

## Session 2

### Quotes and Extended Quotes

#### Outcomes of this Program:

- To master selling such that your words cause action in others.
- To be accountable to mastering the art of NLP
- To use this group as a mastermind for idea sharing

#### Objectives for this Month:

1. Learn to use quotes and extended quotes.
2. Mimic everyone's rate of speech
3. Post a picture in front of you while prospecting that shows a turtle and a rabbit or something that reminds you to mimic and do the opposite to one person every day and note the response you get. You will establish rapport faster when you first mimic the prospect's rate of speech
4. Concentrate on a downswing at the end of your sentences

#### People to quote:

My Mom	My Dad	My Brother	My Sister	My Broker
My Priest	My Lawyer	My Banker	A Top Agent	The other
My Fellow	My Title Rep	My Lender	My Best	Agent
Agent	My Pastor	My Manager	Friend	Tom Ferry
My Coach	My Grandma	My Grandpa	My CPA	My Son
My Daughter	My Appraiser	My Husband	My Relative	My Stock
My past client	My Mother	My Attorney	My Wife	Broker
My Accountant	My Professor	A seller of mine	My Boss	

#### Quotes:

When you use quotes your listener hears what you want them to do in a manner that is more acceptable to them. Use quotes when you want to be more powerful and direct in your language. Quotes allow you to tell your prospect something that

you may feel uncomfortable saying.

### **Examples:**

I was talking to my broker and he told me, "...Reduce the price now... on every listing you have or your listings are going to sit there for another 6 months based on current market conditions."

My attorney says, "Sellers must choose an experienced agent...like me... who generates quality buyers for their home, that's what you want isn't it."

My husband has always said, "... follow Debbie's advice..., if I had I would have made more on my investments."

My Mom says, "...Listen to me... I know what's best and I always did and this time is just like that."

My attorney says, "When it involves a lot of money ... hire the expert..." and I agree, don't you?"

A seller of mine who refused to accept a good price on their home came back to me and said, "... We wish we'd listened and ... follow your advice, you know ... do what you said ... and accepted the first offer you brought to us we would have made a much bigger profit."

### **Extended Quotes:**

When you quote someone quoting someone else. This is used as a distraction for very powerful language patterns.

### **Examples:**

My banker was talking to my broker the other day and said, "He was so glad he decided to... listen to me... and priced his home to sell now that the market is going down."

My partner was talking to her business coach who said, "Just the fact that you persevere and have a passion for your work causes me to know you're ...the best

realtor around.

Our Realtor Board President was telling a group of top agents... like me... that sellers must ...list now... if they want to sell for top dollar in the next 90 days.

**Homework:**

Write 5 sentences a day (25 per week) using quotes and extended quotes with embedded commands. When writing, the embedded command must have a ... before and ... after the embedded command and underline the quote/extended quote. Also use a tie down when appropriate as it will help you get a yes from your prospect. Your sentences should be around objections you frequently get. Every Friday email your sentences to your team leader and your coach.

Email or talk to your coach about the following:

What happens when you mimic and when you do the opposite?

Share your sentences from this program so far with your team, team leader and your coach