

Parrot-like Phrasing Pays!

- A University of Nijmegen study found that waitress increased her tips by 70% simply by repeating the customer's order back to them, rather than saying „okay“ or „coming right up“
- Helps to build rapport and trust
- It indicates you really are listening to the other person
- It works because they hear coming their words from you they assume that you are thinking like them – ***that you are like them***
- And when people think you are like them, they instantly start to trust and build rapport with you
- Our human systems are built to develop rapport with people we think are like us
- It's a simple evolutionary truth



Modern Influence Model

2nd step only works if 1st step is established

Find out what the customer wants

- Develop rapport and intensify emotions
- Direct attention
- Clarify what is wanted

This is most
important

“When you listen, you can learn”

Demonstrate how you can fulfill this

- Present your solution
- Deal with blocks
- Delight the customer

This is trained the
most

“When you speak, you can not listen”

The obstacle you might need to overcome is your Ego. Leave it at the doorstep.

Clean Language



Late David Grove

Developing Questions

(And) What kind of **X** (is that **X**)?

(And) Is there anything else about (that) **X**?

(And) where is **X**? or (And) whereabouts is **X**?

(And) that **X** is like ... what?

(And) is there a relationship between **X** and **Y**?

(And) when **X** happens, what happens to **Y**?

Sequence & Source Questions

(And) then, what happens?

(And) what happens just before **X**?

(And) where could **X** come from?

Intention Questions

(And) what would **X** like to have happen?

(And) What needs to happen for **X**?

(And) can **X** (happen)?

Clean Language Examples

„I feel **frustrated**“

(And) What kind of **frustrated** (is that **frustrated**)?

(And) that **being frustrated** is like ... what?

(And) where could **being frustrated** come from?

Imagine a **person** walking with a **dog** in a **park**.

What kind of a **person** is that **person**?

What kind of a **dog** is that **dog**?

Is there anything else about that **dog**?

What kind of a **park** is that **park**?

Is there any relationship between the **person** and the **dog**?