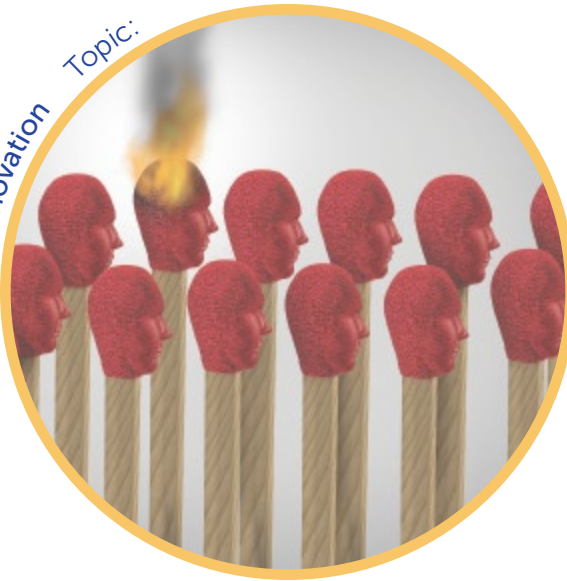
P.S. Research shows that most people tend to underestimate people's willingness to agree to help, so go ahead and ask for a favor (size doesn't matter)!

MEASURABLE LEARNING OBJECTIVES:

- ☐ Build rapport and trust faster through observing very specific eye movements and decoding how they connect with the way people think and process information.
- ☐ Use specific language to produce outstanding outcomes (in any situation).
- ☐ Communicate more effectively and build better relationships with ease.
 - » Determine you and your client's preferred communication channel, so you can build rapport and trust faster.
 - » Learn and practice using the "Hierarchy of Criteria Sales Coaching" exercise so you can understand its value and use it with your clients (and they will thank you for it!).
 - » Explore the psychology behind persuasion and motivate others to say "YES!" the first time.
- ☐ Unlock the 3 biggest communication secrets to having a positive first impression.
- ☐ Define both conscious and subconscious persuasion and master the art of using both of them to get a win you feel good about getting.
- ☐ Discover how you can use social proof to influence others.
- ☐ Stop untruthful people from breaking into your "Subconscious Security."
- ☐ Understand how you can turn an opinion into a belief and why it can triple your business by this time next year.
- ☐ Analyze persuasive techniques in advertising and write your own unique persuasive email.
- ☐ Memorize the 3 words that can get you what you want (i.e. "Decidedly Because Changes What Was.").
- ☐ And much more!



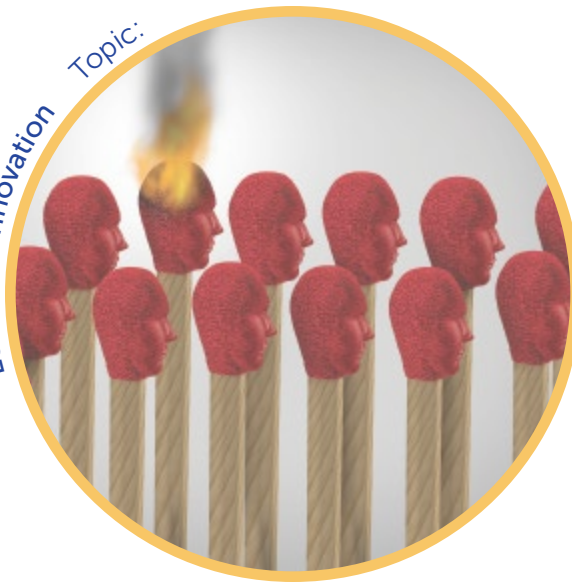
Level #4: Innovation Topic:



Did you know?

You need to use 200 muscles to take a single step.

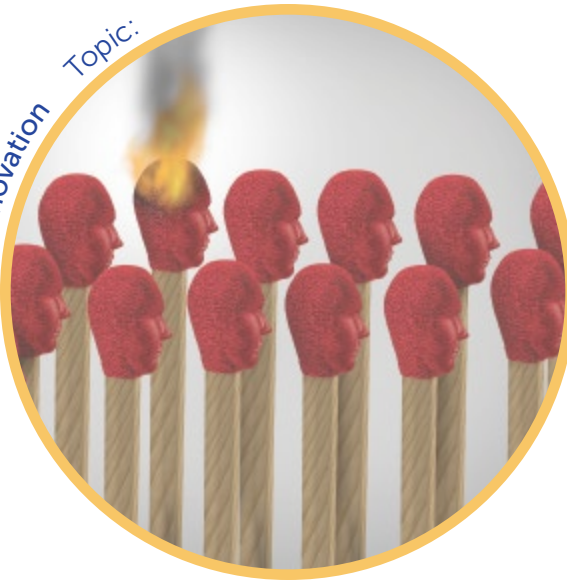
Level #4: Innovation Topic:



Did you know?

When you blush, your stomach lining blushes with you.

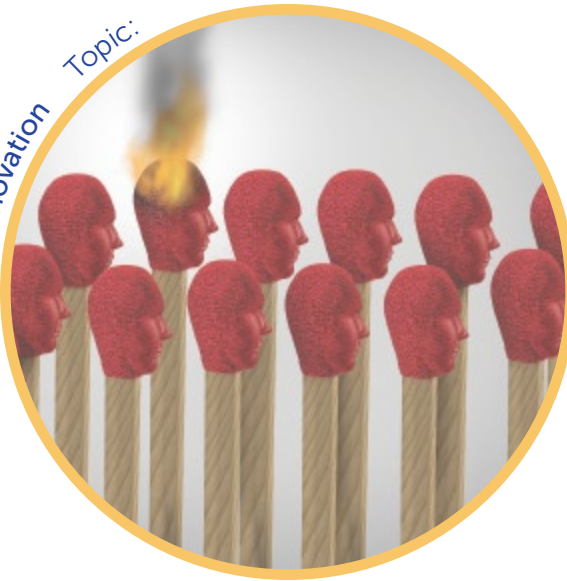
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Did you know?

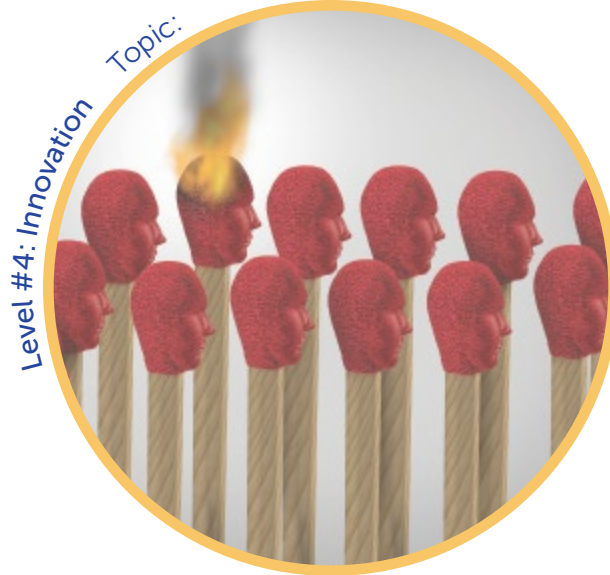
If you are sleeping, your sense of smell cannot wake you up in a fire — and it's the last sense to activate each morning.

Level #4: Innovation Topic:



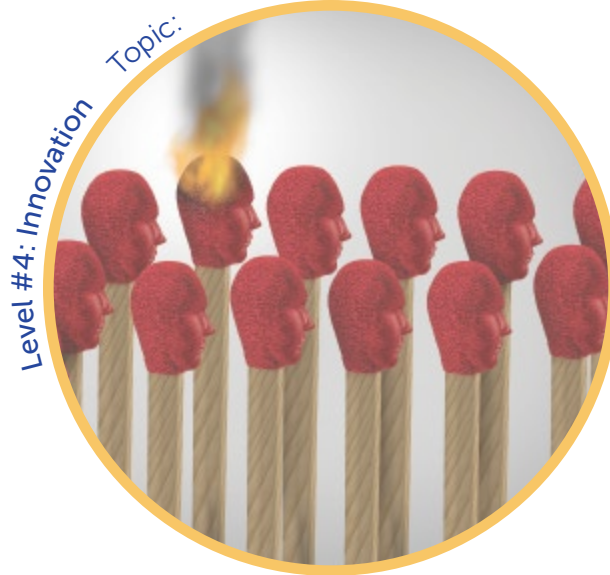
Did you know?

Exhaling with puffed out cheeks is great way to release stress and to pacify. People often do this after a near mishap.



Did you know?

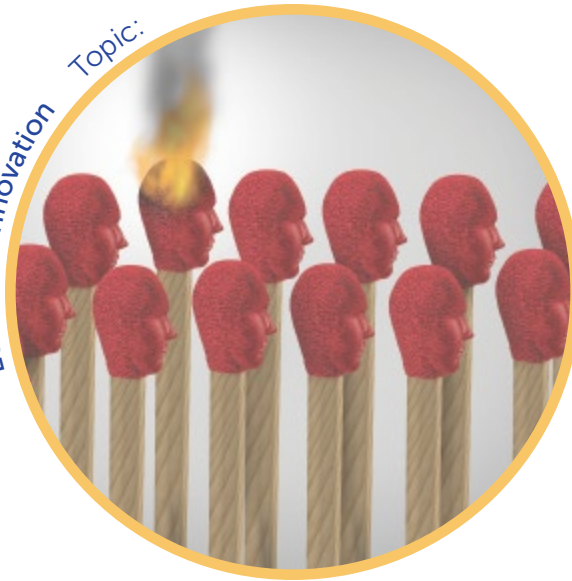
A team of researchers collected sweat from under the armpits of 10 men while they watched either frightening scenes from the horror movie "The Shining" or repulsive clips of MTV's "Jackass." Next, the researchers asked 36 women to take a visual test while they unknowingly inhaled the scent of men's sweat. When women sniffed "fear sweat," they opened their eyes wide in a scared expression, while those smelling sweat from disgusted men scrunched their faces into a repulsed grimace.



Did you know?

BOTOX® injections may decrease the signs of aging, but do so at the cost of making the face less animated and more unemotional. Ironically, less animated people are less attractive to others.

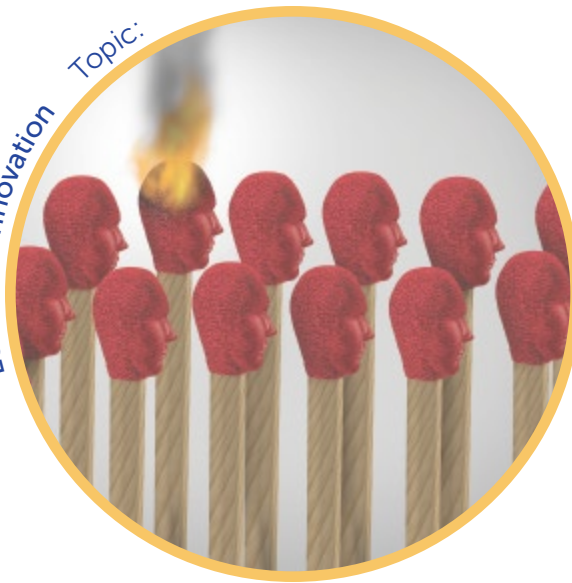
Level #4: Innovation Topic:



Did you know?

The strongest muscle in the body is the human tongue.

Level #4: Innovation Topic:



Did you know?

Blushing from embarrassment is involuntary like your flight-or-flight response because it's activated by your sympathetic nervous system.