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John's HOT NLP Tips February 2018 Issue Over 19 Years on the Internet Without a Single Miss!

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HEY, PAY ATTENTION WHILE YOU HAVE TIME!

John La Valle

Interestingly enough, I've seen a few articles and have had a query or two about what could be summed up as "coincidence" and another topic: "time distortion". Is it odd or simply premonition, or whatever you want to call it, that I had the following article ready to go for a couple of weeks now, and once, again, in an earlier newsletter. This one just seems to keep popping up, "*coincidentally*".

A few years ago I was training in a seminar for someone else when one of the students asked me if I could help him with his commodities trades. I told him I don't lend money to others, especially for gambling. Of course, he laughed (and those of you who have trained with me know why. If you don't, come train with us!), and then he said that's not what he wanted as help.

He told me that as long as he was trading on paper, he was a bazillionnaire (that's a lot, but not as much as a trazillionnaire, which seems to be the new standard of money wealth). But when he started to use "real" money, he wasn't doing so well. And then he asked, "Can you help me?"

Does this seem or sound familiar?

And so I asked him a few questions, got some good information, and then pointed out to him the simplicity of

what he was and wasn't doing. He basically had great internal signals (intuition, if you will), paid attention to them when playing on paper, and bypassed them when playing with "real" money. You may call it whatever you like, intuition, gut feeling, or something else.

I call it, "Hey, pay attention!" This person happened to be fortunate that he was actually aware of his internal signals once I asked him (which, btw, manifested outside his head as a hallucination, or is it?) So once I pointed this out to him, he was on his way to success. Many people aren't aware of their own signals, and many know they "should have" acted on "something" when they didn't, but then it's too late, isn't it?!

The next item, time distortion, has also popped up a few times in the past few weeks, and usually it's when someone wants to "slow down time", or actually their perception of time, to perform certain tasks.

Now, here's the interesting thing for me to uncover (or discover) in that the person in the previous example also was using different orientations of time depending upon if he was playing his trades on paper or with "real" money. So here's the deal with that: When playing on paper, he was in such an orientation or perception of time, that he didn't "have time" to second guess his decision. And when trading with "real money", he gave himself "plenty of time" to second guess, third guess, etc. and therefore ignore his successful signals. In a blink of an eye, he could lose everything he invested in a trade.

Since both of these processes are best learned experientially, I'm thinking of doing this, again, in upcoming seminars in Orlando, especially [Design Human Engineering®](#), if I have the time of course.

Then I'm wondering if I'll think about doing it, then not do it, or do it, anyway . . .

In any case, take "your time" to identify your own signals, premonitions, when they work for you, and lock them in to your own repertoire of resources so that when they happen, you'll "know without a doubt" and just take action. Not sure how? We'll be in [Orlando this March](#) with Dr. Richard Bandler.

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The Best You

What is Customer Service?

by Kathleen La Valle

Customer service is about how you treat your customers from the moment they are first in your circle of influence to the "end" of that sale. Notice end is in quotes because your relationship with your customer goes on as long as they are engaged with the product or service you offer and even longer.

If customer service is done right then they will be one of your proponents for a lifetime even if they are no longer using your product or service. They'll do this because, if this exchange stands out in their minds, they will continue to talk about it and share it with others. Good experience or bad!

Customer service is usually related to the post sale with the complaint department, technical support, etc. It is so much more than that.

It is also part of your marketing and sales and each and every moment you are engaged with that person. This is why it is so important to make sure your representatives are trained well and you have hired the right kind of representatives for the interactions they will be engaging in.

Training is not just about how to do the job required, it is also giving your employees the skills they need to interact with a variety of human encounters, including and not limited to:

- * The difficult customer
- * The irate customer
- * The confused customer
- * The customer who does not communicate well.

Patience is a virtue, and it is not enough. It is about a full emotional range from compassion to sternness with the skill to know how to negotiate and persuade.

I have had some experiences where the person was knowledgeable of the product I was purchasing, but I did not buy it because of the way I was treated.

There was no relationship building. I was rushed or hurried, or I felt manipulated. Or in some cases they were downright rude.

And there has been situations with companies that I am already a customer with and I am reaching out to customer service with a problem and within minutes I am looking for alternative vendors.

And then there are those rare moments where I get a customer service agent on the phone and I am ready to end my contract with them because the issue was unforgivable and within minutes I am giving them another chance. What is the difference? The human interaction, their skills and their ability to treat people the right way. To say the right things at the right time. That is mostly training and there is the human factor as well.

So my tip for hiring the right people? Pay attention to how they treat your administration staff when they come to interview. Ask your receptionist how they treated them. Put them in a situation that may be uncomfortable a little bit. Be a little late or ask them to move to a different waiting area.

If you have the resources take them to lunch and see how they treat the servers. At higher levels plan ahead for the server to make a mistake or spill something. See how they react.

This is also a great tip for first dates because how they treat people when they are not on a face to face interview.

This gives you an idea about their human interactions because training skills are one thing, having the kind of person who knows how to treat people is another!

Notice differently and find what you can find.

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Kathleen La Valle is a Master Trainer of NLP™ & DHE® and the director of training for [NLP Seminars Group International](#).

As an integral part of The La Valle® training team, Kathleen is highly skilled in many areas also runs operations for us in our international trainings.

She'll be with us in Orlando this March so come meet her beginning with [Persuasion Engineering®](#)

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Skills vs. Techniques

by James Seetoo

There is an old story of a boilermaker who was hired to fix a huge steamship boiler system that was not working well. After listening to the engineer's description of the problems and asking a few questions, he went to the boiler room.

He looked at the maze of twisting pipes, listened to the thump of the boiler and the hiss of the escaping steam for a few minutes, and felt some pipes with his hands. Then he hummed softly to himself, reached into his overalls and took out a small hammer, and tapped a bright red valve one time. Immediately, the entire system began working perfectly, and the boilermaker went home.

When the steamship owner received a bill for one thousand dollars, he became outraged and complained that the boilermaker had only been in the engine room for fifteen minutes and requested an itemized bill. So the boilermaker sent him a bill that reads as follows:

For tapping the valve: \$.50

For knowing where to tap: \$999.50

TOTAL: \$1,000.00”

There are a lot of techniques in NLP like “Swish Pattern” or Anchoring and a lot of people come to NLP looking for a magic bullet that will solve peoples’ issues or make them master persuaders. And to be fair, the powerful techniques in the NLP curriculum will work for some people sometimes just by pulling them out of a book or watching a video.

That said, the techniques are based on skills that can only truly be learned from direct interaction with a great trainer who not only teach the skills that make the techniques work consistently they will at the same time optimize the individual’s attributes to take advantage of those skills across every situation.

Now, I’ve been fortunate to be able to attend Dr. Richard Bandler’s and John La Valle’s seminars and learning directly from them has made a vast improvement in areas such as tonality, timbre, rhythm, ambiguities and many other areas that take techniques from being a mechanical process to an interactive one. By fine tuning your calibration you’ll be able to know if your technique is having the desired effect or if you should shift to something else.

All too often we hear from clients who’ve worked with poorly trained NLP practitioners that “NLP doesn’t work” or even worse, NLP practitioners who say, “I use NLP on my clients and it works but it doesn’t work on me.” This is a sure sign that the practitioner is trying to use a process ON someone rather than taking someone THROUGH it, making it a hit or miss process. Remember, the quality of your communication is the answer you get.

So, build up the individual skills that give life to the techniques. It’s like getting in shape before playing a sport. It’ll be a lot easier and your performance will improve exponentially.

©2018 [James Seetoo](#)

[James Seetoo](#) is an NLP Trainer/NLP Coaching Trainer and the author of the Best Selling Book, "[The 5 Keys To Hypnotic Selling](#)". He recently completed a sales training for a company resulting in a \$1M revenue increase for the company and is working on his second book. He is available for trainings and coaching.

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Regards,
John La Valle

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