

EXACTLY WHAT TO SAY

Book Summary



Multifamily Edition
Part 2 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. It is mounted on a dark metal post. The sign's background is white, and the text "Words Have Power" is written in a black, typewriter-style font, arranged in three lines. The background of the photo is a blurred street scene with trees and a person walking in the distance under a bright sky.

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

If... Then
Don't Worry
Most People
The Good News
What Happens Next
What Makes You Say That?
Before You Make Up Your Mind
If I Can, Will You?
Enough
Just One More Thing
A Favor
Just Out of Curiosity

PART 2 OF 2



IF... THEN

You remember the “if... then” sandwich from your childhood:

“If you don’t tidy your room, then you’re going to be grounded for the weekend.”

Or, even more universal:

“If you don’t eat all your dinner, then you’re not going to get any dessert.”

It worked, didn’t it?

Well, now it’s your turn to act like your mother; ok, a bit like her.

Examples

- If you decide to apply, then I promise you won’t be disappointed.
- If you give us a chance to make this your home, then I am confident you will thank me later.



DON'T WORRY...

The best way to deal with a high-stress scenario? Just convince the other person that nothing's out of the order now and that you have everything under control. You are going to assist them through the process. You need no more than two words to do this: "Don't worry."

Examples

- **Don't worry.** You're bound to be nervous right now, applying for an apartment home is a big decision.
- **Don't worry.** I felt just the way you feel right when I was looking, but I am happy here.



MOST PEOPLE

You know what most people are afraid of?

Being the outcasts, the recluses, the castaways; in a nutshell: being unlike most people.

That's why you can get the attention of most people by simply telling them that what you need from them is precisely what most people would do.

Most people should follow.

Examples

- What **most people** do is complete the application with me here today. You then receive your welcome pack, and we get you ready to move in.
- **Most people** in your circumstances would grab this apartment with both hands, knowing that it is the right choice.



THE GOOD NEWS

This one you know from practically every second film: even if the good news follows after the worst news, they always tend to bring some relief.

The formula is even more powerful if there is no bad news.

Everybody wants some positivity in his/her life, and “The good news is...” is the magic word to infuse it!

Examples

- **The good news** is you can apply right now and make this your home.
- **The good news** is we have exactly what you are looking for in a new home.



WHAT HAPPENS NEXT...

Sometimes, no matter how hard you try, conversations may come to a halt due to the indecisiveness of your talking partner.

The thing to remember for situations such as this is simple: “the easier the question, the easier you gain your decision.”

- So, make the next step by saying something along the lines of “**What happens next** is we’ll log on to the computer to apply; speaking of: in terms of registering your details, what is the best email address for you?”



WHAT MAKES YOU SAY THAT?

Sometimes – or, let’s face it: oftentimes – you’ll face not only indecisiveness but also objections and protests.

“I haven’t got the time now,” “I would, but I don’t have the money,” “I’m pretty sure your apartment is great, but I’ve toured better communities,” etc.

The worst thing you could do in situations such as this is to respond with a counterargument; the best thing: be inquisitive.

Examples

- The customer says, “I need to speak to somebody else before I make a decision about this.” You say, **“What makes you say that?”**
- The customer says, “Really, I need to look around more.” You say, **“What makes you say that?”**



BEFORE YOU MAKE UP YOUR MIND

Moving from a “no” to a “yes” is all but impossible; however, moving from a “no” to a “maybe” and from a “maybe” to a “yes” is conceivable.

The best way to make a step in the right direction concerning the first section of this two-part journey is by using the magic word “before you make your mind up.” It inspires the other person to rethink his/her decision – and, in many cases, he/she will.

Examples

- Look, **before you make your mind up**, let’s make sure we’ve looked at all the facts.
- **Before you make your mind up**, wouldn’t it make sense to speak to a few more people about the difference this could make for you and your family?



IF I CAN, WILL YOU?

Sometimes, the objections coming from the other side are a list of reasons why the thing you want to is unlikely to happen.

“You have the power in these situations,” says Jones, “to remove the barrier by responding with a powerful question that eliminates the other person’s argument.”

And that question is: “If I can... will you?”

Examples

- **If I can help you with the application process, then will you apply here with me?**
- **If I can get you a credit on the admin fee, then will you be happy to apply with me today?**



ENOUGH

Influencing other people's decision is all about making it easier for them to decide – of course, in a way which suits you best.

For example, if the guest is in a show unit unable to choose between renting a one or two bedroom and the leasing consultant asks you “Would a two bedroom be enough room for you?” you'll probably answer “yes” because of the presence of that enough.

Suddenly – one bedroom seems too small.



JUST ONE MORE THING...

According to Phil M. Jones, the greatest negotiator he has ever met is the television detective Columbo. His MO? Just at the moment his suspect was relieved and sure that he had gotten away, Columbo would turn back to them and say, "Oh, just one more thing."
Introduce a Columbo moment to your pitch by inviting your client to an event at the moment of the transaction or asking them to sample a product. As we've learned from Columbo – it works every time!

Example

- Oh, just one more thing – we have those large walk-in closets that will accommodate all your clothes.
- Oh, just one more thing – you can save a gym membership by using our fitness center.



A FAVOR

Just like Phil M. Jones, we are also pretty sure that there have been many situations in your life when someone could do just a little something for you and make your life immediately easier.

Have you ever tried saying to him/her something along the lines “perhaps you could do me a small favor?”

The worst possible answer to that question is a conditional “yes,” aka “Depends what it is.”



JUST OUT OF CURIOSITY

Sometimes, people say “no” – and are adamant in not changing their minds.

Do you: give up or try another magic word?

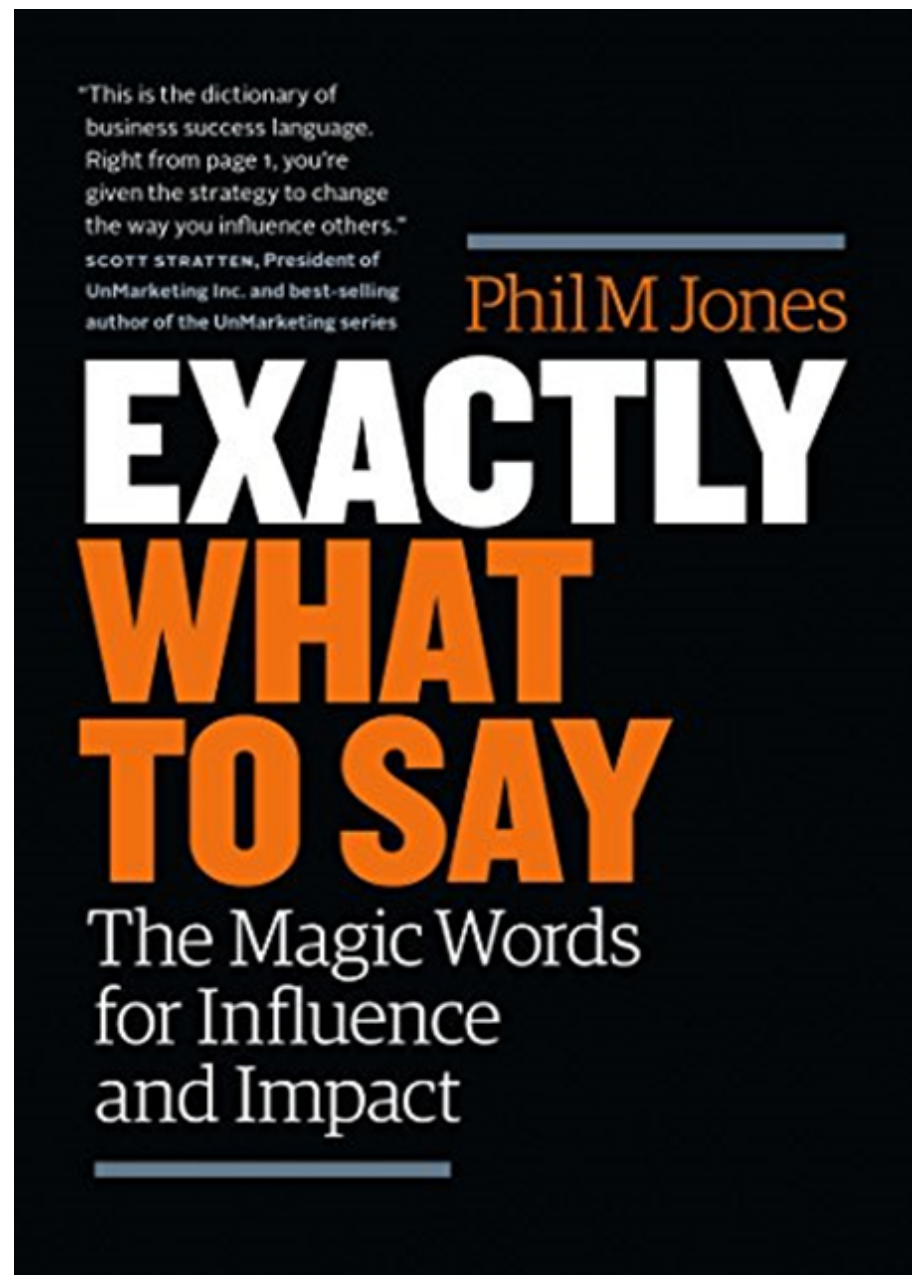
The correct answer, of course, is b, and the magic word is “just out of curiosity.”

That phrase makes rude and obnoxious things sound soft and fluffy – and that’s exactly what you need if you want to become a professional mind-maker-upper.

Examples

- **Just out of curiosity**, what is it specifically you need some time to think about?
- **Just out of curiosity**, what is it that’s stopping you from moving forward with application?





INFLUENCE AND IMPACT!

Book Summary - Multifamily Edition

Make sure to check out part 1 of Exactly What to Say - Book Summary - Multifamily Edition.

ASK ME
I'd love to hear from you
ANYTHING

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