

## Club Forte-Nine

### THE NOW TECHNIQUE

I wonder how many of you have been using the 'Watch Technique'. Essentially the 'Watch Technique' is an embedded command...by saying to a prospect or client *I make it a professional business practice* you are instilling something in their minds...

The NOW Technique is similar but different.

It's also powerful and fun to use...

If you want someone to be more decisive, and this can be used over the phone, put the word NOW into the sentence.

For example:

#### **When now would be a good time to arrange a meeting?**

If you do this quickly, the brain is hearing the answer in the sentence....NOW?

Try this at home also!! **When now would be a good time for you to make me a cup of coffee?** Seriously, do have a go with this.

An easier version would be:

#### **Now...when would be a good time to arrange a meeting?**

Admittedly, this isn't as strong but is better than not using the word.

Other embedded commands you may wish to try are:

YOU....LIKE ME (or I....LIKE YOU)

As in:

#### **You, like me probably want the best possible income in retirement.**

What is also being said as you can see is that YOU LIKE ME as an embedded command.

Many people use embedded commands all the time without even realising it. We invite you to use the NOW Technique either as a proper command or the 'watered down' version.

## Watch Technique Update

You may like to also try the Watch Technique using the FOUR NAMES SHEET. In case you have not had a copy of this – here it is.

The way to use this is to do what you would normally do with the watch but touch the sheet instead.

The reports we are receiving from Prudential Singapore are very encouraging! Well done...

Wishing you a fabulous business month,

Every success