

Watch Technique

The EFFECTIVE way to get personal introductions...

Suddenly, in the middle of your presentation in the FIRST meeting, say the following while fiddling with your watch.

Oh, just before I forget... I make it a professional business practice to work by personal introduction.

The reason I get so many when I ask my new clients is because... I like to think what I do is different to other advisers... (or for whatever reason you wish).

In meeting 2 **after** transacting the business:

I'm not sure if I've mentioned this before... but I make it a professional business practice to work by personal introduction. In your case who would you like to recommend?

Some people like to take their watch off at the beginning of the interview and at the end of the first meeting, when they put their watch on, they do the technique.

Because the mind cannot take in two unconnected pieces of information at the same time, the attention goes on the watch (so fiddle in an unusual manner!) whilst the words go straight into the person's subconscious where it is stored without 'interference'.

You may use a tie clip. Ladies – a handbag, necklace etc.

The above is just the tip of the iceberg. The technique extends in other key areas to make the need for telephone prospecting sessions etc obsolete.