

If you were to talk fast and loud to one of these slower thinkers, they would probably go nuts! As a person who carefully considers what is being said and what should be said, you may drive the up the wall with your talk-first-and-ask-questions-later attitude.

Similarly, a quick thinker may become bored waiting for you to respond to their every interjection. Therefore, matching the speed and tone of their speech brings you to the same level psychologically and creates a feeling of understanding between you both.

Again, anything you can do to provoke the feelings of connection through syncopation builds instant rapport. Match and mirror to quickly (and cleverly) make minds meet.

The Inverted Coma Tactic

Using someone else's words to add to your credibility

What, exactly, is the “inverted coma tactic”?

Quite simply, it is quoting someone else. For example, you could quote a famous person's position on success. In a similar way, you can quote what others say about you, perhaps by saying, “My customers say I am the best in the business” or “My customers have called me a miracle-worker”. Obviously, you should only repeat things that were actually said; do not make things up for the sake of sounding good.

Furthermore, the inverted coma tactic takes away

the responsibility of making such a statement from you and instead puts it squarely on the shoulders of the person or people being quoted. *You* are not saying you are the best in the business; *your customers* are. This lends you credibility and makes the claim more believable.

Now, advanced inverted coma involves using someone else's words and then doing "the steal". This means that you point to yourself (anchoring what is to follow to *you*) and then proceed to quote the person or people of your choice.

You can also precede the quotation with a short introduction that builds you up. Something along the lines of, "If you were to ask someone who knew what they were doing, who understood x and y, they would probably say ...". Bill Clinton often used this tactic, pointing to himself as he listed a string of positive characteristics followed by a famous quote.

This tactic makes all the good things being said in the quote relate to you. Essentially, it is a form of linking, only that you are creating the atmosphere.

Quotes to use with the Inverted Coma Tactic:

- o *Change*

"Change or Die"

- o *Decision*

"Not making a decision is making a decision"

o *Action*

“Journey of a thousand miles begins with one step.”

– Lao Tzu, *Chinese Philosopher*

“A giant tree was once a seed.”

– Chinese saying

o *Selling*

“People buy how you sell before they buy what you sell”

– Hanzo Ng, *Group CEO, The Sales Ninja Group*

o *Ideas*

“No army of man can hold an idea whose time has come.”

– Victor Hugo, *Poet*

o *Courage and Risk*

“Man cannot discover new oceans unless he has the courage to lose sight of the shore.”

Sales Ninja Magic Language

Hypnotize your prospects with your words

By now, you should be realizing that selling is all in how *you* present the product or service. There are some ways of discussing a product that are far, far more exciting than others.