



N.L.P For ATTORNEYS: *Mastering the Secret Language of Influence*

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"The real business of life is trying to understand each other."

- Gilbert Parker

Would you sign, agree or open-up to someone who you
DON'T trust ?



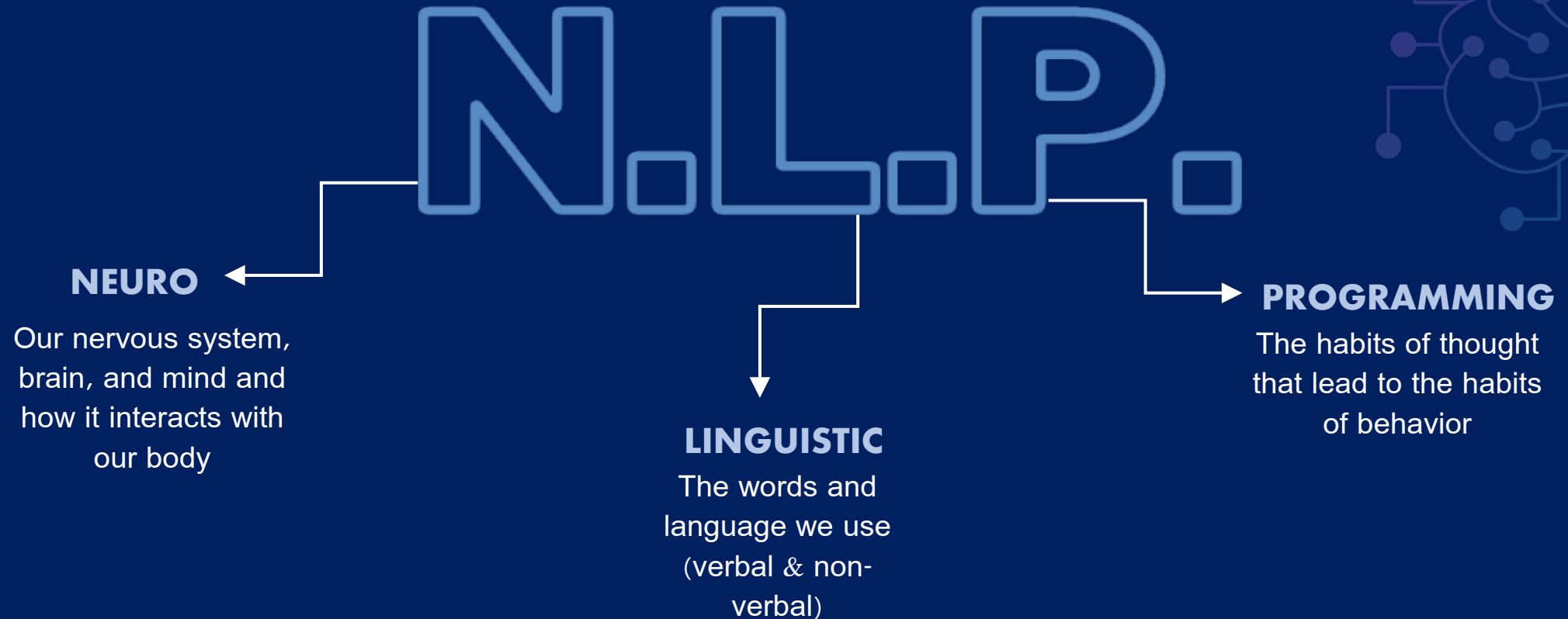
What is your *spoken* language?

What if I told you that besides a spoken language, that people *also* have a hidden *NLP language*?



WHAT IS *Neuro Linguistic Programming*?

N.L.P. explores the relationship between how we think, communicate and our patterns of behavior.



How will this seminar benefit you ?

Figuring out someone's NLP language will help attorneys learn how clients or witnesses:

- ✓ Relate
- ✓ Communicate
- ✓ Make decisions
- ✓ Prefer to be influenced



Just wondering....



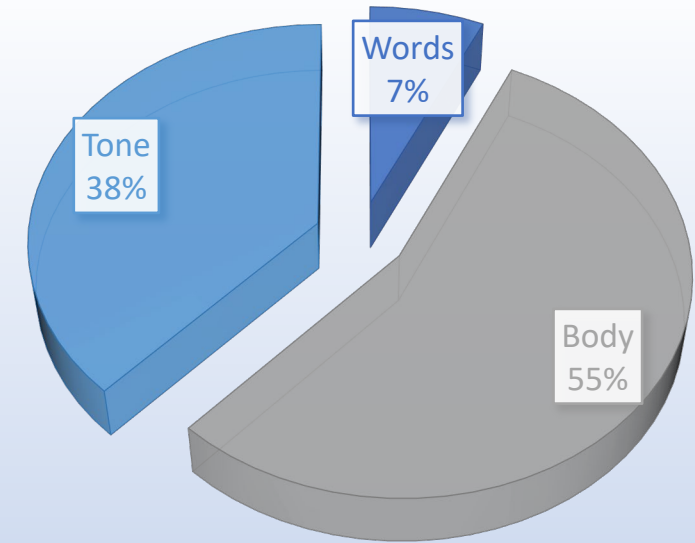
How would your law practice improve if you learned how to speak your potential client's or witness's hidden language of NLP so that you're able to better communicate and positively influence them to arrive at an agreement?

In this NLP seminar you will:

- ✓ Experience the best ways to gain rapport with a potential client through matching and mirroring their body language, voice, emotional state, and modalities
- ✓ Learn how to increase influence by applying NLP's top 8 techniques
- ✓ Practice learning how to elicit values in order to identify your potential clients "meta program"
- ✓ Role play a situations where you will apply the above techniques in your specific communication scenarios

COMMUNICATION

**Resistance in a client is a sign of lack of rapport.*



RAPPORT: The feeling of connection between two people through similarities achieved by matching the way they communicate and mirroring their behavior.



How can you gain rapport with someone?

Matching and Mirroring: copying another's body language, gestures, voice and language pattern to form a sub-conscious connection.

There are 4 main ways to “match and mirror”.

1. BODY LANGUAGE

2. VOICE

3. EMOTIONAL

4. MODALITIES



1. BODY LANGUAGE

WHO IS IN RAPPORT AND WHO IS NOT? HOW DO YOU KNOW?

(What are some of the body language cues you can look for?)



A.



B.



C.



D.



E.



ACTIVITY

2. VOICE

What are the 3 traits you can match when listening to someone's voice in order to mirror them?

1. TONE (high or low pitch/sound)
2. RHYTHM (fast or slow)
3. VOLUME (loud or soft)

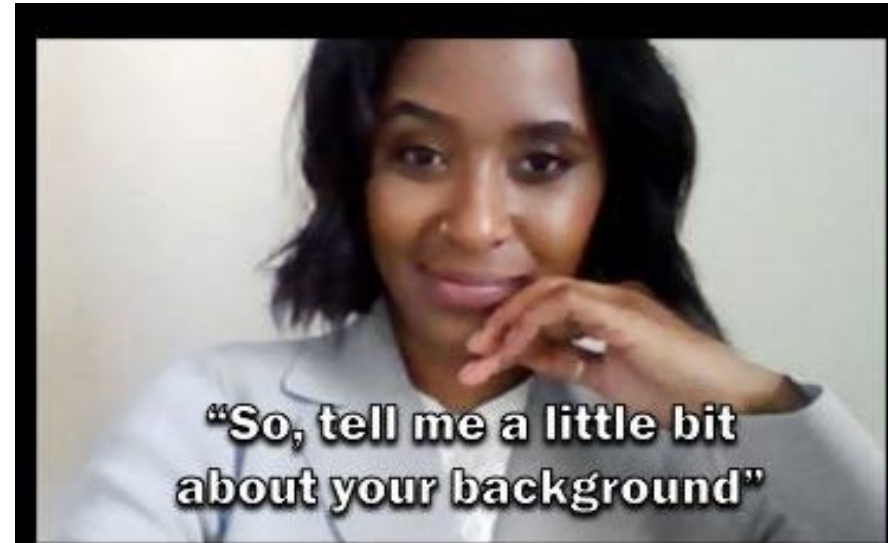
***Before getting on the phone, imagine you are about to speak to one of your closest friends-smile!**



Remote mirroring and matching:



Remote mirroring and matching:



3. EMOTIONAL MATCHING



What are some of the emotional states you may encounter from a client when you are about to engage in a discussion with them?

***If they are in a negative state, match with them for just a moment and then lead them into a better emotional state (pacing and leading).**

With your partner, mirror and match each other's **body language, voice and emotion.**



ACTIVITY



Describe your day yesterday and one good thing that happened.

4. MODALITIES

There are 4 main types of modalities:



VISUAL

Uses visual language:

"I see what you're saying." "Looks good."



AUDITORY

Uses auditory language:

"I hear what you're saying."

"It rings a bell."



KINESTHETIC

Uses kinesthetic language:

"I feel what you're saying."

"It feels right."

"Let's get a handle on this."



AUDITORY DIGITAL

An auditory person may say, "I can't hear what you are saying" or

"This doesn't sound right. An

auditory digital person may say,

"There is no logic in what you are saying" or "This does not make

sense".

DISCOVER YOUR PARTNER'S MODALITY BY LISTENING TO THEIR VERBAL CUES.



Ask them:

1. What is it like to sit by a warm fire?

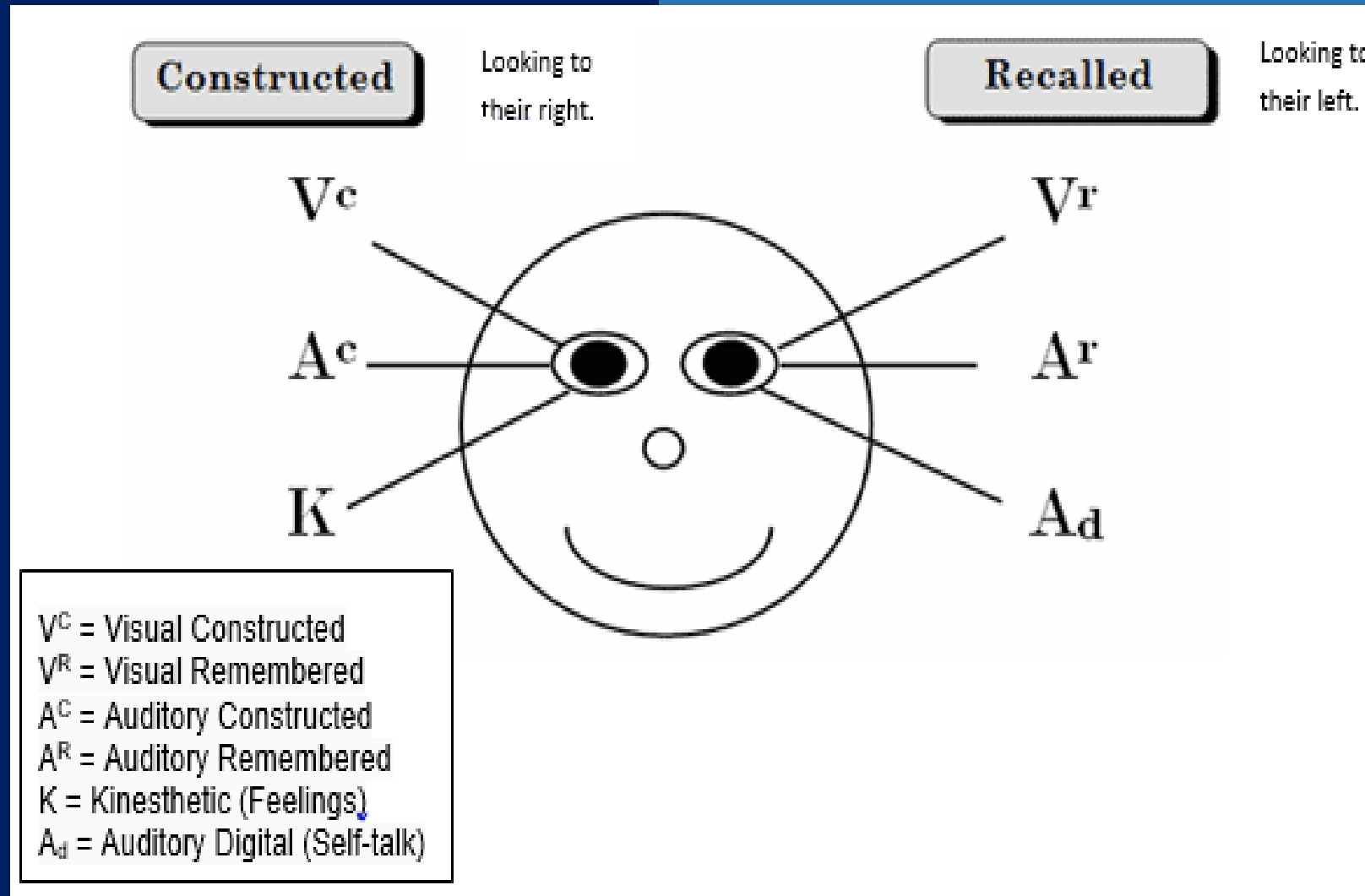
OR

2. Describe the details of your favorite place to visit.



ACTIVITY

YOU CAN ALSO USE “EYE CLUES” TO GIVE YOU AN IDEA OF A PERSON’S MODALITY:



MODALITY SELF-TEST

Put a check next to the answer that resonates with you the most:

1. I make important decisions based on:

- gut level feelings
- what looks best to me
- which way sounds the best
- precise review and study of the issues

2. During an argument, I am most likely to be influenced by:

- the other person's tone of voice
- the logic of the other person's argument
- whether or not I can see the other person's point of view
- whether or not I am in touch with the other person's true feelings

3. I most easily communicate what is going on with me by:

- the way I dress and look
- the words I choose
- the feelings I share
- my tone of voice

4. It is easiest for me to:

- find the ideal volume and tuning on a stereo system
- select the most comfortable furniture
- select rich, attractive color combos
- select the most intellectually relevant point in an interesting subject line

5. Which sentence below best describes you?

- I am very attuned to the sounds of my surroundings
- I am very adept at making sense of new facts and data
- I am very sensitive to the way articles of clothing feel on my body
- I have a strong response to colors and the way the room looks

What's your dominant modality through which you communicate?

On your own...

HOW CAN YOU INCREASE INFLUENCE?

THE TOP 8 NLP TECHNIQUES:



1. PACING AND LEADING

Bringing the client from an unwanted, negative or unsure state to a positive one. (build rapport (pace)...build rapport (pace)...LEAD (to a win/win outcome) Match the client where they are at and then you can bring them to a place of a new thought that they originally wouldn't have gotten to by themselves.

Ex. "I understand X is a reasonable stance to take because of Y. In fact, that is an intelligent approach. (Pacing along with mirroring and matching them). However, there can be more to it, and I'm sure you can see that if we added X (etc.)"



2. FEEL, FELT, FOUND

You are letting a client know that she is heard and valued. Then you are letting her know that her initial thought is common. Lastly, you are leading her to a place where there is a solution.

Ex. " I understand how you FEEL. In fact, many others have felt the same way. But what they found was...."

3. Identifying their META-PROGRAM

Discover whether they are an “away” person or a “towards” person

Ex: Why are you looking to buy a car?



AWAY (from pain) PERSON

“Because I am sick and tired of my old one. I don’t want to spend so much on gas and it doesn’t perform well in the rain or snow.”



TOWARDS (pleasure) PERSON

“Because I really want to get into a car that has great gas mileage and will perform great in the rain or snow!”

ELICITING VALUES TO FIND THEIR META-PROGRAM



- It's useful to understand the values of the clients that you are interacting with so that you can explain the specific benefits that they need to hear and that you will be able to provide.
- **You can elicit values through a series of questioning:**
 1. What would you say is most important to you about “getting rid of your debt?”
 2. Is there anything else that is important to you? (Allows them to think deeper)
 3. Which would you say is the *most* important?

Figuring out your META PROGRAM



Ask your partner:

Why is taking a vacation important to you?



ACTIVITY

4. TAG QUESTIONS

A question put at the end of a sentence that is a reinforcing point.



- “You can understand why my suggestion makes sense, *can’t you?*”
- “You’re really looking forward to managing your debt, *aren’t you?*”
- “We can work out a payment plan that you can now handle, *makes sense?*”

5. REFLECTIVE LISTENING

Reflecting back to the speaker the main ideas and feelings to show complete understanding.

KEY REFLECTIVE LISTENING PHRASES:

"What you're saying is..."

"So you feel..."

"It sounds like you..."

"So you're wondering if..."

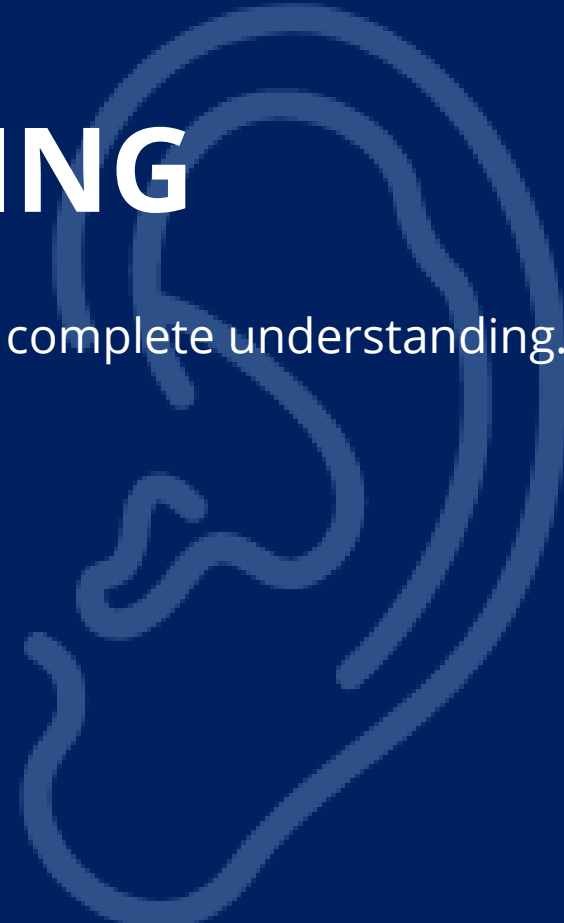
(Speaker should correct listener where needed.)

With your partner:

**DESCRIBE AN ISSUE YOU ARE HAVING WITH A CLIENT AND
HOW YOU ARE TRYING TO SOLVE IT.**



ACTIVITY





6. REFRAMING

Guiding your client to various alternate positive solutions when they say something can't be done. You are taking what they think is a negative situation and showing them various/alternative ways to look at it that will actually benefit them. *"What's a better way to look at this?"*

Ex. "This settlement is not a loss, it's actually a win! Look at it like this..."



7. FORWARD PACING

Taking the person into the future where they feel good about the space and decision made today as a good one.

Ex: "Once you settle this, imagine how you can finally get on with your life and put all of this mess behind you!"



8. EMBEDDED COMMANDS

A form of suggestion embedded in a larger statement.

Ex. "People who have already decided to invest in our program find the results to be amazing."

Ex. "Let's talk about the benefits so you can make the decision best for you."

Ex. "What else do you need to know to decide on signing with us?"

Ex. "People feel secure because we are very thorough."



Activity

APPLYING WHAT YOU'VE LEARNED

MASTERING THE SECRET LANGUAGE OF INFLUENCE:

Know your outcome → Gain rapport → Be flexible in your approach → Have them take action

Person A: Attorney

Person B: Possible new client

Person A: Decide on a product or service you believe would benefit your potential client or a situation where you are trying to get them to take action on something.

Choose 2 areas of matching and mirroring you will apply to gain rapport:

- 1.
- 2.

Choose 2 NLP techniques you will apply for being flexible in your NLP technique to influence:

- 1.
- 2.

Person B: You are the type of client who is either (Choose one to portray for this activity.):

- Unsure and Cautious
- Excited and friendly
- Analytical and skeptical



MAKE IT COUNT!



What are 3 NLP strategies you learned today that you feel the MOST comfortable incorporating into your next business discussion?



Thank you!

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