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# SUBTLE



# THAT SELL

How To Get Your Prospects To  
Convince Themselves To Buy Without  
Pushing, Pressuring, Or Pitching.

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# Chapter 1

## Build a Mindset That Truly Works

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If I were to ask you how many books have been sold in the last 10 years on the topics of finding love, losing weight, and making tons of money, what would your guess be?

10 million?

20 million?

50 million?

Frankly, I don't know the exact answer, but I'm sure you can easily agree it certainly is in the millions and millions of copies.

Which raises the next question: why don't see millions and millions of skinny multi-millionaires with their ideal mates, happily in love?

It's clear that in between the inspiration/information and the implementation there is a big gap.

Put another way: there is something *profoundly, crucially incomplete* in what is being taught to get people actually and consistently moving forward in areas of life that have big emotional buttons like relationships, money, and personal appearance.

Here's what I think is going on.

The simplest answer is that all these subjects come with big emotional buttons that trigger old, self-defeating and fixed patterns of thinking, feeling, and acting.

If you have ever felt that, despite all the positive programming, vision boarding and affirmations, there is another aspect or part of you that has held you back, then you've seen this in action.

So if you really want to make all the positive stuff—the visualizing and writing down goals work—then you have to first take the steam out of the old stuff, have a good method for dealing with it when it comes up., and most crucially, avoid reinforcing and feeding it when you try to learn from your mistakes.

But be of good cheer, because I'm going to de-mystify that mechanism, show you all the moving parts that no one else has seen before, and then give you exact instructions to shut it down.

### What Doesn't Work

It's been my experience over years of training that most salespeople are given motivational methods that are actually counter-productive to their success, and to be rude about it, sometimes plain stupid.

These myths get repeated sufficiently often and go completely unchallenged to the point where they are accepted as "truth" when, in reality, they are very ineffective for all but the most self-motivated people.

Here are the most common, inefficient and unworkable methods that you have probably been taught:

1. Get yourself into a peak state. This is the Tony Robbins school of pumping yourself up, jumping up and down and giving yourself super-pep talks, even doing fire walks.

The problem with this approach is three-fold:

- a. Peak states can't be maintained. They are exhausting.
- b. If you are in a peak state, your enthusiasm is going to screw up your ability to pay exquisite attention to your prospect's actual responses.

- c. Finally, your peak state is likely to fry your prospect's circuits. If they are cautious, bored, or just plain tired, you are going to lose them.

2. Push through the frustration and pain with pure dogged persistence.

To be sure, there is nothing wrong with persistence. We've all been rightly inspired by stories of brave people who struggle and carry on despite every hardship to reach their dreams.

But what happens when you are unknowingly persisting with something that doesn't work? What happens when you are pushing ahead with the very behaviors and ways of thinking that are keeping you trapped?

Here's a subtle and equally powerful point to consider: *if you are pushing through pain and frustration, then you are also unknowingly putting that emotional energy between you and your prospect.*

Just as importantly, pain and frustration are a potent and volatile mix and are very likely to distort your perception and drive your behavior right back into the very patterns that don't serve you.

In extreme cases, pain and frustration can so distort your perception, you might not even see that you are actually about to win.

When you are in the midst of this kind of emotional whirlwind, all the fortune-cookie advice in the world like, "One door closes, another opens" and "It's not how many times you fall but how many times you get up" isn't going to cut it.

The final piece of what doesn't work has to do with how you use your internal self-talk. Let's have a closer look at this.

Are you a chronic "Musterbater" and do you "should" on yourself?

Almost certainly, you are a "Musterbater."

No, I'm not talking about something that could get you arrested on the subway.

I'm talking about making self-statements like:

- I must make these follow up calls today.
- I must be more consistent.

- I must be more organized.
- I must not be so nervous.

Musterbating doesn't work because it produces no actual forward momentum or motivation. It merely produces the illusion or imitation of these things.

### “Shoulding” On Yourself

Once again, we have a word that produces the illusion of forward momentum and motivation.

Statements like “I should make these calls today” or “I should go for the big money sales” don't give your mind anything to aim at, nor do they teach you any skills or help you understand the nature of your challenges any better.

They are forms of self-torture, thinly disguised as a motivational strategy, and self-torture never, ever works.

### Always/Never Statements

I doubt that you are the kind of person who uses these statements, but if you've ever gone through a serious depression, then you probably have.

They take the form of, “I always screw it up with clients” or “I always blow it when it comes to the closing.”

Or alternatively, they take the form of “I never reach my true potential.”

The problem with these statements is that they are what I call, unbounded in time

There is no clear delineation as to whether they are statements about the past, observations about the present or commitments to the future.

In the world of cognitive behavioral therapy, these statements would be labeled “pervasive” because they are by implication, unchanging and unchangeable.

### More Forms of Neuro-Linguistic Self Torture: Asking “Why” Questions

In my trainings, I often find that salespeople ask themselves questions like these:

- Why am I afraid to go after the big money clients?
- Why do I clam up when it comes time to make the close?
- Why can't I be more motivated?

I point out to them that when they ask “why” questions about what they’ve done in the past, they are actually and inadvertently getting their brains to dwell on their mistakes.

Now, here’s a rule of the mind:

“To Your Brain, There Is No Difference Between What You Dwell on  
and What You Are Programming It to Do.”

Since the brain works on repetition and what is familiar, it’s no mystery people who do this keep repeating their mistakes and less than useful behaviors.

It’s not that they are “self-sabotagers” or have “low self-esteem.”

*They simply have a very ineffective learning strategy that is virtually guaranteeing they will keep repeating their mistakes.*

The formula looks like this:

Ineffective behavior → Attempting to learn from it through dwelling on mistakes → Programming and reinforcing ineffective behaviors back in → Ineffective behavior.

This leads to a cycle of frustration, confusion, self-torture at worst, or very inconsistent, “three steps forward, two steps back” motivation and progress.

Throw in a steep learning curve and you’ve got a formula for making consistent, repeated and focus action toward your goals far more difficult than it has to be.

The tools in the next chapter will guarantee you never have any of these challenges again.



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# Chapter 2

## The Power of “Ownership Language”

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Here are three very powerful words to subtly influence your own unconscious mind and wipe out the habits of Musterbating and Shoulding on yourself.

1. Claim
2. Choose
3. My

Claim: when you go to the valet to drop off your car, they don’t give you a “want” check.

No, they give you a “claim” check.

To claim implies ownership, authorship, and response-ability (yes, I deliberately spelled it that way).

So, notice the difference between saying:

“I must make these calls today” and “I claim my commitment to make these calls today.”

Choose: How about this replacement?

“I choose to make *my* calls today.”



Once again, to choose implies ownership, authorship, response-ability, and commitment. And it creates the forward momentum you need to create consistent action.

My: Notice the felt difference in your body when you say these two sentences out loud:

“I choose to do these calls today.”

“I choose to do my calls today.”

The word “these” puts an unconscious, subtle distance between you and your chosen action.

Putting the ownership word “my” into the statement solidifies and shows that you’ve willfully embraced the chosen action.

It works the same way with positive programming.

Note the felt, “in your body” difference between the following statements:

“I want confidence with prospects”

“I claim confidence with prospects.

“I claim my confidence with prospects.”

“I claim my confidence with my prospects.”

The difference is subtle. But subtle—as you will continue to see—is immensely powerful to influence yourself as well as others.

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## Use “How” Questions Instead of “Why”

Now we are getting to the nitty-gritty; the building blocks of what I call “learning confidence.” That’s simply both trust in, and efficiency at, learning from your experiences.

What we want to do here is, at all costs, avoid “why” questions and instead ask “how” questions such as:

“How could I have done better at this?”

“How can I find someone I can model or who will mentor me so I can learn what works?”

“How can I learn to recognize, first and foremost, what I did right and most effectively?”

With regard to recognizing what you did effectively and right, you might find it useful to employ these categories:

1. What you did right in your preparation. Period.
2. What you did right sequentially. Meaning, anything that occurs in a certain order, such as making the right introduction, guiding your prospect to reach the right conclusions, getting the order, etc.
3. What you did right throughout, such as maintaining the most effective state of mind, observing your prospect’s responses, etc.

### Three “Magic” Words to Annihilate “Always” and “Never” Statements

What if I were to tell you that there were three magic words that could forever end self-sabotaging and self-torturing “always” and “never” statements?

Well, here they are: “up until now.”

It works like this.

When you catch yourself making a self-limiting statement like, “I always blow it when I go to close a big money client” or “I’m just not a great closer,” you re-language it by saying something like:

“Up until now I didn’t consistently close big money clients.”

“Up until now I was not a great closer.”

Putting the phrase “up until now” in front of the self-limiting statement is very, very powerful.

It acknowledges to the unconscious mind that there has indeed been a real problem.

We absolutely have to do this, or the unconscious mind will push back against any change we try to make.

Just as importantly, “up until now” *binds the perceived problem, limitation or block in time, placing it firmly in the past, opening up the neuro-circuitry for new possibilities, new skill sets and new outcomes.*

## Incorporating Ownership Language

To add to the power of this, we can now incorporate ownership language into the new statement.

So, “I just can’t close big money clients” becomes:

“Up until now, I couldn’t close big money clients, and now I claim my mastery of my skills to easily close my big money clients.”

Or:

“Up until now, it was the case that I didn’t effectively close my prospects. And now I claim my ability to learn to effectively close my prospects, anytime, anywhere.”

You might have caught that we are not suddenly making the leap to saying, “And now I recognize I am a fantastic, big money closer.”

The problem with attempting to suddenly assign a winning identity to ourselves is that it doesn’t set any direction for the unconscious mind to follow.

So when you re-language, as much as possible, make it about claiming skills/patterns of behavior/qualities of personality rather than about taking on a new identity.

The take-away is this: When we use our language effectively and with deliberation, we turn our stumbling blocks into stepping stones and spring boards to our success.