

# The Values System© Report

By Kenrick E. Cleveland

Here's the transcript I promised that's the beginning phase of persuasion. These words if followed correctly, will enable you to tap into your prospect's heart and position you as the only person they want to do business with. Why? Because they'll feel you truly understand them, and really want to serve them.

Thousands of people I've trained over the last 30 years have greatly benefited from this information, and I'm positive you will too. Look forward to a continuing education in persuasion in my weekly ezine.

---

## The Values System©

(Note: As you read, you'll occasionally come across a series of dashes like this: . This means that what was said was garbled and could not be made out. You'll easily understand the flow of the conversations though.)

J: Good day ladies and gentlemen and welcome to the Criteria Elicitation One Conference Call. I am pleased to introduce your host, Kenrick Cleveland. Please go ahead.

KC: Good afternoon.

I hope you're ready to climb into the most power persuasion technology yet created. Before we get started, it's my pleasure to have on the call today senior members of the MDRT and NAIFA, and I hope you folks enjoy learning these techniques as much as I enjoy teaching them.

A bit of history to get us started today. In the mid 70s, the therapeutic world stumbled across the phrase, "What's important about" as a means of gathering information for conflict or trauma resolution. I took this question and applied it to the business world as a means of eliciting criteria in 1977. The question "What's important about" was a roaring success in every instance.

I began teaching this technology in 1979 in seminars and to thousands of different businesses all across the world. In the late 80s, Jay Abraham, the worlds highest paid, most well known marketing consultant in the world, asked me to be a lead teacher at the now renowned protégé training seminar. These were week long \$20,000 a head events and I had the good fortune to train over 1,000 business owners in the Values Model© or criteria elicitation through these programs.

Today, I'm going to show you exactly how to use this model to its most effective end.

Let's jump right into the definition of criteria. And the definition is, "that which needs to be accomplished or met in order for someone to take action and do what you want". If I take action, I mean decide buy, agree, etc. Most importantly, criteria will enable you to stop using features and benefits. If you currently are using features and benefits, I pray that you stop after learning this information. Instead, you'll use their criteria and attach it to you and attach it to your product, your service, your company. You can attach it to everything. And in so doing, you'll

enormously enhance rapport and you'll persuade them very quickly to do what you want them to do.

When you elicit someone's criteria, you'll hear them often start with the small things and move to the larger more important things. This is exactly what the strategy is designed to do for them. Wherever they start, is fine.

### **Here's how to use the Values System©.**

You simply ask "What's important to you about blank."

Now listen to me real close. Move in a little closer, pay close attention. I'm going to tell you something that will change your life and your sales right this minute. You fill in the blank with what you want to persuade them about or what you want to persuade them to do. This is critical. I'll explain why to you in just a little bit.

**(And read this whole report, cause I'll teach you something that will blow even this away near the end a MUCH more sophisticated way of doing this. You'll love it.)**

You then ask what's important about ... and here you say the answer they just gave you. Okay, and thirdly, you do the same thing one more time. But the last time you can say "So what will that ultimately do for you?" And you can also name the previous answer they gave you instead of saying "that" in the sentence above. Example: So what will having security ultimately do for you? (Presupposing that they told you security was one of their values.)

So each time you're going to get an answer and use the answer in your next question. That's the real key. Think of the answers you get when you do this as a hierarchy.

Now when I ask these questions, I think of them like this. I write the first one lowest on the page. I write the second answer above it and the third one above that.

Here's why ... I know in my mind the last answer controls all that comes before it. The last answer controls all that comes before and is the most important one. So I write their last answer so it ends up being highest on the page because that helps me to remember it's the highest and most important one that they've just told me. Okay, before I demonstrate this... actually, let me demonstrate now. Jamie queue people up.... so I can interact with them personally.

J: At this time, if you would like to interact, please press one on your touch tone phone. An operator will take your name.

### **Softening Questions: Why and How to Use Them**

KC: Let me talk about softening questions because this is another very big key to how criteria is done. With softening questions, you learn to add words around their criteria to soften what you're going to do. So it doesn't seem like you're beating them up.... going from question to question.

**Okay, here are three softening phrases I**

**like: I'm wondering whether...**

**I ask myself if...**

**I'm curious as to...**

You'll hear me use this over and over again along with ahumm, humm, wonderful, excellent, yeah, I feel the same way, yes that's exactly right isn't it, sure I agree with you. These are very important to put around the persons values as we go.

Alright Jamie.

J: I do have Ray here for you. Please go ahead.

KC: Okay, hi.

R: This is Ray.

KC: Hi Ray, how are you?

R: I'm doing fine. Thank you.

KC: Thank you for interacting with me. Tell me something.... M, why did you choose to get on this call today?

R: Because I believe in making a difference and finding a new way of getting through to the hearts of the people.

KC: Wonderful. That's fantastic. Tell me if you would ... what's important to you about making a difference? About getting through to their heart and really making a difference?

R: Thinking to understand what's important to them.

KC: Thinking to understand... that's fantastic.... that's so important and I think as salespeople, if we do more of that, we're going to find people that are most willing to have us be the solution to their problem. So I think that's great. Let me ask... ultimately, what will that do for you?

R: It will help me to help our clients make well-informed decisions.

KC: Yes, excellent... perfect. So let me invite you... that as you listen to the call and you begin to understand how this can really get into the hearts and minds of your clients and begin to open them up so they understand exactly why you're the solution that they need. As you begin to hear how this will work for you, pay close attention to the way you're going to be using it in your day to day sales, okay? Now, as you hear me talk, tell me what you're experiencing?

R: Okay....

KC: No, actually tell me what you're experiencing?

R: What am I experiencing?

KC: Yes.

R: Okay, you're trying to get to know what is important to me.

KC: Yeah.

R: And how you are thinking to understand me.

KC: Absolutely.

R: That's what I'm experiencing.

KC: And how do you feel as I do that? Does it feel good?

R: It makes me feel more comfortable.

KC: Yeah, that's exactly right. So it didn't cause you any concern or worry when I turned right back around and began to use that to suggest that you follow these materials and use them in your day to day life did it?

R: No.

KC: Notice however if I had not used criteria and I would have said, "You know what Ray, thanks for being on the call today and this stuff you should use every day in your day to day life. You should put it to work in your sales so that you make more money." That wouldn't have been quite as well received would it?

R: If it's more like showing versus telling.

KC: That's a great analogy. I like that too. Okay, thank you very much for helping me with the interaction here. Let me do one more. Jamie, do we have anyone else queued up?

J: We do, Carl please go ahead.

KC: Who is this?

C: This is Carl.

KC: Hi, Carl, how are you?

C: I'm doing fine, thanks.

KC: Great, so Carl why did you choose to be on the call here?

C: Well I thought I could really need more help in figuring out what moves people to buy or.

KC: Yes, absolutely, well I think you've come to the right place. What's important about getting some help to move people to take action like this?

C: Well I think a lot of times in my sales processes that they've taken way too long for people to decide and I've noticed I've been generally ineffective. sales calls run way too long. So I'd like to become more efficient.

KC: Sure, absolutely and that makes a lot of sense. If it takes too much time, it's hard to be profitable in.

C: Right, exactly.

KC: Let me ask.... ultimately, what's important to you and how will you be benefited by shortening up this process so they don't take too long?

C: Well I think it will be a lot more productive... be able to help more people and make more money.

KC: I tell you what ... I'd like to focus on making more money. Let me just suggest that as you listen to what we go through today, I want you to begin to zero in on a

couple things....sales presentation ....when they take too long, they end up doing what? They cost time, energy, emotionally they cost you as well don't they? Because you're really investing yourself in this person trying to hope they will see you as the answer and ultimately if they don't, it seems to have really cost doesn't it?

C: It's really annoying.

KC: Absolutely. Well, I'll tell you.... as you listen in and you begin imagine how you'll apply this, pay close attention to how this will shorten the process so it doesn't take too long and it will help you be a lot more productive and making an awful lot of money simply by using this one strategy can help you do just that. In fact as I do this with you right now, are you beginning to experience a feeling of like... wow this is pretty good?

C: Yeah, I think so.

KC: Tell me what you do feel?

C: I actually found more rapport or interest when you were talking with the first caller. I think for myself maybe I was just too focused or nervous about my own answers. It makes a lot of sense.

KC: And that's my point. As you focus in on this.... as you pay attention even to your particular answers in just a few moments, you'll start to discover that you naturally feel really good about this line of questioning. And sometimes it does create a little bit of nervousness because I'm really zeroing in on you. And when you experience this in your clients, you can understand that it's not then any kind of resistance to what you're doing necessarily, but it's zeroing in on them. And sometimes it does make people just a little bit nervous but that's where the comforting and the ahumm, wow I sure do agree with you, yes that makes all kind of sense. Those kinds of answers work really, really well.

C: I feel better. Thank you.

KC: Good. Alright thanks for helping me out here.

Okay, let me continue with the softening portion of this ... so to review, we first start off by saying what's important about blank. And I gave you a big key to this just a moment ago. I told you to listen close because you are going to fill in the blank with something important. But you'll notice that I'm doing it even slightly different from that and I'm going to explain it to you here in just a minute.

What I want you to pay close attention to is how I'm using softening... here let me put it to you this way, how many have you have heard of the "psychologists nod". Okay, you say something to the psychologist ... you've seen this in movies and on TV. and the guy bobs his head up and down ... he just keeps bobbing... doesn't say a word ...just keeps nodding and kind of looking expectantly at you. When they do that, you notice that the person that they're doing it to can't help themselves but they have to keep talking so they start blurting out more and more and more. Well, in a sense, when I do this softening strategy, I'm doing the same thing. I'm really making them feel good about their answers. I'm making them comfortable. In other words, it's not a right or wrong... anything they tell me is right. Everything they tell me is right and I want to really encourage that. I want to really reward

them for answering me at all and that's why I'm telling you to do the softening types of language as you go through the Values Strategy©.

You can say, "That's a great answer and I'm curious to ask what's important about that?" So you see how I get that little phrase in? I'm curious, I'm wondering or even just guess what's so important and give them feedback about why it's so important, okay? Any phrase that suggests agreement. It's supportive of what they're saying ... shows that you are extremely sincere as well and that works great.

Now, here's a general rule for you ... the more times you ask the criteria question, the more you'll need to do the softening. So even just saying for example, "Sure, that makes sense or humm or absolutely, I agree." All of those work really well around the question.

Okay, here's something that I would like to give you that will kind of widen your perspective... open your eyes a little bit about what this really can do. You can find out the criteria for just about anything.

So here are some examples.

What's important about protecting your family? That's a different question than what's important to you about money? Or what's important to you about success? Or what's important to you about your business? Each of these will elicit criteria for a different direction ... a different outcome it will give you different information that will help you achieve a different outcome.

What's important to you about improving your financial situation? That's a pretty good one. What's important to you about the financial advisor you'll soon find yourself working with? Star that, underline that, highlight that, and remember that one.

And what's important to you about life? See this values elicitation strategy is incredibly powerful. Here for example, when you ask someone what's important about life, you're going to get their highest value and to whom might this be effective? Well, let me suggest ... if persuasion skills are really beneficial in a sales environment, just think how great they would be in an interpersonal environment. So if you have a significant other ... a husband or a wife ... my goodness if you found out ... because maybe you don't know ... if you found out what their highest values are in life and then you work diligently not to solve them but you work diligently to fulfill those values for them. So perhaps they weren't someone who communicates very well. Perhaps they weren't someone who pays attention to them in a particular way. Who knows all the things they might want. Doing this process with them will zero you right in to what they are.

As you write them down and begin to do it and do those things for them, my goodness how much better might your relationship get with your children, with your family, with your husband, with your wife? And I want to suggest that if you do this strategy with them, that you also do yours in return. So not only do theirs ... in other words, not only ask their criteria, but give them yours and that way you're still on an equal playing field with them. You don't have

information you can use to maneuver them as an example that they don't have about you.

Okay, what's important about a relationship? Let's say you wanted to start a relationship with somebody? Wow, what a great question to ask. You'll find out what's important to them about a relationship and you'll figure out how you can use that to your advantage.

For your kids perhaps, what's important to you about being liked? Or what's important to you about good grades?

For realtors, what's important to you about getting your home sold now? By the way, suppose as a realtor, you ask someone, "What's important about listing your home?" That would get you different information than what's important about getting your home sold fast? Now, basically if you don't have it listed yet and I want you to pay attention to this strategy, if they haven't listed it yet, you might first start out with what's important about getting your home listed? And then once that takes place, maybe then you want to ask what's important about getting your home sold quickly? Or maybe you lead to that after you've asked that first question.

Notice how different this is. "What's important to you about getting your home sold for as much money as possible?" That will again get you different criteria. "What's important to you about where you work or about your job or your career?" What's important to you about solving this problem so if someone comes to you with a problem and you ask, "What's important about getting it solved?" For all the advisors on the call, what a great question to ask. Someone says, "Hey, I've got this problem. I'm losing money hand over fist" and you say, "What's important about getting this problem solved?" Wow, that is powerful. I'll tell you why ... in a minute; I'll tell you why it's so powerful.

So you can use criteria in every area of your life and highly recommend that you do it. Because you will find that your life, your results, your happiness, all skyrocket as a result of using the material.

Let me point out a major key of using this strategy. You direct someone's internal emotional state by what you have listed their criteria about. Let me again say that so it really makes sense.

You direct someone's internal emotional state by what you elicit their criteria about.

Notice what I did in my examples earlier. I asked about this call and what am I doing? I'm directing their internal state to what? I'm directing it to how they're going to use this information. Does that make sense? It's critically important that you understand that what we're really doing is bringing out the emotions in the person.

Let me give you a couple of examples to make my point. Do we still have people queued up Jamie?

J: Yes.

KC: It's really important to think this through and understand it. The inappropriate use

of the question “What’s important about?” will get you people running down rabbit holes every which way because you don’t really understand how to direct them and guide them.

If you understand that the goal is to control their emotional state and to get that state in exactly the right place to attach your product and your service to, then you’re on the right track.

Understand that when a person says to you something negative ... for example, “What’s important about increasing your financial security?” And they say, “I’ve been losing money hand over fist. My God, I’ve got to stop the bleeding... it’s awful.” You might ask yourself, “Well my goodness, is it a bad thing to do to continue with the Values Strategy© questions?” No, go with it. You’re going to learn how as we continue on with this series.

You need to know when to back the ambulance up to the door. You need to know when to tell people the positive ways of looking at it. But I’ll tell you what, it’s perfect because you say, “You know what, I can only imagine that must be painful for you to be experiencing all of this loss.” And I want you to know, as you experience what it is you’ve been going through, and you dream or think about what it is that we can do for you, I’ll bet you you’re already beginning to feel a sense of relief.

For all of you on the call right now that move away from, meaning that you respond well to getting away from problems, you’re jumping up and down on the end of this phone going, “Oh my God that’s what I want to be able to do. I want to be able to do that. I love that.”

For those of you that move towards a solution and don’t want to hear about problems, you’re thinking, “Oh my God how manipulative can this guy get?” Understand that I would go the direction that needs to be gone with each person that we’re talking with. And so will you. That’s just a little bit more advanced ... but we’ll get you there as we continue.

(And as an aside, the direction you need to pursue is the one they direct you to. The rule is to follow them whether they go to the positive or to the negative. You’ll learn how as you keep reading.)

Jamie, I’m ready for the next question. Have you got someone queued up?

J: Okay, we sure do, Cliff. Please go ahead.

C: How you doing Kenrick?

KC: Good, how are you? I recognize that last name.

C: Thank you, thank you. I’m doing wonderful.

KC: I’m glad you made it through here.

C: Me too.

KC: So, let’s do a couple things Cliff. Tell me what you do?

C: I help people eliminate their mortgages.

KC: Help people eliminate their mortgages? All right then, well that’s a wonderful thing to be able to do. So let’s let me help you eliminate yours. Let’s say you’ve got a

mortgage and I'm going to help you eliminate it all right? What product are you using to do this with?

C: (he names the program).

KC: A little free promotion here. No, I'm asking what financial products? What are you selling them to help them with this?

C: A procedure that takes them through it and we provide the procedure.

KC: Okay, wonderful. And your best client ... the client that you're looking for is a guy that has a mortgage currently and you found them how?

C: Generally, person to person ... a friend, an acquaintance of a friend, whatever.

KC: Let me do this ... Cliff so ... our mutual acquaintance, Joe, introduced us and he said that you have a mortgage? Is that correct?

C: Yes, that's right.

KC: And let me ask you a question, how do you like paying the bank this huge interest rate that you're paying?

C: I don't.

KC: Its not fun is

it? C: No.

KC: Well, when we got together to talk today, you had some idea of what might be able to be done ... let me ask you ... why did you choose to talk to me today?

C: Excuse me, you're breaking up. I didn't hear you.

KC: When we got together today to talk, you had some idea of what to expect? Tell me why did you choose to talk with me today?

C: Because I'd like to find out if it's true that I can get rid of my mortgage.

KC: And let me ask what's important about eliminating your mortgage?

C: It would be a lot of financial relief.

KC: I'll say ... and so let me ask this ... I mean that makes a lot of sense and I understand the need for financial relief. To make sure we're on the same page, what's important to you about financial relief right now?

C: Well, it would just give me more money to set aside for retirement and to do college funds for my grandchildren.

KC: Sure, that's a wonderful goal. And ultimately, Cliff, what will having the ability to set money aside for your retirement and have college funds for your grandchildren, what will that do for you personally?

C: Makes me happy thinking about that.

KC: It sure does. I can only tell you I'm thrilled you're here because it makes me happy to do that kind of thing for people that I care about and we've just helped so many people to eliminate their mortgage. If you hear what I'm going to tell you, let me just suggest that you stop and you think about your mortgage and you think

about how much more you could do for your retirement. How much more you could increase your quality of life? And how much you could do for your kids and your grandkids and their college fund when we make this happen for you. That's got to be pretty exciting, isn't it?

C: Yep, it sure is. It really is.

KC: How do you feel right now Cliff?

C: I'm ready to do it. Where do I sign?

KC: Now, a lot of people, Cliff, will ask me, "Well how do you make the transition from getting the criteria to using it in your sales presentation?" I just did. I simply asked you to imagine, as we accomplish these things for you, and named those criteria again, that you'll have what it is that you want. Isn't that cool?

C: Yes, it is. That really is cool. I like that.

KC: Now, all the way through my presentation, every time I say something ... so tell me a feature of your product?

C: Tell me a feature of my product ... we are able to get people out of a fraud that's being done to them.

KC: Get people out of a fraud that's being done to them? So if I wanted to say that now, notice that I'm not going to name it as a feature and a benefit like most salespeople do. I'll say, you know something, Cliff, when a person has a goal of saving for their retirement and of helping their grandkids to have a college education, it really feels awful to think that people out there who we trust are perpetrating a fraud against us in the form of our mortgage payment. And that might sound like a harsh statement. But if your kid doesn't get the money ... your grandkids don't have the funds to go to college and you woke up one day and realized what's been happening, I think it would make you pretty darn upset. Let me show you what this fraud is and how eliminating it will directly put money in your pocket, it will help your retirement to be brighter and more glorious retirement where you have the funds to do more of what you want. Sound good?

C: Sounds great. I've got somebody to use this on tonight.

KC: Well wonderful... let me know how it goes, okay? Thanks for your help.

Let's move on.

Again, I want to state ... you direct someone's internal emotional state by what you elicit their criteria about. What was your criteria about? Well first of all, it was about eliminating a mortgage... that's where we started, okay? Who started it? Me or him? Good question ... keep that in mind please. He did and I'll explain to you why in a second. What did I want to do? I wanted to elicit his Values so that I could then attach it to my product ... my service.

His criteria are about making sure his retirement is happy and successful. His criteria are about wanting to make sure his grandkids have a college education... have money set aside for that. Notice that when he told me about it, he got excited. I'll bet you if we could see his face, he was beaming as he envisioned being able to do this more effectively.

Is that the kind of emotional states we can leverage in a sales situation? Oh my goodness, yes!

To start the process, did I ask him what's important about saving money (or any other predetermined question)? Is it necessarily the best question to ask? Unless you're either giving away money or selling money, I believe you'll benefit far more by doing it as you are learning here. Why? Good question. It's because that's an arbitrary (predetermined) question. And it's not just that question that I would advise your caution on. It's any question that you come with as a way to do this arbitrarily, meaning let's say that I know that I sell ... I'm a realtor and I say to myself well step one is I got to get this house listed. So I'm going to ask every single person I come up to, "What's important about listing your house?" Well, I don't want to come up with an arbitrary, predetermined question. I want them to. I want them to tell me.

And I'm going to show you how I do it in just a second.

You've heard me do it over and over now. The fact is any arbitrary question... any arbitrary question is one that I would be careful of and the reason that I would be careful of it is because that question... whatever it might be...it makes no difference... whatever it is .... will send people off on a wild goose chase. It will make them come up with arbitrary answers that may or may not be important to them. And remember, the bottom line with this questioning... the bottom line that I've worked for so many years to develop this to where you can use it with this much power ... is because this questioning strategy will give you exactly what you need in order to make the sale.

So, questions asking, what's important about, are brilliant if I do say so myself. Just don't make the mistake of putting words in your client's mouth, or asking arbitrary, predetermined questions. The secret in what I teach is to get them to tell you, and to start with that.

Using this questioning strategy in the late 70s, I set world records in the health spa industry. You'd never know today by looking at me. But I'll tell you what, it was phenomenal... it was a secret weapon. The vice president of the company that I worked with came to me and said, "I don't understand something. I've come into your clubs; I've talked to your people. They won't ever say a bad thing about you. Why is this? What have you done to them? Why won't they say anything other than praise you up one side and down the other?" Well now you know what I did ... I know their criteria... about success in their work ... I know their criteria about their life and I use that to my advantage and to theirs.

We're also going to talk about integrity here in just a little bit so you'll know how and how not to use these strategies.

Okay, major point ... even if you think that you understand what the person's criteria is, you cannot assume it. You cannot assume it. They must tell it to you. If they don't, guessing isn't very compelling. If they do, it creates magic.

All right, herein is my point again. I've had many calls from advisors, agents and all kinds of people who say to me you know what I've done ... I've been in this business a long time ... I've been in it 10 years and I've talked to many, many, many people ... what I've done is ... I've listed all the reasons why they think that

they can be successful... that they need for example an advisor, an agent of some sort. I've listed them. I've listed the most important 10 ... the 10 I get all the time. And I've listed them. And I've asked them would you just take a look at these and rank them for me from 1 to 10? Or even just tell me the most important 3? Where are you here?

Now based on what you're learning here, is that a good idea? Absolutely not. Not in my opinion. And that's what you're here to learn today, my opinion. No, absolutely it's not a good idea!

Why... because you're leading them and they are not coming up with it on their own. Worse, they may be choosing one of your predetermined choices cause that's what they think you want to hear.

Even if they tell you one of the top three things you had written down, it still won't be any where near as powerful.

Keep in mind this "Clevelandism" Your client MUST tell you what they want in order for you to have the leverage that makes this skill powerful.

You know that most people when they meet with a salesperson... most people have a picture in their mind about how this service can benefit them? Did you know that? Here, let me prove it.

Have you ever thought about buying a new car? And you go to a new car dealership or used car one for that matter, and looking around and you see a car that kind of strikes your fancy? What happens? You imagine owning it. You imagine driving it. You may also imagine making the payments. And that might make all the rest of the pictures go away. But you imagine owning it. You imagine how fast it is. You imagine how safe it is. You imagine how good or bad the gas mileage will be. You imagine how this will affect your life.

You know what; the people you talk with are doing the same thing as it relates to the product or service you are providing. They're imagining how your advice is going to change their financial life. They imagine how they can have more money to do what it is that they want to do. Don't make them chase their tails. Make them tell you the picture in their mind. And from there... a list of the criteria. If you do, I promise you it creates magic beyond anything you could ever possibly imagine.

So, is this report awesome or what?! :) Send me a quick email and let me know what you think so far, would you? You can reach me at [kenrick@maxpersuasion.com](mailto:kenrick@maxpersuasion.com).

It does however require that you actually learn these skills and that you don't just come up with some arbitrary question that you're going to ask every single time you see anybody. You actually have to think. You actually have to align yourself with the person... create some rapport and get them to tell you and from there, away you go.

Here's a suggestion for you ... this is something I've done and I've taught for many, many years. In fact, I did a hiring profile for Color Systems Technologies back in the early 90s and this was the company owned by Ted Turner at the time and his people. I don't think they're still in business. But they converted black and white films to color and they had a heck of a time

finding colorists. These are computer users that are graphic oriented.

Well they found two major groups.

The first group were wonderful artists and did great at creating precision in their work.

They found another group of people that were really great with the computer and they were really fast and they were task oriented and they got this stuff done ... banged it out like quick but it wasn't very accurate.

Well the artists worked too slowly. The people banging it out did it too fast and it wasn't accurate enough.

So they had two psychological organizations come in... they had two groups of PhDs come in and try to tell them how to hire people. Neither one of them worked. They spent months and months and months and over \$100,000 so they told me.

So they brought me in to do this. What do you think one of my biggest questions was? The "what's important about \_\_\_\_\_" was certainly one of them. Not only was I able to create this model and have it working successfully for them. But the COO of the company paid me to use these questions on his top management because I was able to show him when people were going to be stealing or lying or not doing as they should or not working up to their potential etc ... because I understood what motivated them at a very deep level. And so will you now that you know how to use this questioning process.

Could you use that ability in your business? I thought so. :)

I suggest you create 3x5 cards on every single one of the people that you do this with, okay? Find out what their criteria is and list it on the card. For example, with a spouse, what's important to you about life or love or a relationship or whatever and volunteer yours. Now this will create magic in your life ... it really will.

And with a loved one, you can just ask a specific question, like the above, because they already know your heart is in the right place.

Once you get used to this, and I recommend that you do it on people that are close to you because once you get used to doing this, you have really trained yourself on how to do it in your professional life. So it will be second nature for you to whip out your little 3x5 cards or your notepad or whatever. Then I recommend that you keep this information... you put it in your file and every time before you talk to another individual, every single time you take this card out and you review it if you elicited it before. And as long as you're talking about the same context... meaning you're advising them with their finances, you're talking to your husband or spouse about love or your relationship or marriage or what have you, then you'll have this information that will work for you for many years into the future.

If you happen to have employees ... oh my goodness, that's a perfect place to use it and of course on every customer that you have.

Let me also suggest that if you like what you're reading, you will benefit hundreds of times more still when you own Maximum Persuasion. There are so many more strategies this powerful that when you put them all together, well... you can well

imagine what will happen to your results. Check it out here:

<http://maxpersuasion.com/maxpl.php>

- KC: Let me do this again for you. Jamie, do we still have someone in the queue?
- J: We sure do. Please go ahead.
- B: Hi there. How you doing?
- KC: Good, what's your name? E: My name is Ed.
- KC: Hi Ed, how's it going?
- E: We're just fine thank you.
- KC: You enjoying the call?
- E: I am. So far it's been great. Thank you.
- KC: You learning something?
- E: I am.
- KC: What's the biggest thing you've learned?
- E: I think there's always a different technique... maybe a better technique than you presently have and if you're willing learn, you can grow your income.
- KC: Wonderful and tell me what's important about growing your income so I'm really understanding why you're here?
- E: I'm one of those guys who can dream pretty big. It takes great financing to be able to support those dreams.
- KC: It sure does, doesn't it? I'm aware of that. Let me ask... ultimately, what will having these big dreams do for you? And I know that sounds silly a little bit but ultimately, what will having them do for you just so I really get inside and understand you?
- E: Well I think for me ultimately, it is financial security so my home is completely paid for ... the home on the lake that I want ... that there are funds ... that if something happens to me, my family will be okay and it's just having that piece of mind that financial security brings.
- KC: I applaud you for doing what it takes to learn like this because the bottom-line is... anything can happen to us and we just don't know from day to day what really ... and if our home isn't paid for and we're not really set up, what would that do to our loved ones and what kind of position would that leave them in? I think that's not where we want to be is it?
- E: Exactly.
- KC: I'll tell you something ... as you begin to use these skills and really let loose with them with each and every one of your clients ... are you already starting to imagine how this will really help you with that financial situation that you'd like to accomplish?
- E: Yes I am. We do seminars as a way... financial seminars ... as a way of generating clients. And I'm looking for a way to go from about a \$1 mil a seminar to the next level which I think probably for us will be about \$2 mil a seminar. I know that we've got the money on the table with clients before.

KC: Oh yeah, absolutely. In fact in the advanced section on criteria, I talk about how you can use this questioning with a group of people which gets a little bit beyond what we can go into today due to time constraints of the hour. But that might be of real importance and use to you and that's jumping to the next level. But notice that even now as I talk to you about other things ... if I keep tying it back to go into the next level, providing for the family and not allowing the family to suffer because of something that might happen ... get that mortgage paid off and be done with it. That feels good doesn't it?

E: It does.

KC: Share with us if you would, your overall impression of this?

E: The impression of what we're learning? Or the impression of the goals I have? KC: What we just did.

E: I'm sorry...

KC: Of what we just did together?

E: I can see that it does focus my attention where it's important to me and that's critical to always find out what really is important ultimately to the client and it smokes out hidden things which really aren't important. That's why I think you use the positioning of the sentences so the top one is the ultimate one that you probably put the most focus on ... the most attention to because that's probably the one that they value.

KC: Yeah, not even probably. That's exactly the one. So yes, that's absolutely correct. Notice that when I started with you ... did I ask you an arbitrary question? Did I say, "Well now that I got you here, tell me what's important about investments? Or what's important about listing your home ... as a way to create an example? No, what I did is I asked you what? You remember what I said?

E: Help me and I will.

KC: I started to lose track of it myself.

E: It's a senior moment. lol

KC: What I did is I asked you about what you've been learning. Have you learned something of importance? And you said yes. And I said great what is it? And you told me and that's what I started with ... with what's important about. Notice I didn't push you into some arbitrary question. I got you to tell me something and from there I went to town.

E: And I think that feature benefits... that you brought up today is really a huge thing because that's the way most of us have trained. You show a feature, you explain the benefits and you try to close on those. But those may be very arbitrary to this particular client or what he wants.

KC: That's exactly right. And features and benefits ... I basically look at... it's the equivalent of taking a whole bunch of spaghetti and throwing it on the wall and seeing if any of it sticks. Yeah, a few pieces might. In the meantime, you've slimed your wall and gotten it all over the floor. So it doesn't really work. It's like taking a shotgun and trying to hit a target at a hundred yards. Maybe a few BBs will fall out

there but most likely not. We want to laser sight this. We want to be very pinpoint accurate and not waste our time and get the job done. Great, thank you for interacting with me.

### **So what do you do with criteria once you have it?**

Well, their criteria become the focus of your conversation. Everything you say centers around their criteria. Every time you say it what are you doing? Remember this big important key I keep harping on during this entire report. Using and saying their Values, puts them back into the emotional state where you want them to be. It puts them back to where they were when you elicited the criteria...just brilliant.

Using the criteria in your presentation will hook them ... it will hook them to you so strongly that sometimes you can be blown away at the depth of the rapport that's created. In fact, they'll even sometimes start talking so much to you that you have to try to keep them on target because they'll feel like you're a long, lost friend.

By the way, for anybody wanting to create a relationship ... do you see some application here? :)

There's two things you can do with criteria ... let me talk about it ... let me just tell you overall what they are.

You can leverage it and you can fulfill it.

I'm going to go a little quick here because there are a few more things I want to try to get in.

Leveraging it is talking about it as if it's true. So notice I've done this a lot on the call. I talked about how you use these skills and apply them to your life ... how you begin to have the results you want. Well I can't hand you the results in the form of writing you a check. So I'm leveraging your criteria to get you the results.

Now filling the criteria on the other hand, is the equivalent of handing you a check. So, for example, a client says to you, you know what; I'm in a certificate of deposit. I think I can do something better with the money and I'd like something that's going to earn me more interest.

And you say great ... here's a vehicle right here that we use and look at the interest it earns compared to what you're in. The guy says great ... let's transfer it over and it's done. That's fulfilling the criteria.

Okay, does that make sense?

### **Let's talk about integrity.**

Using someone's criteria ... it needs to be done ethically. It's very easy to find out someone's criteria and use it inappropriately. That's really a manipulative thing to do and I can tell you that if you do it, it's going to backfire on you. Yeah, you can probably learn enough down the road to make it so it won't backfire... maybe for a period of time. But by the time you get to that point, you'll have had it backfire so many times you'd wished you hadn't done it.

Take my word for it when I say make absolutely certain that you're not just trying to raise your revenue but that you're genuinely providing a service because it will come across and they will catch you. And that won't work well for you.

The Values System© is probably one of the most powerful skills you can ever use if it's done right as I'm teaching you here. And if you do it wrong and you do it manipulatively, it won't work and if it does work, you'll wish you hadn't. I just feel it's important to at least bring that up.

Next in this report, I'll talk about why asking a static question one you ask of everyone isn't necessarily the way I suggest you do this for maximum persuasion power.

Perhaps you thought that asking, "what's important about listing your home now", or "what's important about protecting your money", or "what's important about money", or "what's important about a relationship" is the way to go. Perhaps you thought that if you could just get down the starting question, and then ask it that way with everyone you meet, you'll do better.

I'll show you why you might not want to do it that way and how to get your client to tell you the question you should ask and how to do it so they won't even know where you're headed so it will have huge persuasion impact for you!

How to get your prospect to give you the starting point for the Values System© questioning process instead of you asking an arbitrary question!

Some of you Advisors have experimented with the question, "What's important about money?"

This question has worked really well for some and for others, they've had difficulty and I'd like to explain why.

Remember at the start of the call (first in this series of reports) I said ... look closely here ... listen up ... I want to tell you something important. I said, you fill in the blank of the Values System© question strategy with what you want to sell... remember?

You shouldn't arbitrarily create stuff to put in the Values System© questions. That doesn't have near the impact. I said you ask what's important about blank? And I said you fill in that blank with what you're trying to sell...

But that only applies if you don't know what's in this report.

Okay, so my question is ... let's take the question, "What's important to you about listing your house?" Well, do you want to list the house? Yeah. Do they want to list their house? Well, if you're there talking to them in a social event, no they might not. So asking it arbitrarily wouldn't be the best way to go. (What I mean by arbitrarily, is asking the Values System© questions in a predetermined way or in the same way, using criteria that you hope they have. Examples of this in different industries might be as follows: Banking: What's important to you about securing a debt consolidation loan at our bank? Real Estate: What's important to you about listing your home now? Financial Advisor: What's important about money?

Mortgage Broker: What's important about getting a non adjustable mortgage? Keep reading and I'll show you how I recommend doing this for maximum results in which you will get THEM to tell you the first criteria.)

If you're selling money or you are giving away money, then asking the question, "what's important about money?" might work really well for you. However, if you are selling money, there may be a little group of secret service men that will come pay you a visit.:)

If you have to come up with an arbitrary question, ask yourself what are you selling? So if you have to do something arbitrary, you can even ask what's important about the advisor that you will soon find yourself working with? They may say well I don't know that I'm going to be working with one. And of course if they do, you'll respond by saying, "Well of course you don't." But if you did, what's important about the person you'll find yourself working with? Now, that's at least orienting towards what it is that you're trying to sell them.

Because until they see you in the picture of being the one that's going to give them the advice, they will not see you as the person who can ask them the question about their money.

They have to trust you and believe in you enough and that can happen very quickly before they start telling you about their money. And of course this is what every financial advisor tries to deal with. How do you create enough trust to get them to open up and tell you all about their money very, very quickly? (Creating this trust is dealt with extensively in Maximum Persuasion as well as our upcoming course Breakthrough Persuasion).

Now, when it does work, and you ask the question, "What's important about money?" And it does work for you because they're already trusting you enough and they see you in the perspective of the person who's going to be giving them advice or could be giving them advice and so they open up and spill the beans. Now, is what's important about money important? Absolutely. Once they see you as the person that's going to be giving them financial advice, knowing what's important about money will help you structure your advice such that it will always be accepted. Does that make sense? I hope so.

Better still ... you've heard me do this over and over in the call today. There's a better way to do it.

Get them to tell you first the criteria of importance to them.

One of my favorite ways to begin a presentation is to ask, "So why are we here?" Or some variation of that.

(Lean in a bit here, what's coming is vitally important and will fill your pockets with cash when you get the hang of it.)

So for example, why did you want to meet me today? Why did you agree to see me today? Why did you call for an appointment when you did? What made it so important that you chose right then to do it? Why did you decide it was important enough to meet with me after attending my seminar last week?

Whatever you hear at that point can be leveraged into your Values System© elicitation. This becomes the first question. This is what you fill in the blank with

in the question, What's important about \_\_\_\_\_? This is where you start.

So I know what you're thinking right now. Some of you are thinking ... but if I ask why they wanted to meet with me today, they're going to say because you told me that if I would agree to meet with you for a few minutes, you could tell me some things to do with my finances that would really help me. My response is don't fall for it.

My suggestion is you say, wonderful and that meant enough to you to meet with me. That really impresses me. So let me ask ... because I know good and well that you didn't just choose to meet with me because I told you something... but because I know that in your heart, you're really hoping that I can help you with something... that my advice will do something for you... would you share with me what that is? Now you see the answer you get then?

That's the place to begin. The "what's important about" question starts with THEIR answer. Does that make sense?

This gets THEM to tell you what they want, it gives you a starting point that they choose. It so SOOO much more powerful and effective than just deciding you know the criteria to use with the first question you ask of every prospect.

### **The Best Way to Get Criteria**

I'm often asked what's the best way in the world to get criteria.

And the answer is ... the best way is to hear it in their conversation, pick it up and ask The Values System© question about what you've heard.

This takes practice. It also takes doing the Values System© elicitation quite a number of times. Then, you'll hear what you need and it will jump out at you like a super model in a sea of construction workers. lol

That's why I always ask, "Why are we here?" "Why did we choose to meet?" "Why did you decide to join the phone call today?"

But let's just say I'm having a conversation with someone in public anywhere and the person says Them: yeah, you know I'm just really trying to get my life situated around so I can start really going to the next level.

Me: And I might say, wonderful. It sounds like you're really working to make progress.

Them: And they go yeah.

Me: And I'll say so what's important to you about getting to the next level?

Them: Well because see I think I can really do some things with my finances and with my business and I can really have a better situation for my retirement.

Me: Wonderful and ultimately what's important to you about getting things situated better for your retirement?

Them: Well I want to travel with my wife and we've thought and planned for this for so many years and yet I currently have this business that needs to be structured so I can best make these things happen, and I know I can probably do things a little bit more effectively.

Me: And that's when I would say well wonderful ... in fact, I'm a financial advisor and I specialize in really helping people just like you ... who want to go to their next level ... who want to rearrange some things and keep on moving. I'd love to sit down and share some of these ideas with you.

I start with what I heard from them. I got them to say it first and that is so critically important.

The above can't be stressed enough. It will increase your professionalism and results as you use the Values System© to zero in on exactly what your customer wants. It will also give you magician like persuasion powers that point you to exactly what you need to say to close people quickly and easily.

Let me open it up to take a few calls. So anybody with questions if you would like to interact with me and get your question answered, please press one on your touchtone phone and Jamie will cue them up. So Jamie, go ahead if we have anybody waiting.

J: Okay, Mr. Moore please go ahead.

M: Yes, Kenrick ... I've been to another course too and I've always had a problem with that "what's important about money?" question. I just get blank stares and don't get the responses I hoped I'd get. My question is this... is three steps, three times of asking the Values System©, as you teach it; really sufficient to get the result I'm trying to get?

KC: Absolutely sufficient. Notice that each person that I've talked to ... you'll notice they went way up into high values. You know feeling good about having all the money they need for their retirement and saving for their kids. If you ask this

question too many times... okay, this is the perfect time to address that issue. I'm just going to blast you with it because I want to make the point real clear. Let me demonstrate with you. What's important about being on this call?

M: To learn how to better interact with clients.

KC: Great. What's important about interacting with clients?

M: To find out what they need to do and what I can do to help them.

KC: And what's important about helping them like you just said?

M: First of all, it will help them achieve what they want to accomplish and at the same time, it gives me the benefit of knowing that I've been able to help them.

KC: And what's important about that?

M: It makes me feel good.

KC: What's important about that?

M: It helps me with my self-esteem.

KC: What's important about that?

M: You're exactly right.

KC: So I think we've gone about seven times or something. You start going six, seven, eight times like that. In fact usually after about the third one, you're going to find people look at you and go what's the matter with you? Did you not understand what I'm saying? Are you not very bright? They're going to have a real problem with what you're doing if you try to go up very many times.

Notice that's why I say so ultimately what will that do for you? There's a trick to that question. And in Maximum Persuasion, I talk about how that question gets you the towards and away information.

Notice that with the word "ultimately", I'm prompting them to give me their highest value ... really give me that high level criterion. I want to know way up there now what this does for you? If you pound away at people, and especially if you do it without all the softening stuff I showed you (in the previous reports on The Values System©), they'll feel attacked, they'll feel threatened, they'll feel like you don't care, they'll feel manipulated and pushed and if you go up far enough, they'll literally ask, what's the matter with you. Once I perfected this and I got it down to the point of realizing it takes about three questions, it became much easier and accurately reproducible by any who wanted to learn how to do it for themselves.

Sometimes you'll get it in two questions. The gentlemen... (from earlier in the call) ... he went up very fast. He went up very, very quickly. Go back and read the previous sections of this and when you read it, you'll see what I'm talking about.

The fact is that when you ask ultimately... they will most often give you that high criterion. What you don't want as an advisor ... you don't want them looking at you with a blank stare going don't you get this? If they ever do, let me tell you what to say ... you say this ... of course I understand the importance of this and it's just so critically important to me that I really am walking in your shoes as we speak. And as a result of being able to do that, I'm going to really help you to make the best

possible decisions that you can and that's why I ask you this. And if they say okay great ... they don't volunteer anymore then say thanks so much for these answers.

### **Why Asking 3 Times Makes Sense**

This is really going to help. Let me show you why. As you imagine right now what we can do for you ... name their criteria, name their criteria, name their criteria... wow, what a difference in your life that would it make? Would it not? You can't name four, five, six, seven, eight, nine, ten criteria. My God you'd be doing it all day long. You'd look silly!

M: I've experienced that. I've gone through that list.... finally gotten six or seven things out of people and then have them go back to that laundry list again.

KC: That's exactly right. It becomes a laundry list and it's too much. And that's why I've always taught... always from the beginning three questions... always ... three questions. That's how many it takes. That's on average. Now the better you get you may be able to stop in two. In other words, suppose I said to you so why are we here? And you said well because I want to make my finances better and I say great. What's important about making them better? Notice I'm using the exact words every time by the way. That's one of the critically important points. And you say well so I can love life and experience freedom and joy and have everything I want in the world. You think I'm going to be stupid enough to ask what's important about that? No way!!! I stop right there because that is very global values that I've just gotten. That's very high and I say wonderful... you know having that kind of freedom has got to feel really good doesn't it? Oh yeah that's what I want in my life. Okay let me show you how we're going to do that and away we go.

All right thanks for interacting with me.

M: You're quite welcome.

KC: Jamie, another one?

J: Yes, Mr. A. please go ahead.

A: Hi, actually like another previous caller, I had dialed in earlier just to volunteer. But I guess my question would be ... I'm in the insurance business and a lot of times they purchase home insurance from me and I'm trying to get them to see the importance of getting life insurance to cover their mortgage. How would you go about exposing that need or revealing that need?

KC: A need for home mortgage?

A: Life insurance to cover the mortgage that they just got.

KC: Good question. The bottom line answer to that is you do exactly what I've been teaching you in this call. In other words, your product is life insurance to cover the home mortgage. And what you want to do is ... you want to start off by asking them the Values System© questions... this whole strategy.

Then you're going to link their criteria with your product and so that's what gets them into the position of saying wow, I'd love to have the insurance like this because I see how it does all these things for me and all you're doing is

connecting it by saying exactly like I've shown you .... your criteria, your criteria, your criteria... when you begin to experience that by way of having this policy, you'll find yourself starting to really feel relaxed and excited about your home and about what you've done because you know the protection is there exactly like we've just been describing. But you have to connect it to their criteria. If you don't, if you connect why you think they should buy or why your sales manager says they should buy to your product, it won't get you very far.

A: Yeah, that makes sense.

I hope you've really enjoyed this. I've enjoyed bringing you these skills. If there's any way I can help, please feel free to write to me. As I said, I can't always respond personally to every single email because I'm flooded with literally hundreds of them. But I'll do my best to respond in the news letter. You can reach me at [kenrick@maxpersuasion.com](mailto:kenrick@maxpersuasion.com).

Let me suggest that you start right now with your 3x5 cards and you begin using The Values System© on every single person around you. Start in ... don't let this sit. Do it while it's hot and fresh in your mind and you'll really start to get good at it. Put them to use.

Warmly,

Kenrick E. Cleveland

---

#### Legal Information

This report is copyrighted by Influence Marketing, LLC and Kenrick E. Cleveland. All rights reserved in all media.

You may give this to anyone you'd like provided you include this entire document including this legal information section.

You may not change anything in this report without prior written approval. You may give this report away but you may not sell it.

If you have any questions, please contact us by emailing Kim at [kim@maxpersuasion.com](mailto:kim@maxpersuasion.com) or calling 2534763199.