

"LAW OF RECEPTIVITY CHEAT SHEET"

(Plus: The Second Law of
Influence)

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The Law of Receptivity

Fact #1 People hate to be pushed and manipulated.

Fact #2 They are hesitant and guarded in new situations with new people.

Fact #3 People like to be in control.

Fact #3 When people are faced with Fact #1 or Fact #2 they push back and resist to re-establish control.

Fact #4 You therefore need a method to not trigger their resistance (and melt any resistance they may feel) if you ever hope to influence them.

The following formula does just that.

- It does not raise their need to resist
- It melts any resistance they may be feeling
- It lets you influence with confidence and integrity

The formula you are about to learn is also counterintuitive.

Many of us feel uncomfortable “pushing and persuading” people – and then feel guilty when we don’t!

Yet, what you are about to discover does just the opposite: It invites them to say, "No".

But "inviting people to say, 'No'" has helped me close multi-million dollar deals. I've used it in everyday conversation, I've used it in sales copy, I've used it over the phone. It works.

And now University research shows that when you tell people it's okay to say, "NO". you DOUBLE the chance they will say yes! DOUBLE!

Here's the simple, proven, 3-step formula.

ONE: Release any pressure in the situation with the "Maybe, maybe not" phrase

TWO: State the request and benefits/potential of your request

THREE: Hand the control to them by inviting them to say, "No."

Here's examples from different situations, face-to-face to webinars to emails and sales letters...

Presenting idea to a boss

I don't know whether or not this makes sense for our situation, but I think there is a way to reduce cost 25% without additional overhead. Maybe you can take a look at it and let me know if its a fit?"

Beginning a group or webinar presentation

"Our solutions aren't right for everyone and may or may not make sense for your situation - but what I'm about to show you has helped others break free from their jobs and create their dream life. As we go through this consider if its right for you."

Opening a sales conversation

"Good morning Peter. What I have may or may not be right for your situation, but we've helped other businesses increase their sales by 15% so, I thought you could take a look at it and then you can tell me if it might make sense in your unique situation."

Presenting ideas to team members

"Jim, this may or may work for you, but I think there's an easy step we can take to improve your performance. Why don't you take a look at it and let me know your thoughts."

In A Fortune 100 Sales Letter

And here's an example of how I use it in lead gen, sales letters and VSL's. This particular letter got the salesperson a meeting with high level executives at Chase Mortgage. I find it especially powerful in the close of letters...

Will it work for you? Maybe, maybe not. Our system isn't right for everyone. So, I'd like to have a quick conversation and you can tell me whether or not if you feel this is a fit with your operation.

I'll be giving you a call in the next two days. Or, you can reach me at [REDACTED] and by email at j [REDACTED]

Sincerely,

[REDACTED]

Director of National Accounts

Deal Maker's Version

"Jim, I'm probably way off here, but what if we were to try X, Y and Z? Does that make any sense at all?"

There you have it.

You lower people's resistance because you sound like someone they can trust. Why? BECAUSE YOU SPOKE THE TRUTH.

This formula let's you create high integrity, high trust influence with confidence because you are speaking the truth and making them feel comfortable.

And as a side benefit...

You may double the number of times you hear "Yes!"

The Second Law of Influence: "Road Signs"

In secret of influence #1 we learned how to disarm people and put them at ease. How to keep their minds receptive instead of instantly slamming shut.

Now that the ground has been prepared a bit, there is a second strategy that helps people feel at ease as you present or start a dialogue around an issue.

I call it...

Putting Up Road Signs

Perhaps you have driven on a curvy mountain road. Usually there are road signs to tell you when a sequence of curves is coming. And not only when they are coming, but how fast you can safely go.

What happens if there isn't a sign before a hairpin curve and you don't see it coming?

All of a sudden the wheels are screeching and passengers are flying to one side of the car, kids have their faces smashed against the window.

Then for the rest of the ride (or until you build your confidence back up) you have your foot on the brake. You are hesitant. You are a little more cautious.

If you have clear road signs that tell you what curves are coming when, you are much bolder and more confident when you drive.

If there are no road signs you ride with your foot on the brake. You are a little more hesitant.

The same thing happens with people we want to influence. They aren't sure where we are going, what we have in mind or what we might ask them to do. So, they are hesitant and mentally speaking, ride with their foot on the brake.

So, we need a strategy for putting up road signs for our prospects to let them know what is coming so they can feel at ease. So, that they can trust us.

Here's how it works...

We want to tell them, in advance, everything that is going to happen.

What's important here isn't the exact words, but rather; the mindset and tone you speak to them with.

Here is an example of how this may sound...

Let's say a consultant is interviewing a new perspective client, It may sound like this...

"Peter, first of all I am going to explain who I am and what I do. Next, I'd like to ask some questions to learn about your situation and organization. Then you, no doubt, will have questions about some of the things I've said and how they apply to your here. After that, we can see what makes sense and take whatever the next step should be... Or you can tell me what you think the next step should be."

This is important for you to remember: It's not the exact words that count here. It's the mindset.

You want to put the people at ease.

You don't want them wondering what is coming next. You don't want them hesitant and unwilling to enter a dialogue.

It's not an accident that interrogators want people disoriented, scared and having no idea what's about to happen next. That's not the state of mind you want someone you are trying to influence in.

I've been to a few different dentist over the years. Some are brilliant at putting up road signs – others not so much.

I've got a dentist now who is very intentional to let people know what's coming. And by using his terms, he helps take control over the what his patients actually experience.

Instead of pulling out the needle and sticking it in your gum and then letting your brain determine what it thinks of the experience he says, "Okay, now you may feel a little pinch and some cold here and it won't last long at all".

Hey, I'll take a little pinch and some cold over a guy jamming a burning needle into my gum and halfway out the back of my brain!

If you ever have to deliver tough news – put up road signs... "Jim, your a great employee and I believe you can even be better, now, I've got to say something that might be a bit uncomfortable,

but it can really help you out in this area of performance... "

You're not going to come charging in like a bull in a china shop. You're not going to be aggressive and push your ideas or plans on them immediately.

Enthusiasm at wrong time hurts your influence

Whether your working with team members, guiding someone younger, influencing a boss, or selling and presenting – This is the place in the persuasion process where enthusiasm can actually kill the opportunity. If you come on "too strong, too soon" you will have resistance.

Think over times folks have tried to influence you. Maybe you started receptive and willing to listen, but then they began pushing too soon, too fast. Or a salesperson lunged for your jugular. Or a boss started telling you the way it was without seeking either your willingness or input.

Here's another way to put it...

Show The Prospect There Are No Monsters In The Closet

If you've been a parent, you've probably hit that stage where they are seeing monsters everywhere after you put them down for the night. Sometimes you just have to go and turn on the lights, look under the bed with them, open the closet doors and show them there are no monsters in the closet.

Notice how you are not leaving the poor person in the dark woods all alone where his mind can create all sorts of scary monsters.

You are not going to let people's minds run wild with all sorts of unlikely possibilities about what you are about to ask them to do or believe.

That's just not conducive to effective influence and leadership.

Instead we're going to put up mental road signs. We are going to light the dark path and we are going to put them at ease so they can take their foot off the brake.

We are going to let them relax – so they can open up and be receptive to your influence.

– Robert Stover