

Sales Ninja Advanced Power

Assert your greatness and others will see it

Now that you know a few basic ways to increase your power, here are some more advanced pointers.

It is important to know that *controlling* is for insecure people. Controlling is aggression. Instead, what you want to achieve is an unspoken but nonetheless perceived *dominance*. This means that instead of ordering people about, you should be trying to make them willingly comply with your wishes. Use this knowledge to your advantage as people are generally less responsive to commands than they are to requests. Remember to always phrase your wishes in an appropriate fashion.

Move people around

A really effective strategy for discreetly asserting your power is to cause others to physically move around to satisfy your requests.

What is great about this method of asserting dominance is that people do not even know you are doing it! For example, when is the last time you consciously recognized your movement through a shopping mall? Chances are you *never* have really thought about it but you can bet that the mall designers certainly did!

Because most people are naturally right-handed, many shopping centers, and especially supermarkets in

particular, force their shoppers to go to the left first, and then drift to the right, as they are naturally inclined. This forces shoppers to cover more territory, and hopefully buy more goods and spend more money while in the shopping center.

Ikea has taken moving people around to an even higher level. In this furniture store, you must follow a single-direction pathway throughout the entire store. As you walk down your predetermined path, you are exposed to a huge assortment of merchandise, most of which you would not have looked at otherwise. Ikea seems to hope that while you might come into their store looking for an office chair, you might leave with a chair, a rug, a potted plant, three filing cabinets and perhaps, a few large-scale prints for the walls.

While this is all well and good for store design, how can a Sales Ninja assert dominance by moving people around? The simplest way is to merely ask.

If you are meeting someone to make a proposal in their office, you can do several things to make them physically move. You could bring a prepared ring-binder presentation (or a hard-copy of a PowerPoint presentation) with you to the meeting, and as you explain your position, say things such as, “Turn to page six, please” or “If you would flip to the second section ...”. This forces them to physically move (by flipping the pages) and comply with your request.

If this is not your style, when you enter the office, take note of paintings on the walls or other interesting objects around the room. As you show your interest in

the object, politely ask the office-resident to talk a bit about it.

For example, you could say, “Wow! This painting is really extraordinary! Would you mind coming over here and telling me a little bit about where you got it?”

Remember, the objective is to get the person to physically move to cater to your request. If somebody complies with your request, there is a subtle signal that you are dominant.

If this particular application does not seem appealing to you, simply ask them for a glass of water. That way, they must either move to bring you a glass or at the very least make a phone call to have someone else bring it to you. Either way, you have achieved your objective.

Ask yourself: When was the last time you had dinner guests over? Did you let them wander around your house to look at it? Next time, offer them an unconventional guided tour. Start with the upstairs (if you have one) or the bedroom, and work your way through the least looked-at areas before showing them the more conventional spaces. This is a great way to practice getting people to move around in ways they otherwise might not move to at all.

Play hard-to-get

Scarcity is an important concept; the less of a resource is available, the more valuable it becomes.

That is just a simple supply and demand theory in economics! Imagine applying the concept of scarcity to your own business dealings.

The harder it is to get you, the more valuable (and powerful) people perceive you to be. However, this does not mean you should unnecessarily stage a disappearing act! What it does mean is you should let people know that you are busy to make them aware of your scarcity, so that your time appears to be extremely valuable.

Often, I limit the seating in my seminars, keeping the attendance quite low although I am sure I could fit more people in. Why? Because when people are rejected because my seminar is full, they think to themselves, “Wow! So many people want to enroll till there are no seats left! This seminar must be good; I’m going to tell my friends and sign up for the next available date!”

I do not create extra seats for people because I know they will come back while in the mean time, generate a buzz. Thus, I have created a scarcity of seats and in doing so, an increased interest and demand for them. However, there are other ways in which you can apply this concept.

Instead of accepting a first offer for a meeting time, you can say that you are already engaged (if you are indeed already engaged) and offer an alternative time or times from which the other person must choose from. For example, you could say, “No, at noon Tuesday I have a lunch meeting. I am available

Wednesday at two or Thursday at four. Can we meet at one of those times?”

If someone wants to reschedule an engagement with you, you can always talk about how your week is quite tightly packed, and it is going to be difficult for you to see them without some intense rearrangement of your schedule. Say that the following week would be much better for you. Make them wait! Your time is just as precious as theirs; but do not forget to subtly let them know it!

The key idea is to make others aware that your time is valuable, and more importantly that you are a powerful individual who deserves and demands respect. Remember, though, to only point out the truth, rather than making up stories; however, if a lunch meeting is really with a friend rather than a business associate, there is no necessity in giving too many details as you explain your schedule. Always remember the positive Sales Ninja attitude that you should be carrying with you. You are a success; so do not be afraid to let others know it!

Ask yourself: When was the last time you asked someone out on a date or were invited out yourself? Did they immediately agree on a time? Would you be more interested if it seemed like they lead a busy life? Would you feel more flattered that such a busy person was willing to use some of their time getting to know you? Apply your dating knowledge to sales and see what happens!

Now that you have mastered the concepts of moving people around and playing hard-to-get, it is time to move on to a really tough power game that can get you not only respect but recognition of your Sales Ninja power. This is the ...

Positions of power

Often in the business world, you are going to come across people who will try as hard as they can to intimidate and dominate you. Handling such a situation gracefully can be a bit of a challenge, especially considering these people tend to already have a mindset that prevents them from taking you seriously and really discussing business.

It is your job, then, to bring yourself to their level, especially in their own eyes. While they may be unwilling to work with someone they see as below them, working with someone they perceive as equally powerful is another situation entirely. But how can you assert your power without being shut down?

Essentially, you need to *one-up their one-up!*

What does this mean? To understand, let us take a look at the various positions of power.

1. One-down

Basically, being in the one-down position means that the other person has a degree of authority over you. You generally want to avoid being in this position, as those in the one-up position will not take you

seriously because you are not on the same level. This often makes them try to take advantage of you. Do not let this happen!

- Examples of the one-down position: student to teacher, employee to manager, child to parent.

2. Neutral

This means you are on the same power-plane as the other person. You view each other as colleagues that can work together. This is a win-win situation and ideally the place you want to end up in order to establish an effective business position.

- Examples of the neutral position: coworker to coworker, friend to friend, sibling to sibling.

3. One-up

A position many people take in order to intimidate others to get their way. Can be effective for them but in the long run, it is probably not the best place for either you or the other person to be. You want to work as equals towards a win-win situation in a neutral state but whenever one person stays in a higher position than the other, someone has to lose!

- Examples of the one-up position: boss to employee, parent to child, landlord to tenant.

Although it is usually a good choice to put yourself in a neutral situation, you can also successfully put yourself in the other two positions if you think they will be successful. This, however, requires a careful reading of the situation, not to mention some amazing instincts.

For now, let us just stick to how to get yourself into a neutral position when the person you are talking to has taken a one-up position.

Typically, when one person starts off in the one-up position, the other will automatically assume the one-down place. *Don't do this!* It will justify the other person's claim to the one-up position and make it nearly impossible to dislodge them from it.

Instead, you need to bring yourself to neutral and to do so, you need to one-up the one-up. To achieve this, you need to identify the moment they attempt to one-up you or take away your power; you must gallantly refuse to let them do so (in a strategic fashion, of course). Essentially, you challenge their power with your own.

A common example of someone trying to one up you might be forcing you to do something you are not prepared to do. Say you come in to give a one-hour presentation and the person in attendance told you they can only allocate you half-an-hour. How would you react knowing that amount of time would not allow you to go through the full presentation?

Offering to reschedule would not be a wise decision on your part. Why? Because that is a concession that their time is more valuable than your own, hence you give them the power to set the time to their own convenience.

Instead, you should refuse any offer they have to reschedule, stressing that you did not have any other openings that week and it is important to get the presentation over with immediately.

Additionally, to really one-up their one-up, you should also refuse to adhere to the half-hour time frame they allocated you. Tell them, “Mr. Prospect, I don’t need the half-an-hour, I only need seven minutes! If I can provide solutions to your scheduling problems in that time-frame, then you should go ahead and let me have a full hour.”

This sends across the message that you are both busy people, and more importantly, that you are both on the same level. People who take the one-up position will respect people who try to one-up them! Although the one-up game may continue for a while, eventually both of you should be brought into a neutral zone where actual, productive negotiations can occur.

One-upping does not mean closing doorways. It merely means you want to force people into positions where they have to give you power (such as fitting their schedule to meet yours). Always, offer an alternative to their proposition, lest you both shut each other out. This is not about butting heads; it is about establishing that you would not simply cave to their demands.

Ask yourself: Think about the last situation you were in with a prospect or customer. Which position were you in (one-down, neutral or one-up)? What was the outcome? Was it positive, and if not, how would you change your position of power to get what you wanted?

Now that you know about the positions of power, you also need to understand another of the advanced power techniques of the Sales Ninja, known as ...

Sales Ninja Focus Power

Focus is all about getting down to what is important about a topic. How many times have you asked someone a question, only to have them skirt around the issue for five minutes and never actually provide a concrete answer to your query?

This is a completely unfocused answer.

You need to get the answer you need by staying on point. Do not get distracted by all the skirting around. Continue to ask people the same question until they give you an appropriate, truthful answer.

After a while, when the person is comfortable with the situation (needing to tell you specific information that they might not want to discuss), they will be a lot easier to handle, all because you remained focused on your goal of receiving an answer to a specific question.

Once they get to this comfort level, proceed to ask them what is important about the answer they gave you. Make them do the thinking and convincing.

Similarly, you should provide focused answers yourself and be prepared to provide further details comfortably. Essentially, you need to train yourself to be on target!

However, if you are not getting the answers you need one way, you need to try another method. Persistence without flexibility is a recipe for disaster!

The Oak Tree and the Reeds

Alongside a river, an oak tree and a patch of reeds grew side-by-side. The oak tree was strong and proud; its enormous trunk and branches reaching far above the tops of the slender reeds below.

One day, a great storm came from across the river, and the strong winds blew with all their might.

The oak tree, as strong as it was, was still toppled over by the winds, but, much to the dismay of the oak tree, the reeds were still standing.

Confused, the oak tree asked, “How can you reeds, so small and thin, remain in the ground, while I, the largest and strongest tree for miles, have been uprooted?”

The reeds replied calmly, “We were not blown over because we were flexible and moved with the wind.

Although you are strong, you are also stubborn and fought against the wind and lost.”

Remember, bend yourself to the circumstances if you want to achieve success.

Being flexible is one of the key ways to get what you want. If you want to be successful, follow this formula:

Steps to Success

1. Know what you want.
2. Take action to get what you want.
3. Notice changes in the situation.
4. Adjust your approach to these changes until success is achieved.