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Richard Bandler Speaks about These Trying Times

John La Valle

As the first article for this month, Richard Bandler has sage advice video for everyone!

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<https://www.purenlp.com/thiswillpass>

Enjoy,
John La Valle

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ARE YOU MAKING THE BIG MISTAKE?!!

by John La Valle

One of the most critical mistakes people make when selling, or influencing, is overdoing it! Over and over, again, I'm amazed at how often this happens. Learn to recognize the "I'm Ready To Buy" signals, or "OK, Let's Move On" signals.

When I go into companies and teach, or even fine tune, people's selling skills, I find that many of them have something "They" want to say, either because the company wants them to, or they want to. I can fully understand that there is certain information that "must" get across, but must it? Many people seem to have a need for themselves to get to a certain point where "they" are satisfied BEFORE THE CUSTOMER IS!!

Why does this happen? I don't know. There are so many different motivating factors that it's difficult to generalize.

What Happens? It's simple, the salesperson starts with their "shtick", their "rap", their "patter", their "pitch", whatever you want to call it. It's when they begin giving information to the customer before they know enough about "how" the customer wants the information. It could be in the beginning of the call, in the middle, but certainly at the end because that's when the customer can get turned off and quickly!

How Does It Happen? In various ways. One example is where the sales person just starts with their pitch right out of the gate: "Hello, I'm so and so with such and such company and I want to tell tell you about . . . yadda yadda yadda." Get the dysfunctional operation: "**I want to . . .**", clearly outlining for the receiver of this communication that it's the sender's agenda **first!** Another example is when the sender starts with asking a question because they were taught to ask the receiver questions: "Hello, I'm so and so from such and such. What's important to you about X?" (As in eliciting Meta Programs directly, which I discourage). Then once they get a response, the sender, salesperson, starts their pitch. Another example is when they get a response and use the response to segue into their pitch in a way that is very obvious.

Now, none of these are necessarily a bad thing, if the customer is there to buy what you're selling, although a sincere interest in the customer and/or their business can help immensely. It's when the customer has already given the signal they are ready to go to the next step and the salesperson fails to recognize this that the problem occurs.

Having spoken with many "customers" about what turned them off was the following: They were ready to buy what the seller was selling and gave all the signals. The salesperson one on and on and the customer started thinking, "Uh Oh, this person is going to be a real pain over time. I'd better bail while I can." You see, the salesperson failed not only to recognize the signals, they didn't have it in their consideration that there are threshold's that people have that may be connected to their convincers, and over time, at that, so that, when the customer starts running their own pattern based on the continued information the salesperson keeps giving, even though the customer had "had enough", that the customer goes over their own threshold and the kinesthetics for what they "were buying" diminish.

In the corporate environment, here's an example: If your boss came to you every day and told you that you're doing a good job, how long would it be before you stopped believing him/her? Get it?

What Can You Do About This? Stay Out of Your Own Head & Pay Attention, Calibrate: open your eyes and ears and all your senses and collect the data that's right there each and every moment! Learn to notice the eye blink "signals" (the pronounced ones, not the ones that are meant to just moisten the eyeball), the upper body movements (toward or away from), the breathing patterns and self interrupts on the part of the receiver, the change in head nods. There are many things that make up the

information. The best thing to do is to NOTICE what's going on and track the person's "information gathering" pattern (all the analogue movements that go along with that) and then, as importantly, when that pattern changes! Calibration is NOT just about gathering information, it's about noticing changes in your environment.

When you've gotten the signal from the customer, or whoever you are attempting to influence, use the signal and go to the next step!!

Enjoy,
John La Valle

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Coming Up:

***All May and July seminar dates are being postponed to August, September, or October.
Announcements will be made as soon as we can determine that it is safe and travel is free flowing.***

[* 3 Days with Richard - Dallas/Fort Worth, TX](#)

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Announcing:

THINKING ON PURPOSE

Thinking on Purpose is an indispensable guide to anyone who wants to make changes in their life. Most people don't really 'think'. They 'remember'. That's why they are often destined to repeat the same negative patterns over and over again.

Dr. Richard Bandler, the genius behind NLP who has changed the lives of millions of people through his life's work, teams up with Owen Fitzpatrick and Dr. Glenda Bradstock to offer you a 15 day, step by step guide to thinking smarter, better and on purpose so you can build a much brighter future.

Available at Amazon, Apple, Kobo, B&N on March 1st 2019. Available in your local book stores today

Dr. Richard Bandler, Owen Fitzpatrick and Dr. Glenda Bradstock

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Thrive Drives

by Kay Cooke

In these turbulent times, it's vital that we all remember we are in charge of creating, driving and maintaining our minds and bodies. So let's take care of our well-being with a renewed sense of importance and some simple skills that boost our Thrive Drives, on purpose, with purpose, and for a purpose!

Make your purpose to Thrive!

New and Novel!

When the brain wants to stay in (predictable) states of stress, a bio-hack is required to boost well-being.

Sometimes you have to BREAKTHROUGH Stress and teach your brain new patterns for Thrive. You can influence it your body-mind – here's how!

Happy Brain Training Tip #1:

Boost your natural state of well-being with a focus on *Endorphins*.

Endorphins are chemicals produced by the body to relieve stress and pain. They work similarly to a class of drugs called opioids which relieve pain and can produce a feeling of euphoria. *Endorphins* are often referred to as nature's 'high'. If you are an athlete, you may have experienced what is known as the 'runner's high'.

Importantly, endorphins help you feel good and we all need some of that right now!

Promote your brain's pharmaceutical capabilities through walking, dancing, exercise, and laughter.

Music Makes Moods!

Enhance the environmental influence in your home by choosing background music that either soothes or stimulates. You choose!

Get Creative!

- Foot tap or walk in dance or musical rhythm.
- Walk up and down the stairs to different genres of music (take care - hold the handrail - with the fast-paced beats!).
- Take a walk (or run) using different foot patterns, for example, the Fibonacci sequence (1, 1, 2, 3, 5, 8, 13, 21, 34).

Whether you have children at home or not, check out the mind-expanding learning opportunities of foot-tapping or walking to the Fibonacci beat; estimate the angles of footprint patterns and explore the lower body biomechanics of changing footprint angles. And Google images of Fibonacci's amazing natural power and beauty.

Laughter is a gift to others!

1. Take a daily dose of audiovisual (e.g. movie or TV series) that leaves you laughing. Or listen to humorous podcasts during lunch.
2. Find and dust off that old joke book and dive in to share some humour.
3. Deliberately mismatch/mis-wear your clothes, especially for those Zoom team meetings!
FACT! Your body and mind are one pretty amazing system that communicates within itself and also with the outside world.
FACT! Sensory experience stimulates electrochemical signals that cascade throughout your nervous system.
FACT! Your body and mind in Stress is depleted and reverts to known (safe) patterns of familiarity.
FACT! Your body and mind in THRIVE is filled with amazing capabilities and potentials.

So take care of your welding with a renewed sense of importance and practise these simple skills to boost your Thrive Drives, on purpose, with purpose, and for a purpose!

Make your purpose to Thrive!

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[Kay Cooke](#) is a Licensed Trainer of Neuro-Linguistic Programming® and Advanced Master Practitioner of NLP™ and author of [Happy Brain – Next Generation Thinking](#) (available on Amazon). She works internationally to facilitate learning, develop creativity, and teach flexible thinking, adaptability and resilience in education, business and health.

"This is a delightful book. Kay Cooke does what NLP should be, keeping it powerful and simple. Read this book and learn to make your life simple and more powerful in a delightful way!" - Dr. Richard Bandler, cofounder of Neuro Linguistic Programming

www.the-me-group.com

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Over many decades of the continuing development of Neuro-Linguistic

Programming, we have collected hours upon hours of content featuring Dr. Richard Bandler and John La Valle, documenting the evolution of the technology through audio and video. Up until now, this content has been sold on NLP Store only in cassette tape, VHS, CD, and DVD formats made available all around the world. While these have been the only formats to receive the content officially, we believe that there is a better method to make some of the most important NLP-related content available to everyone on a platform that can adapt with the times without concerns about mediums becoming obsolete.

This is why we have launched NLP ETERNAL, a 24/7 streaming service that aims to make NLP Store's content available to everyone on a subscription basis available at

<https://www.NLPEternal.com>

For the latest books published digitally by authors Dr. Richard Bandler, John La Valle, and more please visit the experiential publisher New Thinking Publications at

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[THINKING ON PURPOSE](#)

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**The Definitive Guide to NLP for Teaching
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Richard Bandler & Kate Benson

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This edition, with new introduction by Richard Bandler, is fully revised and updated

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Filled with advice on getting things done, confidence, self esteem, motivation, focus, feeling and looking great and doing whatever it takes to help you improve your life, The Best You is an antidote to bad news and feeling stuck in life.

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Regards,
John La Valle

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