



The Straight Line System is about goal-oriented selling—constantly pushing the sale forward on the Straight Line toward the close.



3 Things in 4 Seconds

You must establish the following three things in the first four seconds to get your prospect's attention:

1 You're sharp as a tack.

If the prospect doesn't think you're sharp as a tack, you're wasting their time.

2 You're enthusiastic as hell.

This tells the prospect you have something really great to offer.

3 You're a force to be reckoned with.

People are taught to listen to authority figures from a young age.

When you immediately establish these three things, they roll up into one simple fact in the prospect's mind: *You're a person worth listening to...because you're a person who can help them get what they want and achieve their goals.*

The 3 Tenets of Straight Line Persuasion

It doesn't matter what you're selling or whom you're speaking to. Before a prospect will say 'yes,' there are three things that need to be established to close any sale. Regardless of a prospect's values, needs, beliefs, background or experience, the same elements need to be lined up.

Every sale is the same. There's an open, there's a close and there's a specific sequence to follow to control the communication and close the sale.

Tenet #1

You must control the sale by staying within the boundaries of the Straight Line.

Tenet #2

You must establish instant, massive rapport.

Tenet #3

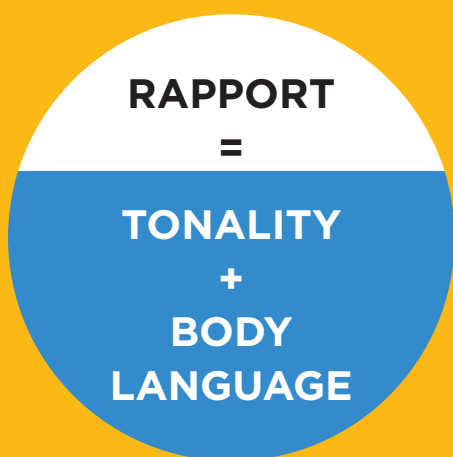
You must use that rapport to gather intelligence: to find out what the prospect truly needs as well as where the pain is.



Most sales people start engaging in random conversations and mistake it for rapport. This takes them outside the boundaries of the Straight Line and kills the sale.

During any sale, you're *constantly* using these three tenets: you're *constantly* gathering intelligence, you're *constantly* building rapport and you're *constantly* closing by controlling the sale.

The Formula for Rapport



Rapport: The art of combining your words, tonality and physiology to create alignment with someone else.

Tonality: The tone of your voice will change the response you get. Think about a parent saying their child's name: "Jordan!!!" (in frustration), "Jordan" (loving tone of voice) or "Jordan?" (inquisitive tone of voice). The same is true in sales—you can use the Art of Tonality to influence the conversation with your prospect. It takes practice, but once you can pull these tonalities out of a hat, you access a powerful toolbox to help you close the sale.

Here are 8 common tonal patterns Jordan teaches in the Straight Line Persuasion System:

- 1 Scarcity
- 2 "Reasonable Man" tone
- 3 Absolute certainty
- 4 "I care" pattern
- 5 Using questions as declaratives
- 6 Series of Up-tones
- 7 Presupposing tone
- 8 "I really want to know" tone

Body Language:

Non-verbal communication is much more powerful than verbal communication. Feeling, intention and thoughts are all communicated through your body language—space, appearance, posture, gestures, facial expressions, eye contact and even touch and smell—as well as your tone of voice.

The key to sales is that while effective body language may not close the deal, ineffective body language will *blow* the deal. Powerful body language is about opening your prospect up so he or she is willing to be influenced.

Qualifying

All good sales scenarios start with qualifying your prospects so you're selling to the right people. Qualifying should accomplish two things: (1) create massive rapport on a conscious and unconscious level (2) help you gather intelligence—identifying their needs, uncovering their pain, and making sure they are financially qualified.



Ethical Guidelines

- 1 Never pressure a client to do something he or she shouldn't do.
- 2 Never pressure a client to buy something he or she shouldn't buy.



Keep Your Powder Dry

Don't jump in and narrate their answers or start to solve their problems too soon. You'll need this later in the sale! Feel the client's pain! Listen intently!

Keys to Quality Prospecting:

- Ask permission to ask questions (e.g. "Just a couple of quick questions so I don't waste your time.")
- Listen intently, not just to gather intelligence, but so your prospect feels genuinely heard.
- Know your qualifying questions. Write down the perfect set of questions and memorize them.
- Start with big picture questions, and then get specific. (e.g. "What's been your previous experience with ...? What did you like/dislike? What's your ultimate objective? Of all the factors, what's most important to you?")

The 5 Elements of Straight Line Persuasion

There are five things you need to line up—for a single moment in time, not forever—for *every* successful sale. If you think about sales as a combination lock, these are the 5 spinners you need to unlock to crack the safe and close anyone who's closeable.

At its most basic level, sales is about the transfer emotion. It's about moving the prospect from a state of uncertainty to a state of certainty at two levels:

It's important to build certainty using *both* logic and emotion. Remember, people buy based on emotion, but they justify with logic.

1 Emotional Certainty

where your prospect has certainty on a visceral, gut level, that they can't necessarily put into words.

2 Logical Certainty

where the prospect understands the clear benefits (1 + 1 = 2 and it all adds up).

Elements #1 - #3: The Three 10s:

FIRST 10
They love **YOUR** product

SECOND 10
They like and trust you,
and know that **YOU** care

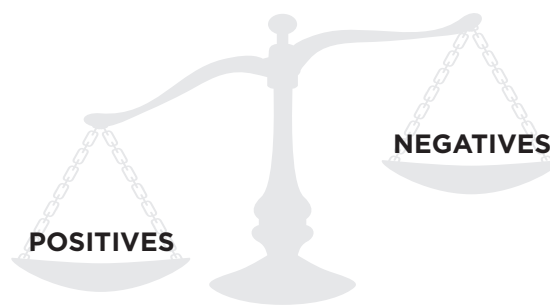
THIRD 10
They **TRUST** your company

In order to close a sale, you must get the prospect to a level '10' (on a 0-10 scale) in terms of their certainty about each of these three elements. Start by building up certainty about your product first, then you, and then your company. As you build up their certainty, make sure to use both logic and emotion to influence them to take action.

Element #4: The Action Threshold

The Action Threshold is the level of certainty to which you must get any individual before he or she says 'yes.' Everyone has his or her own Action Threshold, based on their internal beliefs about buying. The lower the Action Threshold, the easier it is to get someone to take action. Someone with a high Action Threshold is going to require more certainty to get to the point of decision.

Use the twin forces of pain (amplifying pain) and pleasure (increasing pleasure) to tip the scales and lower the prospect's Action Threshold. Once you tip the scales where the positives outweigh the negatives, the prospect is ready to buy.



Element #5: The Pain Threshold

The Pain Threshold is the level of pain a person must reach before he or she will buy. As a salesperson, it's your job to understand how your product will take your prospect out of pain and into pleasure. To close the sale, it requires elegantly raising the Pain Threshold.

If your prospect is comfortable and feels good, he or she is more likely to say "Let me think about it." If he or she is associated not just to the pain in the moment—but more importantly, to *future* pain—they will buy.

Most sales people try to decrease the prospect's pain early in the sale while qualifying. For example, they may ask, "How much do you owe on your credit cards?" Then, when the prospect replies, they'll say, "Don't worry, we can resolve this," instead of letting the prospect feel the pain of his or her debt so that they get to the point of action.



Use Scripts!

A script is the well-thought-out essence of the perfect sale. At its best, your script addresses the 5 Elements of the Straight Line System, in strategic order. Your greatest weapon as a sales person is to create and practice your scripts in advance, as this is the framework under which everything else happens!

Closing the Sale: Looping & Handling Objections

In a perfect world, you'd deliver your sales pitch and everyone who hears it would either say "yes" or "this isn't for me." In fact, it'd be great if your prospect would tell you what he or she is really thinking...but in reality, we all know they won't. Prospects give you smokescreen objections like "Let me think about it" or "Let me check with my wife or husband." The sale doesn't even *start* until your prospect says "let me think about it." The key to overcoming objections is to use the Art of Looping. A "loop" is what comes between the objection and when you ask for the order.



Prospect gives you the objection → You use a phrase like "Does the idea make sense to you?" → Prospect says "yes"

You loop back to resell them on the three 10s, lower their Action Threshold and increase their Pain Threshold

90% of your effectiveness with the Straight Line system comes from your ability to elegantly navigate from "I need to think about it" into the loops—the three 10s, the Action Threshold and the Pain Threshold—*before* you go into the close. This is also why you keep your Power Dry early in the sale—you'll need the heavy artillery here!

Finally, as you ask for the sale, collapse into total reasonableness and calmness. Instead of pressure, urgency or aggressive certainty, act like the prospect's decision to buy is the only reasonable outcome, because if you've done your job, it is.

We all have buying obstacles, which are limiting beliefs we have about making decisions. The job of the Straight Line Persuader is to help people overcome these obstacles so they take action in the direction that serves them most.

—Jordan Belfort