

MOTIVATIONAL TECHNIQUES OUTLINE

Step and Technique

Purpose

Compliment

To start a conversation

- A. Why I said it
- B. Why it is important to them
- C. Open ended question

Attention

To stop them mentally

- A. Startling Statement
- B. Ask a question
- C. Mystery
- D. Compliment
- E. Referral
- F. Item--in a newspaper
- G. Big name
- H. Gift

Interest

General Big Fat claim--25 words or less. "There is a way (or program, class, etc.)...."

To get them saying "I don't believe you but tell me more."

Information

"To be of maximum benefit to you and to conserve your time, may I ask you a few questions?"

To find out WHAT they want and WHY they want it.

- A. Most important interest--what they want (get them to be specific!)
 1. If there was one thing you want or need, what would it be?
 2. What brought on this want (or need)?
 3. Does this create a problem in your life?
 4. What are you doing about this problem?
 5. What will having this need met mean to you?

Find out their most important motive--why they want it.

- Self-preservation
- Love
- Recognition

Specific big fat claim - ten words or less.

To reestablish interest

Conviction

Claim

Bridge (transition)

Benefit (to them--10 words or less)

Evidence (personal example, 3rd party example, famous people example)

Nail-down (reverse the benefit
"You would like...")

To convince them that the PFAL class will meet their needs.

Ask for objections

A. Time and money, etc.

B. Objections are your friends

Desire

Paint a picture

A. Remind them of their lack,

"Earlier you told me..."

B. "I have a program that can..."

C. "You take this class and..."

(present tense) appeal to the five senses

To get them to want to take the class NOW!

Close

"I don't know if you'll be in this picture, in a few minutes you will be making that decision."

To get them to sign the card and make the minimum donation.

Ideas opposed/Reasons for (use a note pad)

Minor point ("How would you like your name?")