

The Client-Centered Conversation Method

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relationship more fun, profitable and enjoyable

By Joe Stumpf

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How to Master The Client-Centered Conversation Method

Have you ever tried to help a person who didn't trust you? Or maybe you didn't trust them?

It's like pushing a cart full of bricks uphill.

You can do it if you want to, but it's a struggle and full of effort. There's little joy and it's very fatiguing.

Thankfully experience shows us there is one thing that will make your client relationship more fun, profitable and enjoyable. That one thing is *trust*.

So what is trust?

Trust is both emotional and logical.

Emotionally trust is when you expose your vulnerability to people and they expose their vulnerability to you. Both of you believe neither one of you will take advantage of each other's openness. Trust is something that we feel. It feels like friendship, it feels like love, it feels like care and it feels like agreement, relaxation and comfort.

Now logically, trust is when you have assessed all your probabilities of both gain and loss as well as examined all the appropriate data and concluded that the person you're about to enter into a relationship with will behave in a predictable manner. So when your client trusts you, they are saying they feel good about you and that all the data they collected on you says that you will behave in a predictable way.

So in business trust is both emotional and logical.

The ability to form such a trust-based relationship is the distinguishing characteristic between a typical salesperson and a By Referral Only advisor.

In the next four chapters you'll master the art of the 5, 6 and 7 client-centered conversation method as well as how to create trust.

When trust is present, things happen quickly and efficiently. When trust is absent, things get slow and expensive.

I imagine that like me you want your relationships to have ease and grace and that you want the process of buying, borrowing and selling to move elegantly and profitably.

If this is the case, then I want you to master the 5, 6 and 7 conversation method.

Up until now, I've not been able to find a more useable, practical tool to build trust faster and more efficiently than using the 5, 6, and 7 conversation method.

I like to call what you're about to master a *method* because the process applies very specific rules and disciplines.

In this first chapter, you'll learn how to get started with the next conversation you have.

These are the conversations you have with yourself.

I'm going to encourage you to have fifteen to twenty 5, 6 and 7 conversations with yourself before you ever attempt to have them with others.

By practicing the 5, 6 and 7 method on yourself you will begin to learn how to build stronger trust with yourself. You'll discover that when you

are seeking greater clarity on what you choose to do with your time, your money and your energy, it is best to run it through the 5, 6 and 7 method to discover the highest level of trust.

By doing so, you will begin to distinguish between feverish desire and well-intended intention. And after all when you're working with others, that's what you really seek in them also.

In chapter two I will advance your skills and teach you how to use the 5, 6, and 7 client-centered conversation method with clients who are buying, selling and borrowing.

In chapter three I'm going to teach you how to work with couples using much more advanced segueing and bridging statements.

And then the fourth session I'm going to teach you how to give advice and your advice is going to be wrapped inside your client's 5, 6 and 7.

As always, my encouragement is for you to read this over and over until it is fully assimilated and integrated into you as a skill set. You want to learn this method of building trust like your life depends upon it. Because in many ways your life and your business does depend on your ability to replace any resistance with deep trust.

You may have noticed that the biggest shift from the old world market to the new world market is client resistance. And what do I mean by resistance? Resistance is any road block, obstacle or objection a client has that slows down the process of making their dreams come true.

In the old world, clients had little resistance. They could easily find a home and find a loan that would make their dreams come true. However in this new world, the client has more obstacles and road blocks as well as the media influencing them. It all gets in the way of making what is important to them come true. Resistance is the result of anxiety.

When you research the word “resistance” you’ll find that the psychotherapist Carl Jung used it first in his psychotherapeutic research.

He used that word to describe a patient under hypnosis who was not susceptible to normal hypnotic suggestions.

He called it “*unconscious resistance caused by levels of fear, anxiety and the unknown.*”

Have you ever heard it said that many people would rather keep their miserable circumstances the same because at least they know what to expect? Instead of doing something new and different that introduces them to a world of the unknown?

How many different ways have you experienced resistance? In this marketplace have you heard things like, “I want to wait until the market drops further before we make an offer”?

Or have you heard, “I want to make a very low offer on this property. Maybe the seller is desperate?”

Or maybe you have heard, “We’re going to wait until the market returns before we sell our house”?

These are all forms of resistance.

For those agents and lenders who got into the business after 2008...

Welcome to this new world.

You may be meeting resistance for the very first time in your career. I understand how you feel when you get resistance. I have felt the very same way in the past when I was working with a client who had anxiety and uncertainty and too much input from the mass media that impaired their ability to move forward and make their dreams come true. All they

could do was create real or imagined resistance.

Then I found the 5, 6 and 7 conversation method.

And I made a decision to make my life's mission about helping people make empowered choices based on what's important to them. I focused all my attention on helping create clarity by helping my clients define exactly what was important to them.

As a result, I found that resistance just about disappeared and everyone reaches their goals.

In the days, weeks and months ahead, you will experience how the 5, 6 and 7 client-centered conversation method reduces your client's anxiety and results in much less resistance. You're also going to notice that when you use the 5, 6 and 7 to make decisions, your choices will be easier and faster because you trust yourself.

You'll notice that when the 5, 6 and 7 conversation with your clients occurs that they trust themselves to move forward with you on what is important to them because your advice is based on what's important to them.

Imagine how you will feel when you experience 100% less resistance from your clients during the process of buying, selling and borrowing.

This is what you have to look forward to.

This course will truly redefine you. You'll go from salesperson to trusted advisor. And that's exactly what the highest quality clients want from you when they are buying, selling, and borrowing.

So in this first chapter what I want for you is to get comfortable being curious about your own choices of how you invest your time, energy and money.

What I want for you is a new level of feeling comfortable asking more profound, insightful, intelligent and thought-provoking questions of yourself around every decision you're making.

**Let's start with the question;
“What's important about _____ to you?”**

Again the question is: what's important about _____ to you?

Notice the question does not say *why* is this important...

Whenever you start a question with the word *why*, you are inviting a defensive answer.

I bring up this distinction early because it needs to be in your awareness now. Under pressure it's human nature to get defensive. So you may notice yourself slipping a little bit when you first start using this question. And that's okay. It's actually a good way to understand that you're feeling pressure. So breathe into *what* and let go of *why*.

For example you may have a person say to you, “We don't want to look at homes today, but I can tomorrow.”

What you may say when you're under that pressure is, “Why not today?”

What you're seeking is clarity, not defensiveness. So a more profound, trust-building question is, “What's important to you about looking at homes tomorrow instead of looking at homes today?” I promise you will get a more insightful, thoughtful and less defensive, truthful answer. But you don't have to believe me; just try it the next time you're about to say *why*.

Turn *why* into *what* and feel what happens.

“I’m curious, what’s important about mastering the 5, 6 and 7 client-centered conversation method to you?”

Would you write that on a notepad?

Now think about it.

You’re about to invest time, energy and thought into learning a methodology of building trust.

And I wonder what is important about building trust to you?

I understand that trust means different things to different people. I’m really wondering when you think of trusting others and being trusted by others as well as trusting yourself – what’s important about trust to you?

For me, trust allows me to care deeply about other people’s circumstances. And when they trust me, I allow myself to be fully vulnerable and opened in my heart.

I wonder if you’ve ever experienced really deeply caring about a person as well as about their dreams and aspirations. What does it feel like to you when you know a person’s dreams, goals and problems and they trust you to help them?

I know I feel empowered and infused with purpose when I’m given that mission.

What’s important about people feeling comfortable, opening themselves up to you and being authentic and vulnerable to you?

I love when people get clarity on their dreams.

I love when people meet me with a sense of uncertainty and when we're done with our conversation they feel certain and clear on what they most want to do next.

I love that when people are unsure of what to do next I have a conversation about their 5, 6 and 7 and then they know what to do next.

How about you?

What's important about helping people get greater certainty and greater clarity about their dreams to you?

What you may or may not have noticed is that people who have clarity and certainty make much better value-based decisions. I like that, too.

Have you noticed that when your values are clear, your decisions are easy?

I'm not going to tell you the 5, 6 and 7 client-centered conversation method is the easiest, most productive process to quickly create trust. I'm going to let you discover that for yourself.

What I will teach you is a very specific method that I've been teaching for nearly 20 years. You may have heard me say that it takes at least 10 years of studying anything to become a genius. So like me, make the commitment today to become a genius at creating trust using the 5, 6 and 7 conversation method.

Ben Franklin said, "A life unexamined is a life not worth living." What's important to you about having a 5, 6 and 7 conversation with yourself when you're seeking greater clarity or when you're making choices?

For me, I can only give away what I have. If I don't have clarity, I can't help you get clarity. If I'm not willing to do it on myself as a way of life

then I can't expect others to do it with me.

For me to expect others to be open and authentic, I must be open and authentic in my own life and in my own communication with myself. You can only give away what you already have. So in this first lesson, I'm going to give you an invitation to examine yourself and perform fifteen to twenty 5, 6 and 7 conversations on yourself during the next few days.

Here is the process I want you to follow. Whenever you are faced with a decision, take out your journal and write on the top of the page "what's important about (blank) to me?"

Write the numbers 7 through 1 down the left side of your page. You are always going to be proactively writing your answers from the bottom up like this:

What's important about _____ to me?

7. _____

6. _____

5. _____

4. _____

3. _____

2. _____

1. _____

Remember that truth ascends. Practice this every chance you get.

Chargers and the Colts

For example, last night it was Sunday night and as I was preparing this lesson and I had in the back of my mind that the Chargers and the Colts were playing. It was about halftime for them and I thought as soon as I'm done with this, I'm going to go upstairs and watch the TV.

I had to give up something else I may have done in order to actually give my energy to the TV and to the Chargers. And I wondered if that was what I really wanted to do.

I had some confusion and wanted to get greater clarity. So I wrote down: what's important about watching the football game to you? *I want to watch the Chargers and Indianapolis play.*

What's important about watching the Chargers and the Indianapolis game to you?

I want to watch LaDainian Tomlinson and Peyton Manning because it's like watching two of the greatest of all time.

What's important about watching LT and Peyton Manning to you?

I love to see mastery in action.

What's important about seeing mastery in action?

Because it's hard for me to find true mastery in action in today's world of mediocrity. It's really an extraordinary thing.

So I asked myself what was important about seeing mastery in action.

It inspires me to be the best at my game.

And I thought wow, what's important about being inspired to be the best at my game to me?

Because I love to compete with myself. To always get better each time I create something new. Huh! What's important about getting better to you?

I had to really think about it, but I wrote down: *it's my drive behind my drive. I want to find the best within me, that divine part of me that wants to serve others.* I didn't think this was going to happen. Then I asked what's important about finding the best part of me, the divine part of me that wants to serve others?

That's where God lives and that's where I feel most connected to God.

Huh! So my 5, 6 and 7 for watching the game is I love to compete with myself so I can find the best within me...that divine part of me that loves to be at its very best. That's where God lives and that's where I feel most connected to God.

What's important about watching the football game to you?

7. I feel most connected to God.
6. Find the best within me.
5. I love to compete with myself.
4. It inspires me.
3. Watch true mastery in action.
2. Watch LaDainian Tomlinson and Peyton Manning.
1. I want to watch the Chargers and Indianapolis play.

Wow! Now I've got to tell you that when I started writing that down, that's not where I thought my answer was going to take me.

But I've learned from doing this thousands of times that I must learn to get into the highest version of myself whenever I'm about to make a decision where I'm going to spend my time, my energy and my money.

You'll notice that when you start doing this your first couple of answers are always low-level answers. They are psychological and safety needs. And then as you move up to level 3, 4 and 5 you start to deal with love and esteem.

And then at level 5, 6 and 7 you start to self-actualize.

This is really an important notion. You want to teach this to yourself whenever you're doing the 5, 6 and 7. You are learning how to move into the highest version of yourself.

You'll usually notice that answers to 1, 2, 3 and 4 are a lower level. They deal with you. Usually all about you. Then when you get to 5 and 6 it starts to become about others. And then when you're in 6 and 7 it starts to become about the universe and about everything.

First you focus on getting your needs handled, then you can focus on others and finally you can focus on everyone.

What you want to practice in your own life is moving up that hierarchy. It's like Maslow's hierarchy of needs.

Practice going deep with yourself.

“What's important about this meeting to you?”

So for example, I was getting ready for a meeting. And there was some

anxiety for me around the meeting. I know whenever I'm anxious, I'm not clear. I need to gain some insight so I can release that anxiety and move into a higher version of myself.

So I called my coach and said, "I need to work through the preparation for this meeting." The coach said, "What's important about this meeting to you?"

And I gave my first answer, *"I want the time to be effective."*

He said, "What's important about having the time to be effective?"

"I want to get some really clear plans on what we're going to do next."

Then he said, "What's important about having clear plans?"

"I want something that we can execute on quickly."

And then he said, "What's important about executing quickly?"

"I want our members to get bankable results."

Notice I went from what I want now in number 4 to starting to think about you. I'm starting to think about others.

He said, "What's important about members getting bankable results?"

"Our members stay with us when they're getting bankable results and they feel better about themselves."

He said, "What's important about them staying with you and them feeling better about themselves?"

"That allows us to create new ways to innovate. We have the resources, the money and the people to create innovative new ways to help them"

when they stay with us and they're happy."

He said, "What's important about creating new ways to innovate so you can help them?"

"It creates space for us to reinvent ourselves so we're always the very best for others."

He said, "Joe, that's what your meeting's about. Your meeting is about your members staying and having joy. It's about your members giving you the resources to create new and innovative ways to help them so you can reinvent yourself to be the highest version of yourself."

"What's important about this meeting to you?"

7. Reinvent ourselves so we're always the very best for others.
6. Have the resources, the money and the people to create innovative new ways to help them when they stay with us and they're happy.
5. Our members stay with us when they're getting bankable results and they feel better about themselves.
4. I want our members to get bankable results.
3. Something that we can execute on quickly.
2. Clear plans on what we're going to do next.
1. Time to be effective.

As he said that, I hung up the phone. I'm so glad I did not approach the meeting with the thought that I wanted it to be an effective use of our time to get clearer plans so we can execute quickly.

I walked into the meeting with one thought: this is about the member's joy and the member's results. This gives us the resources to create innovative ways to help them and constantly reinvent ourselves.

When I got that clarity, the meeting went very quickly. I showed up in a very powerful way even though it would have been easy for me to show up in a lower version of myself.

So here's your assignment:

Every opportunity you get for the next couple of days, take out your journal or a piece of paper and write down what's important about _____ and then whatever decision you're trying to make about how to spend your time, energy, money and effort. What's important about _____ to you?

Then write the numbers 7 through 1. Start at the bottom and ascend up into the highest version of yourself.

And remember, it's your responsibility to tap into the highest version of yourself.

So for example, when you're choosing where you want to have lunch you'd write down: What's important about lunch to me?

Then you'd write down the number 7, 6, 5, 4, 3, 2, 1 starting at the bottom and working up. Really discover what's important about lunch to you.

Or you might say, "What's important about being an agent or a lender in today's marketplace to me?"

Or, "What's important about reading my Referral Mastery book to me?"

Or, “What’s important about asking for referrals to me?” You might want to really dig into that and take that 7 levels deep.

If you were to go out and buy a car, before you buy the car you’d say, “What’s important about a new car to me?”

Even if you’re going to go buy a shirt, “Hey, what’s important about a shirt that I want to buy to me?”

Or if you’re getting ready to go out on the holidays either on Christmas or Thanksgiving or another time of year just say, “Hey, what’s important about Thanksgiving dinner and the friends that I’m going to spend my time with me to me?”

Or, “What’s important about my relationship with my significant other to me?”

Or, “What’s important about spending time with my daughters or my sons to me?”

It’s really critical that you get to the core and the highest levels of self-actualization when you’re studying this concept of 5, 6 and 7. That’s why you learn to do it on yourself first before you try it on others.

Once you learn how to do this with yourself, it’s so much easier to do it with others and others will be much more willing to do it with you because your consciousness will be at a place where you understand its power.

If you get stuck, it’s usually because you’re stuck on yourself and you’ve got to start thinking about how others will be impacted by your choice. What you’ll notice is that when you get into your 5, 6 and 7 you will start feeling better. In the next chapter we will learn how to be with your clients and have them share their 5, 6 and 7.

Three Laws of Advising

Now you know that the key to learning how to master the 5, 6 and 7 “Client-Centered Conversation Method” is to first master doing it on yourself.

Now I want you to learn how to be congruent in this role called *advisor*.

Another way of saying this is that I truly want you to learn how to walk your talk.

What Is An Advisor?

As an advisor you ask profound and insightful questions. They are the type of questions the typical agent or lender might not ever take the risk of asking.

You ask probing, intelligent questions because discovering what is really important to your clients is really important to you.

You want to lead them through a process of clarifying their values. Because when their values are clear, their choices are easy. And you know they want to make good, easy choices.

Also as their advisor, you really listen vigilantly to their answers. And only when you have confirmed that you have heard them, then and only then, would you ever imagine crafting a very specific strategic process to make sure they get what’s important to them.

You appropriately define the problems and differentiate all the essential objects from the less relevant concerns.

You help them anticipate likely obstacles to achieving their objectives.

You identify sensible means to circumvent all their obstacles and then

you balance the different needs of all the relevant people impacted by their decisions.

That is what your advisor does.

Now the way to be congruent with your definition of advisor is to master the 5, 6 and 7 client-centered conversation method.

So the purpose of this training is to help you be congruent with what you said your role is as your advisor. To help you do that, there are 3 very simple laws you need to learn.

The first law is “The Law of Disappearance”.

The second law is “The Law of Who and Do”.

The third law is “The Law of Importance”.

The Law of Disappearance.

The Law of Disappearance states that whatever you fully embrace will disappear.

When I was about 12 years old, I was going to the Lawn Aqua pool on the south side of Chicago.

This was a private pool with an annual membership and the whole family would go swimming in these pools. In order to qualify to go into the deep end it was required that I get my yellow patch. This meant I had to swim the length of the pool twice and then jump off both the low-dive and the high-dive boards.

Now I was terrified of heights at that age. And to go up onto the high dive was just embracing every ounce of fear that was within me. When I

walked up the high-dive, which was only 20-feet, it looked like the people below were ants when you're 10 or 12 years old. It was just terrifying.

I would always see the bigger boys go up and jump off. And I would walk out to the edge of that board, feel my fear, turn around and go back down.

One afternoon when they were doing the qualifications for the yellow patch I got the courage to go up the steps one more time.

This time the big boys followed me up. I got to the top of the steps and they wouldn't let me turn around.

I stood at the edge of that diving board for five minutes frozen with fear. I felt all my shame as the boys yelled at me. "Stumpf's a scaredy-cat!" I felt all my embarrassment.

I looked down at my dad yelling, "C'mon, kid! Jump!" My little sisters and brothers were down there too. "C'mon, you can do it!"

I was just feeling this incredible fear.

I felt the fear and jumped. I flew through the air and hit the water BAM! I splashed into the pool and went down to the bottom. I remember looking around to see I had all my body parts and I was excited about that. Then my head came up out of the water and my first thought was "let's do that again!" You see because I fully embraced my fear, it completely disappeared.

Now if I had run out onto the diving board and just jumped without embracing my fear, I would have hit the water and my fear would still be there. I would have said, "Got that over with!" Right now there are some of you that have to step into your fear.

As you know, I have coached many, many agents and lenders who have struggled with this 5, 6 and 7 conversation method. And the ones that struggle the most are the ones that have not yet embraced this whole concept of being a compassionate advisor and having a deep, profound relationship with others.

Now if you find yourself avoiding the whole 5, 6 and 7 method, what you might be dealing with is some real confusion between sympathy, empathy and compassion.

And it's time for you to embrace that.

Sympathy is when you make your client's problem your own. This might fulfill a selfish need you have to feel important. I've learned while doing a lot of private trainings and working one-on-one that sometimes even great agents and lenders don't want to get into the 5, 6 and 7 because they feel so deeply for their clients' problems that they become entangled and don't know how to stand outside a clients' drama. They often get so enmeshed in it that they choose not to go there at all.

Then there are people that are really empathetic. They deeply understand the problems their clients have and they feel so deeply for them that they take those problems on as challenges.

Now the only problem with this level of empathy is that often you become more committed to solving their problem than they are. And that causes even more challenges.

To develop a new level of compassion I created a new thought for myself. See if it fits for you.

I never lay up at night thinking about people who are not laying up at night thinking about themselves.

When you're very empathetic, what happens is you care more about them than they care for themselves and that creates a whole level of

problems. So what you might experience is that you'd rather not ask the 5, 6 and 7 because you know it will develop into a deeper relationship than you can handle.

What is Compassion?

Compassion means loving your clients and yourself so deeply that you have enough internal strength to detach from their problems and give them the most honest, forthright advice without being attached to their reaction.

Now in order to get to the place where you can give them the most honest, forthright advice, you must know their 5, 6 and 7 and be able to deliver advice without attaching to their reaction.

We're dealing here with any fear you have of creating the type of space needed to have a deep, meaningful conversation by asking profound, insightful questions. The type of questions that a typical salesperson would never take the risk in asking.

So the question I'm asking you if you are challenged or choosing not to do this right now is whether you are the typical salesperson.

Go ahead and embrace that fully.

What does it mean to be a typical salesperson? Just close your eyes for a minute and feel that fully. A typical salesperson.

Are you ready to jump? Are you ready to dive in and become the advisor that discovers what's really important to your client because it's really important to you?

It takes courage to really embrace your ability and your willingness to take action in the face of the unknown. It might be time right now for you to shift from being a sympathetic salesperson to a compassionate

advisor.

You will notice that once you embrace your fear, it will disappear forever. My promise to you is that the first couple of times you do this with your client, you will have such a profound experience watching them discover what's important to them that all your fear will disappear.

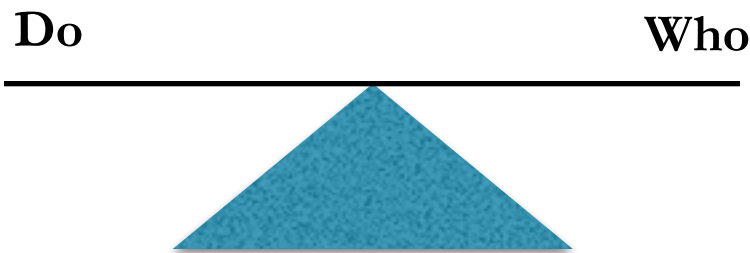
But you must be willing to try it. You must be willing to do it at least once and jump off that board.

Contempt prior to investigation is the number one cause of failure. To say it won't work or that it won't work for you guarantees failure because you're saying it won't work before you even did it. Have the courage to develop the ability and the willingness to take action. You can do that. Then watch your fear disappear.

Law of Do and Who

Draw a horizontal line on your page and write down the word "who" on the left side and then "do" on the right.

Then mark the middle as if you have a teeter-totter. It's like a fulcrum. One side is "do" and the other side is "who" and each side balances the other.



Imagine a little triangle right in the middle that's balancing out that line.

That's the fulcrum of relationship.

Here is what I've noticed. The happiest, most fulfilled, most productive real estate agents and lenders have the capacity to communicate with strength and use systems to outline exactly what they do for a client while also having deep, profound and insightful conversations with them that reveal who the client truly is.

The “do” is the business part of your relationship. The “who” is the personal part of your relationship. I call it the “do and the who”.

Mediocre agents are strong in “do” and weak in “who”. Or they're strong in “who” and weak in “do”.

The secret is to be strong in both. It's like the capacity to think with your left brain and talk with your right.

The best way to become super strong in the “who” is to use the 5, 6 and 7 client-centered conversation method flawlessly and wholly.

The “who” is the context. The “do” is the content. You tell people what you can do for them in the context of who they are.

If you work without context, you are just a commodity. You're just doing. You're a human doing (rather than a human being) when you work. But when you work in context, who your client is becomes more important.

*And then all of your advice telling them what to do
is based on who they are.*

It's so critical that you do that because that is the way you find that context. it's through the 5, 6 and 7 Client-Centered Conversation Method.

The Law of Importance

This is a very profound insight I integrate deeply into my life that I would love to teach you.

Here's how it works. The Law of Importance says that when you are fully engaged in activities that make you feel important, you are filled with love, joy and happiness.

So from the moment you wake up in the morning until the moment you put your head on the pillow, how much of your day do you feel important?

Feeling important is at the core of our self-esteem and our self-worth. From early childhood, all we wanted was to feel like we were important. So how do you create a state of importance in your life?

As an adult and into your future, how do you create importance as a permanent state so you can say, "I am engaged in things that make me feel important"?

Here's what you do. On your piece of paper, I want you to write down 7 answers to this very simple question: I feel important when I _____.

1. "I feel important when I _____
2. "I feel important when I _____
3. "I feel important when I _____
4. "I feel important when I _____
5. "I feel important when I _____

6. "I feel important when I _____

7. "I feel important when I _____

Can you remember a time when you really felt important?

Think back.

What exactly were you doing?

Were you at a celebration with your clients expressing their gratitude?

Were you reading a book to your child?

Were you driving your dream car?

Were you teaching?

Were you learning?

Were you advising?

Were you winning an athletic contest?

For almost every person on the planet, there's a different response to this question. For every one of us the answer unique. I have asked this question to thousands of people and the answers are always different because what makes you feel important is unique to you and only to you.

So think about the possibilities of aligning your life every day with what makes you feel important.

How much happier would you be?

How much more fulfilled and congruent would you be?

Well, the same is true for your client. When they engage in an action that is important to them, they feel important.

I love what Dale Carnegie said,

“The best and the easiest way to influence anybody is to look at their forehead and imagine that you see a sign that says, ‘make me feel important’”.

Now in order to make a person feel important, you need to know what is important to them. If you don’t know what makes them feel important, it’s impossible to make them feel important.

As a matter of fact if you don’t know what makes them feel important, we assume that the same things that make us feel important also makes someone else feel important. And that’s simply just not true.

After all, the purpose of doing the 5, 6 and 7 Client-Centered Conversation Method with your client is to help them discover what makes them feel important.

Now let’s sit down with a couple and discover what is important about selling or borrowing or buying to them using the three laws: the Law of Disappearance, the Law of Do and Who, and the Law of Importance.

The best way to start off is always with your 5, 6 and 7 client-centered conversation method to guide your client easily and carefully through that process.

What you’re doing is a process with a client so their fears will disappear and they will truly embrace a relationship with you at the highest possible level based on who you are and what’s important to them.

So you might start out by saying, “We’re now ready to discover what’s important to you about buying or selling or borrowing. Mr. and Mrs. Johnson, who wants to go first?”

Whoever is the less dominate person should go first. So if the shy one says to the more dominate one, “Hey, honey, you go first,” then you say, “I like to start with the person who suggests the other goes first.” I like asking the less dominate person first because if they go second they have a tendency to copy the more dominant person’s answers.

Smile and say, “Mrs. Johnson, what’s important about selling your home to you?”

What you’re watching for when you’re working with a spouse or a couple is whether they share the same values. Do they arrive at a similar 5, 6 and 7? If so, it means they are in alignment.

Now you may notice from time to time some couples are not aligned. Meaning, they have different 5, 6 and 7s. When this happens, notice if they are in conflict about what’s important at this stage. It could mean there are underlying issues that could cause much bigger problems down the line.

You are here to help them uncover what is important to them so they can take inspired action. In our next chapter I’m going to give you multiple examples of how this works.

But for now your responsibility is to understand that when you sit down with a client and you and your client embrace your fears those fears disappear.

It’s equally important that they know who you are as much as what you do. And to remember that all of us get connected when we focus on what’s important.

Learning By Modeling

A big part of this training is helping you get congruent which just means being aligned to walk your talk. It means being able to do what you say you're going to do as an advisor.

When you really understand the Initial Consultation Dialogues and you articulate exactly what it means to be an advisor, remember that an advisor asks profound, insightful questions. These are the type of questions that a typical real estate or lender might not ever take the risk in asking. You ask probing, intelligent questions because discovering what is really important to the client is really important to you.

You want to lead them through the process of clarifying their values because when your client's values are clear, their choices are easy and you know they want to make good, easy choices.

You also listen vigilantly to their answers and only when they confirm that you've heard them, then and only then do you ever dream of crafting a specific strategic process to make sure they get what's important to them.

You also appropriately define any problems and differentiate essential objectives from less relevant concerns. You help your client anticipate likely obstacles to achieving their objectives and you identify sensible means to help them circumvent any obstacles.

A big part of your role is to balance all the different needs of all the relevant people impacted by their decisions. And the way to be congruent with your definition of advisor is to master this method called the 5, 6 and 7 Conversation Method.

It's really difficult to learn how to do this without doing it. It's not something that you do in a classroom; it's something that you do in the field. You can't learn how to be a cat; you have to be a cat. You can't

tell me what it feels like to be a horse because you're not a horse. I can't express to you how critical it is to have a profound experience with your client until you have a profound experience. And once you have that experience, it shifts your life forever.

So in the first chapter we talked about doing this on yourself first. Every opportunity you ask what's important about _____ to me?

What's important about the Lead Blitz program to you? What's important about mastering the consulting, negotiating and overseeing the transactional details dialogues to you?

When you're getting ready to install Recovery, Remodel, Results time in your business, what's important about having Recovery, Remodel, Results time to you? Really go deep into your own 5, 6 and 7.

Then I shared with you a couple of laws. The Law of Disappearance taught you that whatever you embrace fully disappears. Whatever fear that you have, once you embrace it, it disappears forever. The same goes for your client. When your client embraces their greatest fear, it disappears. For some of you, having a deep, powerful, intimate, vulnerable, authentic conversation with your client is a fear. It's a fear for them as well but once they do it, it disappears and it shifts the relationship forever.

I talked a little bit about the Law of Who and Do. That the most successful people know how to do their business while understanding that their business is based on who they're doing business for.

The content is the do and the context is the who. So I'll do for you based on who you are. I can help you achieve your goals based on who are you. If you just focus on the do, you become a commodity. If you just focus on the who you become wimpy. You need to have both; the do and the who.

Focus on what you do and who you are and who they are.

And then the third law is the Law of Importance. This law states that when you focus on the things that are important to you, you feel the most joy, the most peace and the greatest level of happiness.

When you can help your client focus on what's important to them, they too experience the greatest joy, the greatest happiness, the greatest bliss and the greatest peace.

An even more profound experience

Now I want to shift gears a little bit. What I would like to do is help you really take this to a deeper level to have an even more profound experience. And the way we're going to do that is to get you thinking about what's important about having true mastery of the 5, 6 and 7 Client-Centered conversation method to you.

Write down on the top of your page what's important about mastering the 5, 6 and 7 conversation process to you. And then write down the numbers 7, 6, 5, 4, 3, 2 and 1.

Here's an example of one person who went through the process with me on a call. His name is Jeff Coleman. As you go through this example with Jeff, you'll learn some segue statements, some bridging statements and a few other techniques that will help you understand how to take your client through the 5, 6 and 7

Jeff Coleman: Hi, Joe.

Joe: What's important about mastering the 5, 6 and 7 conversation method to you? What's one word that best describes that for you? *Just give me one word.*

Jeff: Communication.

Joe: Okay. Now communication means many different things. I'm curious when you say communication, what's important about communication to you? *Just give me one word.*

Jeff: Values.

Joe: Okay, good. Now think about that word "values." Again, "values" has a lot of different definitions. And when you think of values, what's important about values to you?

Jeff: Values to me is about knowing what's really important to me in life.

Joe: Knowing what's really important to you in life. So Jeff, when you know what's really important to you in life, what does that give you the ability to do?

Jeff: Accomplish my goals.

Joe: What's important about accomplishing your goals to you?

Jeff: To be successful.

Joe: To be successful. Okay now when you think of success, what's important about successful to you?

Jeff: Being happy.

Joe: What I hear you say is that happiness is important to you. Is that correct?

Jeff: Yes.

Joe: And when you're happy, what does that allow you to do?

Jeff: It allows me to live the life that I dream about.

Joe: And what's important about living the life that you dream about to you?

Jeff: Well, nobody knows how long we're here for so I try to live every day, enjoy every day and I guess my goal is to break through and be happy so I can just make sure that I'm accomplishing my dreams and my goals.

Joe: I'm curious because you say to live each day and to really experience each day moving in the direction of your goals so you can feel successful. Is that correct?

Jeff: Yes.

Joe: Do you have an experience of that? Have you ever experienced that fully?

Jeff: When I travel with my wife.

Joe: Can you remember a time when you did that?

Jeff: Oh, absolutely.

Joe: When's the last time you did that?

Jeff: It was few weeks ago.

Joe: When you go back to that experience and recall all the moments you were together, what was important about that to you?

Jeff: I think just the happiness we felt, the time we got to spend together because it's something we have little of right now.

Joe: So you remember a moment when you were really experiencing that happiness and that you were living your dream when you had that time with your wife. *Do you remember a specific example?*

Jeff: Well, there are several actually. We were laying at the beach in the Bahamas on the lounge chair next to each other just relaxing and talking and enjoying the weather and spending quality time together.

Joe: Can you remember that?

Jeff: Oh, absolutely. I can feel it right now. Yeah, I'm laying on the bench right now with my hat on, yeah.

Joe: *And what did that feel like?*

Jeff: So peaceful and so rewarding. It felt like life was standing still.

Joe: Okay so what I want you to notice Jeff, is that we started off different than where we're ending right now.

Jeff: Right.

Joe: And there's a lot that has happened in this conversation in order for you to get to a place where you could actually re-experience being at the beach, talking, just taking time away to be with your wife and getting into a place called peacefulness.

Now when you're truly at that place right there, all your fear disappears. And you're just completely present with your wife.

At that place right there, you feel really important and you're really focused not on what you're doing, but on who you're being.

Would you agree with that?

Jeff: Absolutely. Right, yeah.

Joe: So there are a few things that happen when you're going through a client-centered conversation method like this.

The state you're in when you're thinking about being at the beach talking with your wife, being in a meaningful conversation and really being peaceful is a very powerful place for you to be.

To get to that place you had to master the 5, 6 and 7 dialogue.

So I want you to connect to mastering this dialogue and moving your client from what you do to who they are. Because until you went through this process I knew what you did, but I didn't know until this moment that you and your wife had that moment on the beach.

And now I can envision the two of you sitting there and you looking at her and chatting with her and just feeling really congruent and peaceful and accomplished and deserving of this time.

That's another dimension of who you are.

The path to get there is mastering the 5, 6 and 7. So the question I want to ask is, what would you be willing to do to have more of that experience on the beach?

What are you willing to do?

Jeff: Master the 5, 6 and 7 obviously.

Joe: Okay, good. I need one other person to help Jeff master this. The way we're going to do it is have you take one other person through this process.

You're going to do the exact thing I just did and I'm going to coach you while you're doing that.

So I need one person to volunteer to help Jeff out right now. I need one person to jump in and volunteer. Yell your name out real loud.

Joe: Jeff, do you have a piece of paper in front of you?

Jeff: Yes, I do.

Joe: And Jenny, are you prepared right now?

Jenny: I am prepared.

Joe: Okay, so Jeff I'm going to be coaching you on the side and I'll be giving you segue statements to help you discover what's important about mastering the 5, 6 and 7 to Jenny.

So the question you'll ask to Jenny is what's important about mastering the 5, 6 and 7 to you?

Let's see if you can create a state for her similar to being at the beach talking to the person she loves and being in that peaceful place. Let's see what you can do with that. Go for it.

Jeff: Okay. Jenny, what's important about mastering the 5, 6 and 7 to you?

Just give me one word.

Jenny: To feel competent.

Jeff: Competence. And when you say competence Jenny, specifically what is important about competence to you?

Jenny: Well when I feel competent I also feel confident.

Jeff: Confident.

Jenny: That I'm doing the best job I can do.

Jeff: So just to understand Jenny, when you have mastered the 5, 6 and 7 it makes you feel competent and when you're feeling competent you're feeling confident. *Is that correct?*

Jenny: That's correct.

Jeff: Jenny, what's important about feeling confident to you?

Jenny: When I feel confident, I feel I can be more helpful to my clients. I can step boldly into helping them.

Jeff: Okay, so you're a very helpful person then.

Jenny: Actually I am.

Jeff: Jenny, when you say you want to be helpful to your clients, just so I can understand, I'm just curious, what does that mean to you to be helpful?

Jenny: Well, to be helpful to my clients in the context of mastering this dialogue is to help my clients be clear on their goals and the ways to obtain them.

Joe: I've pressed the pause button for one minute. We'll hold it right there for a second.

Jeff, you got it at the beginning there. You said something very powerful and you picked it up from me when I said what's important

about mastering the 5, 6 and 7. It's a very powerful way to start with just one word.

So you say, "What's important about selling your house to you? I was wondering if you can *just give me one word.*"

And what that does is it immediately trains your listener in the direction of brevity.

Without that guidance, you'll start to open up big conversations. But you're looking for their 5, 6 and 7, not spend a lot of time on their 1, 2 and 3. So you got that.

And then when you went to number 2, I would encourage you to do the same even for number 2.

In one or two words, what's important about confidence to you? Open it up a little bit more.

I always encourage you right around number 2, whatever number 2 is, to use a good segue statement like, "Competence means different things to different people. I'm curious when you say competence, what's important about competence to you?"

I think that's a great way to start helping a person differentiate and move upward.

So you'll start off by saying, "In just one or two words". Then do the same with the next one, "just one or two words," followed by "means different things to different people. I'm curious..."

She said helpful was her next word.

So imagine that you are helpful, what would that help you be able to do? What that does is helps you see if people are moving in the direction of

what they want or moving away from what they don't want.

So I could say, "*What would that be able to help you do?*"

And somebody could say, "It would help me do more business." Or, "I would be less stressed."

When people say it would help them do more business, they're moving towards their goals and moving away from what they don't want.

It's important that you understand the person you're talking to. Are they a move-towards person or are they a move-away-from person? And whenever you discover their channel – moving towards or moving away – stay on that channel.

So you're on number 4 right now. Let's pick up from there.

Jeff: So Jenny just to recap what I heard you say, what's important to you about mastering the 5, 6 and 7 is you want to feel competent, which makes you feel confident and then allows you to be helpful to your clients. And when you're helpful to your clients you're able to help them get a clear understanding on their goals and help them achieve them. Is that correct so far?

Joe: You're doing it for her. So instead of saying "So I could better understand", the statement should be "so you can better understand."

You want to put it on her. "Jenny, so you can better understand what's important about the 5, 6 and 7." You hear that, Jeff?

Jeff: Yes.

Joe: It's so you can better understand that this is not about you getting clarity, it's about her getting clarity. It's about her identifying what's important about the 5, 6 and 7.

You're just a facilitator helping her get to that place.

So when you put it on you, she starts giving you answers for you versus giving answers for herself when you put it on her. So shift it.

Remember you're trying to help her get clarity, not get clarity yourself.

Jeff: Right.

Joe: Okay, go.

Jeff: Jenny, so what's important about mastering the 5, 6 and 7 to you is you said that you wanted to feel competent which makes you feel confident, which would then make you helpful to your clients and then you would be able to help your clients achieve their goals because they have a clear understanding. Is that what you're saying?

Jenny: That's correct.

Jeff: And when you say help your clients to have a clear understanding of their goals and help your clients achieve them, what's important about that to you?

Jenny: It would give me a feeling of success.

Jeff: A feeling of success.

Joe: Now here's a good place just to test is she moving away or moving towards. So what would you ask, Jeffrey?

Jeff: Jenny, so what I understand is that you'd have a greater feeling of success. I'm curious what would that give you the ability to do?

Jenny: That would give me the ability to feel financially rewarded and

also emotionally rewarded.

Jeff: And what's important about feeling more financially rewarded to you?

Jenny: I would feel that I am being the best real estate advisor that I can be. And that would manifest in the financial freedom that I'd enjoy.

Jeff: So when you say being the best real estate advisor you can be so it gives you freedom, what's important about that to you?

Jenny: What's important about the freedom to me is it would bring a sense of peace that would affect me and my entire family.

Joe: Okay, good. Now you're at that place.

You're at the 5, 6 and 7 right now. Now it's time to morph or anchor that. And the way you anchor that is Jenny, can you remember a time in the recent past where you and your family had that really deep sense of peace? Can you remember a specific time?

Jenny: Yes. I can. We were all in Austria together for my niece's wedding.

Joe: Just describe that a little bit to me.

Jenny: We were in Kitzbuel, Austria attending her wedding. And it was very interesting to see how weddings were done. There was a procession to the little town and we spent a number of days there sitting by the lake and taking a gondola ride up to the mountain top. And we were all very much at peace and moving to our own rhythm.

Joe: Now when you're back in Austria and you were going through all these experiences, think of just one specific example where you felt you

were at your best and you were most peaceful. Just one very specific moment. What was that moment? There were many, but just isolate one.

Jenny: I was sitting by myself, just relaxing into a mode of meditation by a lake. And it was very peaceful in the morning. Very peaceful. I was sitting by the lake there in Kitzbuel. By a little lake out on a rock. I was sitting on a rock.

Joe: Okay, you're sitting on a rock early in the morning?

Jenny: It was early in the morning, yeah. Very quiet. Everything was quiet. The world was quiet.

Joe: Oh, the world was quiet. Okay. Well, that experience right there is your picture of peace.

Jenny: Yes.

Joe: So what I hear you saying is that when you master the 5, 6 and 7, you'll know you're there because it will be like sitting next to the lake and meditating because there's a deep quietness and there's just a tremendous sense of freedom and joy.

And you'll have that successful feeling because you're helping people achieve their goals, you're helping clients, you feel competent and you feel confident. Is that clear for you?

Jenny: Very clear. Thank you.

Joe: So I'm curious. I need you both to debrief with me for a minute. Jeffrey as you go through this right now, both on the receiving end and on the doing end, what are you learning, what are you experiencing and what can you share with other people?

Jeff: Well on the receiving end, maybe it motivates me. It's almost an incentive or a kick in the rear to really touch my heart and realize why I'm alive and what makes me happy. And that's the goal.

And until you really get deep into your soul and find out what you're living for and what your goals and dreams are, it's really hard to motivate yourself to do something that's uncomfortable.

I think on the receiving end what I just learned is you really touched my heart and got me to realize how important it is and how rewarding it will be when I do master this. So that's what I got from the receiving end.

On the doing end with Jenny, I really felt like I was connecting with her and I felt I was getting closer and closer to her and she was building a little rapport. But she was getting more comfortable as I was asking the questions as well because it seemed like she was getting to know what her deep core values were and she was enlightening herself about why she is mastering this.

I guess I was feeling more comfortable too. It got a little nerve-racking at the end because it gets a little more difficult, but I can see practicing this and getting better. It's much more conversational the way that you've paraphrased it now in some of the segues.

So that's how I felt both ways.

Joe: And Jenny, I'm curious on the receiving end what was happening for you?

Jenny: Actually there were two things going on. I was trying to learn the segue statements of course because I found those really helpful in taking me to the next place, learning when it was appropriate to use them.

I found those statements coming from Jeff very helpful. On the personal

side, truthfully it clarified something for me that's really more of a personal development issue for me. And that is I'm always reluctant to be intrusive.

There's a reluctance around this piece for me because of this feeling that you don't intrude.

But having been on this side of it and having it so artfully guided and delivered to me, it wasn't intrusive at all. It was just going within to find out what was important.

So that was enlightening to me. To have that opportunity to explore that facet of my personality that's really holding me back from greatness in this one area.

Joe: Well said. Both of you, bravo!

That's called a profound experience

Very, very good work. I would say that what Jenny experienced is called a profound experience. Within the confines of this process she was able to see the highest version of herself. She experienced it right in front of us. And that's called a profound experience.

I believe that when your clients have a profound experience with you, they refer you. That's why they tell other people about you.

It's not always what you do, but who they are and what they experience about themselves when they're with you.

And the profound experience happens when you get to the 5, 6 and 7 and you have the courage to say, "Can you remember a time when you felt that way in the past?" You help them recreate that experience. Jeff was sitting at the beach, Jenny was sitting at the lake. Just let them touch that for a moment and then connect that to what they're accomplishing

now. So you can say to them:

When you master the 5, 6 and 7, that's what it's going to feel like. When you buy a house, that's what it's going to feel like. When you sell a house, that's what it's going to feel like. When you get a loan, that's what it's going to feel like.

So what I want you to do is connect the emotion of their highest version of themselves to the behavior they're about to engage in.

That final question is really where you shift. The whole shift happens when you simply say, "Can you remember a time in the recent past where you actually felt that way?"

Just let people look for it. Even if they're not able to express it, just the question itself puts them into a state where they have to find it somewhere in themselves and they start to feel it. Even if they don't express it well just say:

"That same experience you had when you were at the ballgame with your son and you looked at him and you were so proud of him?"

That's the same feeling you're going to have when you buy this house.

That's the same feeling you're going to have when you sell this house.

That's the same feeling that you're trying to accomplish by getting this loan so you can refinance your home."

And that's the secret to creating a profound experience is connecting those dots.

Giving Trusted Advice

It's important you know that the only way people will ever receive advice from you is that they trust you. They have to see you as a trusted advisor. That means I have to trust you before you can advise me. A trusted advisor. When people trust you, they will ask for your advice.

When somebody says, "What's your advice? What do you think is best for me?" they're really saying I trust you.

People are really open and inclined to receive your recommendations around more advanced strategies when they trust you.

When you start to get into some of those deeper products that require a more rational mind where the neocortex brain has to really understand math and science, many people don't have that capacity to get into those higher levels of thinking. So what they do is defer to the emotion of trust and say, "I don't understand what you're saying. I'm just going to have to trust you."

And they respect you when they trust you. They pay you without question when they trust you. They always give you the benefit of the doubt when they trust you. They will forgive you when you make a mistake. They will warn you about different things that can create problems for you. They'll actually give you insight into their situation to help you. And most importantly, they will introduce you to friends and family members and neighbors when they trust you.

So I want you to look at it as a trust issue when you're having difficulty with a client receiving your advice or talking about complex issues. As well as when they're treating you with disrespect or questioning what you're charging. Because if they do that they're not seeing you as a trusted advisor, they're really seeing you as a typical salesperson.

The fastest, most effective way to get to trust is through the 5, 6 and 7 Conversation Method. That's why it's so essential that you master this methodology. Once you have it mastered, you can give advice that's wrapped inside their 5, 6 and 7.

Now I want to teach you a formula on how to provide high-quality advice

Let's imagine that you've gone through your consultation with your client and you have presented them with the fact that they don't have to work with you and you don't have to work with them.

Imagine you have in front of you their 5, 6 and 7. They've gone up the ladder with you and now you're going to give some advice. I'll give you examples with a buying situation, a selling situation and a borrowing situation.

What I want to show you is how to give advice wrapped inside a formula.

I'll show you how I would give a seller advice on how to price their home and inside that demonstration you're going to see the formula unfold. It would sound like this:

“Mr. and Mrs. Johnson, right now there are 33 homes for sale in the \$300,000 to \$370,000 price range. That means a buyer will compare your home against 32 others.

Your goal is to get Johnny into a school by September 1st so he can get focused on his college preparation so he can get the education you and your husband never got and that you promised your grandparents Johnny would get because you're going to use all the money they saved up.

Because that's important to you, I'm not going to tell you that if you price your home at the higher end of the range you will have far fewer

buyers even looking at your home because you can figure that out on your own. I would like to suggest that to make sure Johnny stays on track to be in the college curriculum that will get him the education you dreamed of, that we put the home on the market for \$310,000 dollars.”

People don't care how much you know until they know how much you care.

When I give advice I have to wrap it in: “I care about getting Johnny into the college of his choice so he can reach the goals you set for him and that his grandparents saved so long for.”

I've got to wrap my knowledge and my advice inside what's important to them. If you don't know their 5, 6 and 7, then you are only a salesperson giving your opinion.

In the reptilian part of their brain they can only hear that you're suggesting what they do because you benefit. It's eat or be eaten. If I win you lose, if you win I lose. That part of the brain.

But once you focus in on what's important about _____ to you, you now start to include the whole brain.

You start to include the mammalian part of the brain and the neocortex of the brain. It's really important in the psychology of influence that you talk to the whole brain. That's why when people are in that fearful reptilian place, they're upset and disillusioned and it's never the time to give advice.

When you bring a counter offer to a person and they are using this part of their brain, they'll look at the number and go, “You've got to be kidding! I would never accept this amount of money for the price of my home!”

It's best that you just back off and say, "Let's both just take a little walk around the block here. Why don't the two of you just sit and calm down a little bit and talk a little bit about it and then we can come back in 20 minutes and talk again."

Always disengage when people are in the lowest version of themselves; never give advice.

Only give advice when you are wrapped inside their 5, 6 and 7.

When I've had a wonderful conversation and I've taken them up to their 5, 6 and 7 I say to them, "Mr. and Mrs. Johnson, there are 16 homes right now in the price range that you're looking at to purchase a home. And what we'll do is we'll schedule to look at all 16 homes over the next three days.

Now I want you to keep in mind when we're looking at homes, we're looking for a home that will get Johnny into a school district that will allow him to start by September 1st so he can focus on his college preparation to get the education that you and your husband really want him to get and fulfill the dream that your grandparents saved their whole life for.

Because that's important to you, **I'm not going to tell you that** if we delay looking at homes and making an offer and don't make one by the 16th of this month, that the plans to get Johnny into school by September 1st won't happen.

I don't need to tell you that because you can figure that out on your own. What I would suggest is that I book appointments tomorrow afternoon to start looking at homes and we start to look at the 16 homes that you could select from so you can get Johnny into the school and on track to get the education that he wants."

I want you to see that this formula starts out with a rational thought. That's the neocortical brain. It's the highest brain.

“Mr. and Mrs. Johnson, right now you are in an ARM loan that is going to be resetting at the end of the month. I know that originally when you took that ARM loan what attracted you was the low house payment. And the neat thing is there are some wonderful new programs that can allow you to continue to keep that low payment.

I know that it's important to keep your payment low so you can continue to save money to get Johnny into the college that you've always dreamed of so he can get the education that you never got and fulfill a dream that your parents had.

I'm not going to tell you that if you go into a 30-year fixed when you extend your payment up over \$475 dollars a month that it's going to take away from the savings that you could provide for your son because you already know that.

What I would suggest is that we use this XYZ loan process that I've explained to you to help keep your payment low so you can get Johnny on track and into the school that will give him the education you've always wanted and your grandparents dreamed of.”

Now again, there's a formula here. The first thing I'm doing is providing a rational thought. You talk about the rational part of the home that they're going to sell, the home they're going to buy or the loan they're going to get.

Your next statement is also rational: “There are 33 homes for sale in the \$300,000 to \$375,000 dollar price range and that means a buyer will compare your home against 32 others.”

The transition statement is, “Now your goal is...” Then fill in their goal which is their 5, 6, and 7. “To get Johnny into a school by September

so he can get focused on his college prep so you can get him the education that you never got and that your grandparents have saved all their life for.”

And then the next statement is, “Because that’s important to you, I am not going to tell you that if you....”

This is where you’re giving your advice. “I’m not going to tell you that if you price your home at the higher end of the range you’ll have fewer buyers look at your home because you can figure that out.”

What you do is you tell them what you want them to do or not do in a reverse negative.

For example, “I’m not going to tell you if you don’t read this book several times you’ll never remember it because you already know that. Let me suggest that you start a Client-Centered Conversation Method study group, read it together and then discuss how you will apply this in your initial consultations.”

“I’m not going to tell you that if you don’t master the 5, 6 and 7 people will never trust you at the level that you want them to because you already know that.

What I would like to suggest is you read all of the trainings several times and then get on the phone with your coach and roleplay this over and over again so you can receive the income that you desire so you can have the freedom that is important to you so you can be a model for your son or daughter so when they grow up they say, ‘I want to do what my mom or dad does and that’s be home at 3 o’clock in the afternoon for my kids.’”

Again, what I’m encouraging you to do is learn the embedded process where you’re saying, “I’m not going to tell you that” and then you tell them what you want to tell them. You say, “Because you already know

that.” “I’m not going to tell you eat your vegetables every meal” – that’s the embedded command – “because you already know that.”

You don’t say, “Eat your vegetables at every meal,” because goes too much to their rational mind. And they’re not going to say, “No, I didn’t know that.”

“What I would like to suggest is that you pick organic vegetables, wash them thoroughly and then prepare them in a pressure cooker to get the most nutrients out of them.”

And now the 5, 6 and 7. “Because that will allow you to live until you’re 100 years old, which is your goal because you want to be able to be vital for your grandsons and your great-grandsons and your granddaughters and everyone else for the rest of your life.”

This is very powerful when you understand how to wrap the 5, 6 and 7 inside all of your advice. I really encourage you to make the 5, 6 and 7 a lifetime study.

Make it your lifetime commitment that your number one intention when you sit down with a client is to get them to trust you.

And the way you do that is to deeply understand their situation and know how they feel about it. And the way to get there is through the 5, 6 and 7 Client-Centered Conversation Method.

About Joe Stumpf

Joe Stumpf has been in and around the real estate coaching and training business since 1977. In 1981, he started his training and coaching company, which has grown to be one of the largest coaching companies in North America.

Joe Stumpf has a subscription-based company with over 5,000 clients, the purpose of which is to teach the principles, provide the tools and systems, to be highly profitable and at the same time serve others with the heart of a “Super Servant”.

Joe Stumpf invests most of his time and energy in creating, writing, and video/audio recording, while his leadership team runs his company’s day-to-day operations.

His work has been a wonderful vehicle to express his creativity, as through it he gets to live a life fully expressed as a model of possibility.

It is the perfect forum for him to discover and allow his most authentic self to be publicly shared. In all of Joe Stumpf’s work his intention is to create the next version of himself, one which is more aligned with his soul- purpose.

He has gained a sense of mastery on the goal line while maintaining a sense of sacred purpose.

Reading, writing, teaching, and coaching is woven into his fabric. He possesses a beautiful coaching gift of being able to channel insight and awareness to people when they seek clarity and direction in business and life.

He helps people in profound ways so they can experience the shifts they desire as a result of crossing his path.

He views this as his life’s purpose.

You're welcome to take a closer look at Joe's work at

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