

Create your
SUPERFANTASTIC

The Gary Gregory

**Exactly What
to Say:**

**Multifamily
Edition**

SOLUTION

But, enough with the theory.

Let's see how this works in practice and apply it to the multifamily industry!

"The worst time to think about the thing you are going to say is in the moment you are saying it," writes Phil M. Jones in the epigraph to *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."

ROLE PLAY

Share with team and look for opportunities to apply one statement per day.

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

The list of phrases...

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
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

I'm not sure it's for you, but

"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 it?

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 chimpanzees; 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 in this world: those who delay applying for the apartment home they want and those that get it before someone else.
- There are two types of people in this world: those who shopping around in favor of getting frustrate and those who know their home when they see it.

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

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 would you apply here with me?
- If I can get you a credit on the admin fee, then would 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, played by Peter Falk for many, many years. 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."

Now that his suspect was more vulnerable than ever, Columbo could ask him/her the question that really mattered to him.

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:

- a. give up?
- b. 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?

Exactly What to Say by Phil M Jones

"This is the dictionary of business success language. Right from page 1, you're given the strategy to change the way you influence others."
SCOTT STRATTEN, President of UnMarketing Inc. and best-selling author of the UnMarketing series

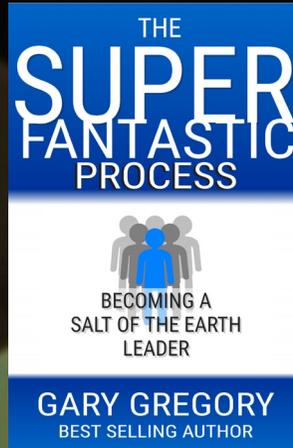
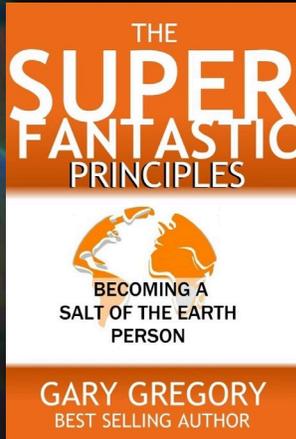
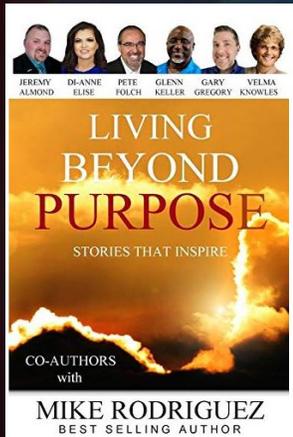
Phil M Jones

EXACTLY WHAT TO SAY

The Magic Words
for Influence
and Impact

Transformational Leadership Coach

Best Selling Author



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