

EXACTLY WHAT TO SAY

Book Summary



Multifamily Edition
Part 1 of 2

**"THE WORST TIME TO THINK
ABOUT THE THING YOU ARE ABOUT
TO SAY IS IN THE MOMENT YOU
ARE SAYING IT."**

Phil M. Jones


Exactly_What_to_Say.

MAGIC WORDS

are sets of words that talk straight to the subconscious brain. The subconscious brain is a powerful tool in decision-making because it is preprogrammed through our conditioning to make decisions without overanalyzing them. It works a little like a computer—it has only 'yes' and 'no' outputs and can never land on a 'maybe.' It is strong and decisive and moves quickly. Using words that talk straight to the part of the brain that is free from maybes and responds on reflex gives you a fair advantage in conversation and can result in you getting your own way more often.

So, in a nutshell:

- Call it subconscious or adaptive unconscious, there is undoubtedly some part in your skull which is inaccessible to consciousness and, which, nevertheless, influences your judgments, feelings, and behavior;
- There are some words which communicate directly to this hidden – and governing – part of every human being;
- These are Jones' magic words, "tried, tested and proven to deliver results when applied properly."

A photograph of a street sign on a sidewalk. The sign is rectangular with rounded corners and a dark border, mounted on a dark metal post. The background is a blurred street scene with trees and a person walking in the distance. The text on the sign is in a bold, black, typewriter-style font.

Words
Have
Power



SOLUTION

But, enough with the theory.
Let's see how this works in practice
and apply it to the multifamily
industry!

**Let's Role Play and apply each of the
phrases.**

ROLE PLAY

Share this guide with your team.

Option 1

- Allow the team to pick a favorite “What to Say”.
- Practice with the team how they would use it today.
- Apply the “what to say” phrase with their next guest.
- Report back to the team how it went.

Option 2

- Share the list with the team.
- Pick a phrase to use within their email follow up messages for the day.
- Track how well the guests respond.
- Report back to the group.
- Pick a new phrase for the next day.



WHAT TO SAY

I'm Not Sure If It's For You, But

Open-Minded

What Do You Know?

How Would You Feel If?

Just Imagine...

When Would Be A Good Time?

I'm Guessing You Haven't Gotten Around To...

Simple Swaps

You Have Three Options...

Two Types of People

I Bet You're A Bit Like Me

PART 1 OF 2



I'M NOT SURE IT'S FOR YOU...

“I’m not sure if it’s for you, but...” is the best way to introduce any idea to anyone. Why?

Because, at a subconscious level, the listener translates it to “There’s no pressure here... Why don’t you have a look at this.”

Examples

- I’m not sure if it’s for you, but this apartment / special is available for this week only, and I would hate for you to miss out.
- I’m not sure if it’s for you, but we have a guest returning on Sunday to possibly apply for it, and, if you’d like, you’re welcome to apply now.



OPEN-MINDED

As we said above, your subconscious works only along the lines of a “yes” and “no;” and since there’s no “maybe,” if you ask a group of 1,000 people whether they consider themselves open-minded, at least 90% of them would answer in the affirmative.

Why?

Because the alternative – “closed-minded” – sounds very, very bad.

Use this to your benefit – if you start a sentence with “how open-minded” you’re shifting the odds of your listener agreeing with you from 50/50 to 90/10.

Examples

- How **open-minded** would you be about trying this floor plan as an alternative?
- Would you be **open-minded** about seeing if this 2 BR floor plan would work for you?



WHAT DO YOU KNOW?

All people think they know best – that’s how we’re built to think. And if you want to steer a conversation in a certain direction, you must have control over it.

A great way to achieve this is by moving the other person’s position “from one of certainty to one of doubt.” Hence the “what do you know?” magic phrase. And now you see why Socrates was considered the smartest person in Ancient Greece.

Examples

- What do you know about our apartment community / company?
- What do you know about how things really work here?



HOW WOULD YOU FEEL IF?

We know for sure that people work a lot harder to avoid potential losses than to achieve a potential gain; simply put, nothing motivates us more than losing what we already own.

To overcome this obstacle – or, even better, to use it to your benefit – paint for your listener a future scenario so that you can trigger in him the proper emotions.

Examples

- **How would you feel if another person applied for your home?** (the “loss aversion” trigger)
- **How would you feel if this decision led to the best living experience possible?** (the “if-success” trigger; “loss aversion” in absentia)



JUST IMAGINE

For better or for worse, we are storytelling people; consequently, storytelling will always have the power to inspire, influence, and persuade. Why?

Because it creates pictures in the minds of others and because we are wired to just sit back and enjoy the view in situations such as these.

When you were a child, the magic words were “Once upon a time...;” the adult formula is “Just imagine.”

Examples

- **Just imagine** how things will be in two months’ time once you move in and get settled.
- **Just imagine** the how wonderful it will be living here with your fresh new home.
- **Just imagine** how excited your friends will be to visit.



WHEN WOULD BE A GOOD TIME?

One of the biggest challenges of the 21st century is finding the time – you for the others, the others for you. However, unless you inspire someone to make a room in his life for your ideas, you'll never sell your idea, will you? A good way to do this is by using the phrase “when would be a good time?”

This magic expression implies that there must be some good time and incites the listener to tell you when that time will be.

Examples

- When would be a good time for you to take a tour?
- When would be a good time to go over the floor plans and quotes?



I GUESS YOU HAVEN'T GOT AROUND TO...

This has probably happened to everyone at least once: someone promises that he/she will do something and yet he/she hasn't after a certain period of time.

You know full well that you may ruin things if you're aggressive, and yet you want to give the person of interest a nudge.

How should you do it?

By pushing for the negative scenario!

It's the other person's turn to fix it.

Examples

- I'm guessing you haven't got around to looking over the quote yet?
- I'm guessing you haven't got around to making a decision yet?



SIMPLE SWAPS

Sometimes, just changing one or two words can make all the difference.

For example, swapping the slogan “I’m blind: would you give me some money?” with “It’s a sunny day, but I can’t see it...” has yielded more than positive results. You do the same.

For example, instead of asking your guest “Do you have any questions?” ask them “What questions do you have for me?”

For **example**, instead of asking your guest “Would you like to take a tour?” ask them “Can we go ahead and schedule a tour at 2pm?” That way, you’re in control.



YOU HAVE THREE OPTIONS...

When it comes to decision making, we are notoriously susceptible to being fooled by both our emotions and our reason.

Also, we tend to suffer from something called analysis paralysis when we must choose from several options.

A good way to take control over situations such as these is by offering only three options; afterward, just ask the other person “Of those three floor plans, what’s going to be best for you?”

That’s a magic word combo!



TWO TYPES OF PEOPLE...

If you want to prompt a near-instant decision, then frame the options within the “two types of people” narrative. “The second someone hears, ‘There are two types of people in this world,’” writes Jones, “the little voice in their head immediately wonders which one they are, and they wait with bated breath to hear the choices.”

Examples

- There are **two types of people** that have visited: those who delay applying for the apartment home they want and those that get it before someone else.
- There are **two types of people** that shop: those who shopping around in favor of getting frustrated and those who know their home when they see it.



I BET YOU ARE A BIT LIKE ME...

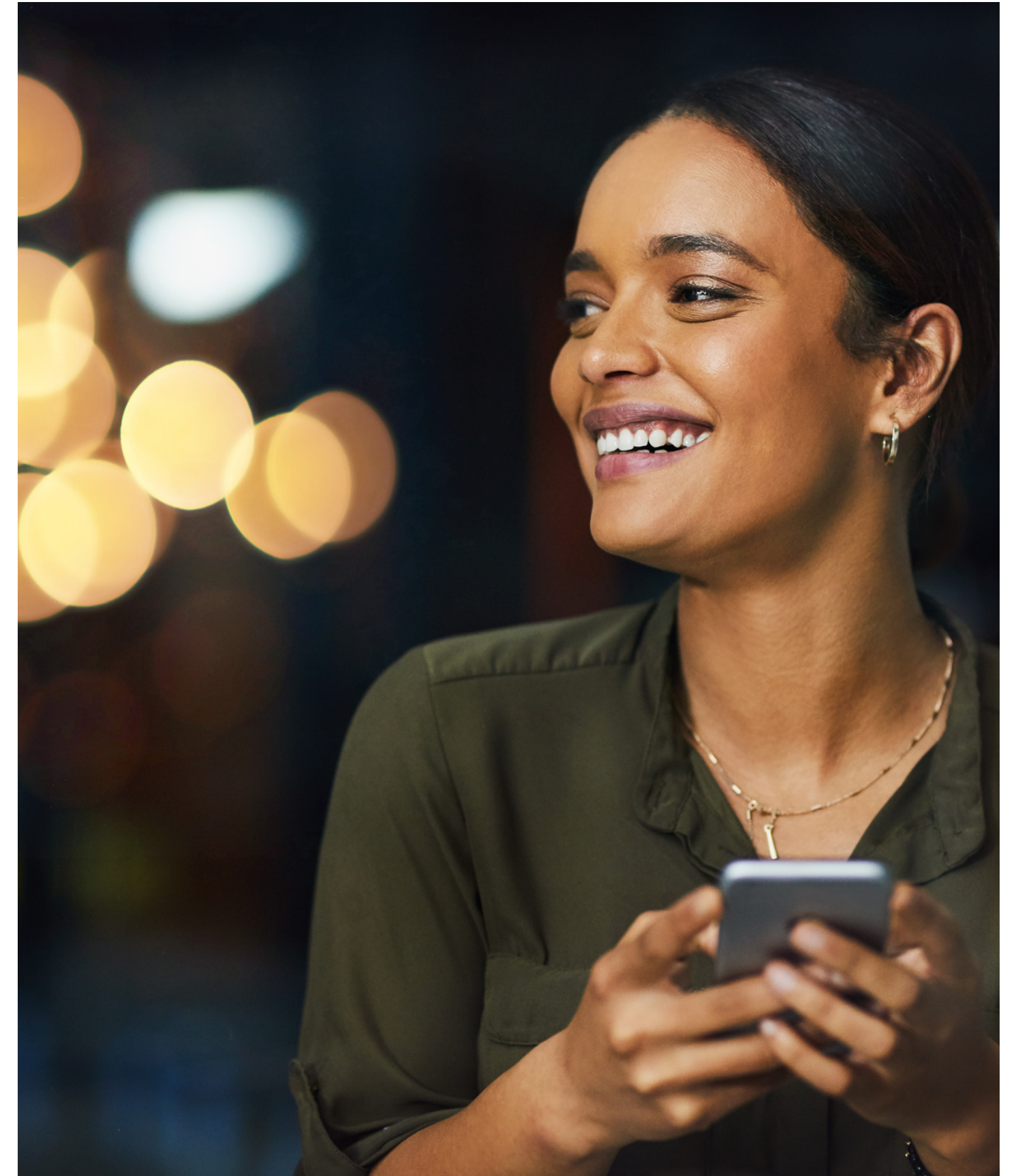
The reason why you can't convince strangers to do anything is that they are strangers: we are evolutionarily preprogrammed not to trust people who are unlike us.

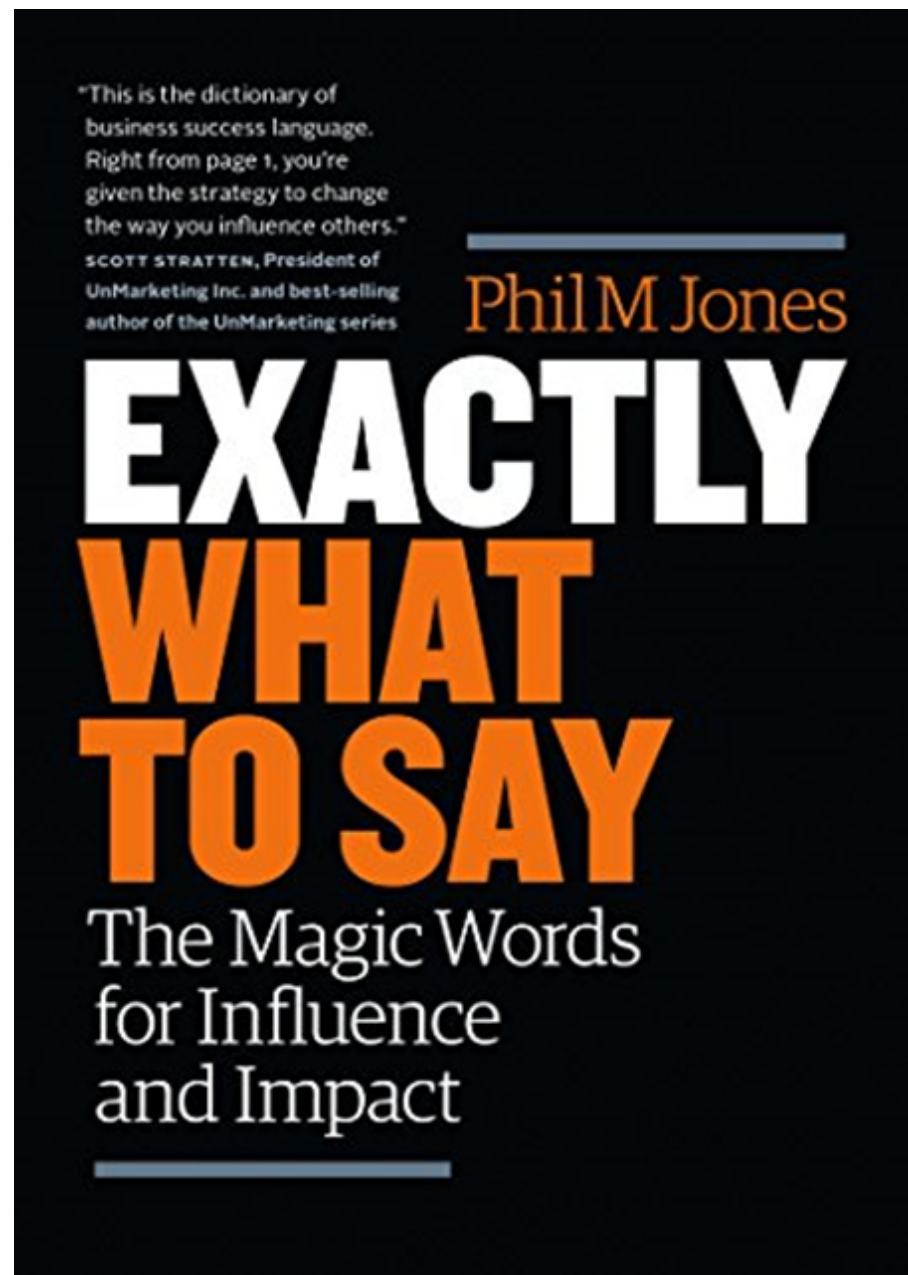
The tweak?

Just say "I bet you're a bit like me" whenever you want to furnish a closer connection to the other person.

Examples

- **I bet you're a bit like me and you enjoy finding the right home, knowing that it will allow you to live comfortably.**
- **I bet you're a bit like me and you're a busy person who's ready to find their right apartment home.**





INFLUENCE AND IMPACT!

Book Summary - Multifamily Edition

Make sure to check out part 2 of Exactly What to Say -
Book Summary - Multifamily Edition.

ASK ME
I'd love to hear from you
ANYTHING

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