

DAY 1

CHAPTER	TO NEW	TO OLD	DESCRIPTION	LIVE
2	00:20:11		LOGISTICS-TIF SHEET	
3	00:47:07		HOUSEKEEPING-CELL PHONES	
4	1:22:20		LICENSE AGREEMENT	
5	4:24:21		FOUNDATION FOR THE TRAINING	
6	6:49:01		START OF PROBING TRAINING	
7	8:37:20		WHY DO PEOPLE BUY?	
8	11:51:08		WRITE THIS DOWN-CRYSTALLIZATION	
9	12:48:29		WRITE THIS DOWN-REAL, MEASURABLE, BIO-CHEMICAL	
10	15:18:02		WRITE THIS DOWN-PURPOSE OF PROBING-TO CAUSE CRYSTALLIZATION	
11	16:17:03		ARTICLE - PG. 9	
12	17:40:00	17:37:00	TRAINER READS PARAGRAPH-HAVE GROUP UNDERLINE	5 MIN
13	20:39:07		WRITE THIS DOWN-MOST STRESSFUL EVENTS PERSON'S LIFE #1-5	
14	24:50:00		WRITE THIS DOWN-COMMUNICATE ONE THING-MEAN ANOTHER	
15	25:59:24		CONSCIOUS AND UNCONSCIOUS	
16	28:31:08		10% WHO WE ARE IS CONSCIOUS-90% UNCONSCIOUS	
17	28:49:26		DID THEY BUY WHAT THEY ORIGINALLY WANTED? <i>yes</i>	
18	33:34:11		1ST TRAINING BREAK AT 70 MIN. INTO TRAINING	10 MIN
19	33:39:20		START VIDEO AFTER 1ST BREAK	
20	33:51:17		WRITE THIS DOWN-FEATURES PROVIDE BENEFITS/BENEFITS SATISFIES A NEED	
21	34:50:19		WRITE THIS DOWN-PEOPLE ONLY BUY WHAT IT IS THEY NEED	
22	38:18:03		DISCRETE-3 LOCATIONS - PICTURES - FEELINGS - DECISIONS	
23	44:30:00	44:52:00	TRAINER SETS UP SCENARIO (WRITE UP ON SKIFF)	5 MIN
24	44:49:22		DOUG DEMO WHAT TO LOOK FOR IN CRYSTALLIZATION	
25	45:52:20		VHS TAPE SHOWS CRYSTALLIZATION	7-10 MIN
26	45:57:21		BEGIN DVD AGAIN	
27	47:27:01	47:21:00	TRAINER DEMO IN CHANGE OF LANGUAGE	10 MIN
28	47:33:23		WRITE THIS DOWN (#1) COMPLAINT ABOUT R/E AGENTS - DON'T RETURN MY CALLS (#2) THEY DON'T LISTEN (#3) THEY WASTE MY TIME	
29	48:15:24		WHY DO BUYERS BUY? - TO SATISFY A NEED	
30	49:13:14	54:16:00	THE NEEDS BENEFITS LANGUAGE	
31	49:36:24		MASLOW-GO LIVE UP TO 49:38:00	15 MIN
32	49:46:13		START AFTER BREAK #2 10 MINUTES	
33	55:16:15		INFORMATION LOADING	
34	58:21:08		WRITE THIS DOWN-2 KINDS OF NEEDS-REAL & PERCEIVED	
35	1:00:17:02	1:22:29	TRAINER LIVE-I AM A BUYER YOU MEET AT O.H-ASK ME A QUESTION	7-10 MIN
36	1:00:19:23		START DVD AGAIN	
37	1:03:45:24	1:25:58	DOUG GIVES DIRECTIVES i.e.: RAISE YOUR HAND	
38	1:04:09:21		TRAINER DEMO-GIVE DIRECTIVES TO GROUP LIKE DOUG'S DEMO	5 MIN
39	1:04:15:03		START DVD AGAIN	
40	1:05:05:13		ONLY 5 WAYS IN ENGLISH LANGUAGE TO ASK FOR AN APPOINTMENT	
41	1:07:53:25		DOUG DEMO-QUESTIONS GROUP ASKED EARLIER-HAVE ASSUMPTION	
42	1:11:11:05	1:33:41	TRAINER DEMO-DESCRIBE FOR ME YOUR PERFECT HOME-BATON PASS	5-7 MIN
43	1:11:11:16		*DECISION SHAPING PG. 17	
44	1:11:33:08		WRITE DOWN-3 KEY NEEDS	
45	1:13:15:09		THE TOOL BOX PG. 19	
46	1:13:55:15		PERMISSION PG. 27	
47	1:15:24:10	03:42	DISK 2 LIVE BY TRAINER-POSITIVE FEEDBACK	3 MIN
48	1:15:33:19		START DVD AGAIN-THEN DOUG DEMO'S POSITIVE FEEDBACK	
49	1:18:58:28		WHAT THE TAG QUESTION DOES	
50	1:23:32:06		PURPOSE OF PROBING IS TO CAUSE CRYSTALLIZATION	
51	1:27:43:17		RELATIONSHIP BUILDING	
52	1:28:25:25		TRAINER DEMO-BIO ABOUT THEMSELVES	3-5 MIN
53	1:28:33:13		PERMISSION	
54	1:29:53:08		TRAINING BREAK #3 **LUNCH** 1HR. 15 MIN. LEAVE 12:35-START 1:50PM	
55	1:30:00:06		START-POOL OR GRID ITEMS WITH A CHARGE	
56	1:31:51:07		FEATURES	
57	1:37:57:14		TOOL #1	
58	1:38:34:13		TRAINER DEMO-DO MINI VERSION - GRID - TRAINER FILLS IN	10 MIN
59	1:38:40:24		THEY WILL ONLY BUY THEIR DREAM HOME	
60	1:39:28:10		FEATURES HAVE PRICE TAGS/BENEFITS DO NOT	
61	1:44:12:19		TRAINER DEMO-REDRAW & DISCUSS WITH GROUP	5-7 MIN
62	1:45:27:12		PUT GROUP INTO PAIRS	3-5 MIN
63	1:46:11:17		GROUP ROLE PLAY 7 MIN. EACH NOTE- TEACH THEM START TO LISTEN TO WHAT PERSON IS ACTUALLY SAYING	15 MIN

A directive is an instruction - Think of the computer as a computer - it is a computer - instruction to the brain - the subconscience as a computer must respond.

1. DIV.
 2. DEATH
 3. MOVING
 4. CHG. JOBS
 5. BANKRUPTCY

FEATURE/BENEFITS
 → SATISFY A NEED

FEELING DECISIONS PICTURES

WRITE DOWN 6 QUESTIONS

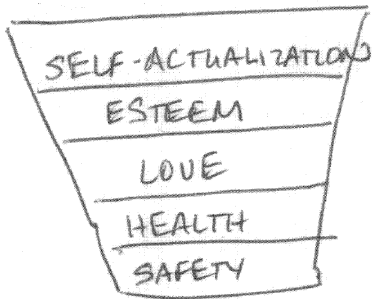
WHEN WHERE WHAT TIME HOW SOON WHICH TIME

LAYOUT = COMFORT
 FLOOR PLAN
 OPEN-COZY-BIG

WHO IN HERE WILL BE BUYING A HOUSE IN 6 MOS.?
 ASK: WHAT IS THE #1 MOST IMPORTANT THING IN BUYING A HOME?
 ASK: WHY IS THAT IMPORTANT?

FEATURE
 LOCATION
 ARCADIA
 9+12 YR. OLD
 SCHOOL

54	1:47:02-03	GROUP ROLE PLAY AGAIN-10 MIN. EACH	20 MIN
		TAKE A BREAK #4 AT END OF THIS ROLE PLAY-10 MIN. BREAK	
		TAKE BREAK AT 3:00 AND BACK 3:10PM	10 MIN
65	1:49:28-04	#1-PERMISSION SCRIPT-PRACTICE 4 TIMES W/PARTNER 4TH TIME WITHOUT READING SCRIPT	15 MIN
		#2-WHEN DONE-REORGANIZE INTO TRIADS/COACH, PROBER, PROBEE	
		#3-TAKE TIME TO EXPLAIN WHAT COACH'S ROLE IS	20 MIN
66	1:50:27-24	#1-FIND OUT ABOUT THE PERSONALLY 5 MIN EACH-BONDING TECHNIQUE	15 MIN
		#2-TRAINER HANDS OUT GRID-USE GRID WITH TRIAD 15 MIN EA. PERSON UNTIL END OF TRAINING DAY 1-PERHAPS A ONE 5 MIN. BREAK- PRACTICING THE GRID UNTIL END OF DAY**	
		THEN TRAINER DISCUSSION AND REVIEW	45 MIN
67	1:50:29	START DVD-TRAINING ASSIGNMENT FOR NEXT DAY	
		PLAY UNTIL END OF DVD DAY 1	



MAZLOWE HIARCY
OF NEEDS

Introduce yourself to group
 Tell us little about yourself
 ask for permission

DAY 2

CHAPTER	TIME	DESCRIPTION	LIVE
		**APPROXIMATE	
2	0:19:00	REAL NEEDS VS PERCEIVED NEEDS	
3	3:46:10	WHAT DOES PROCESS OF CRYSTALLIZATION LOOK LIKE?	
4	4:47:28	PAUSE/DISCUSSION-RELATE TO DRIVING THE CAR-AUTO PILOT - UNCONSCIOUS	
5	5:11:09	FEINSTEIN & LIBET 2 SEC. OUT OF SYNC	
6	6:49:09	2 PARTS TO THE BRAIN-CONSCIOUS AND UNCONSCIOUS	
7	7:00:16	CRYSTALLIZATION IS PROCESS BRINGING TOGETHER 3 PARTS	
8	7:41:13	SHOW AND TELL	
9	8:31:03	PAUSE SHOW AND TELL WITH GROUP	30 MIN.
10	8:35:05	COMMENTS AND FEEDBACK ON SHOW AND TELL	
11	12:43:09	THE PERMISSION QUESTION - IT'S ABOUT ME TO MAKE SURE I CAN DO THE JOB FOR YOU.	
12	18:12:15	BEGIN WITH THE GRID AGAIN - FLIPCHART WE DID	
13	18:33:07	WE WILL PUT YOU INTO 3'S COACH, AGENT AND CUSTOMER	
14	18:53:13	ROLE OF COACH	
15	19:51:14	BUILD GRID USING DIRECTIVES, PROMPTER, POSITIVE FEEDBACK - TDL #1 - 100 BOX	
16	20:06:28	DOUG DEMO-ROLE AS COACH	
17	22:50:14	BREAK #1	10-15 MIN.
18	22:59:11	ROUND #2	
		PUT INTO TRIADS	7 MIN.
		ROLE PLAY-15 MIN. EACH PERSON-TOTAL	45 MIN.
		DISCUSSION	10-15 MIN.
19	23:24:29	DOUG DEMO-GRID MODEL WITH GROUP	
20	23:51:21	DOUG DEMO-CREATE MAP WHAT WE ARE SAYING STEP #1 - D-P-PF-P-D-PF	
21	25:12:28	DOUG DEMO-GRID MAKING NOTES STEP #2	
22	26:12:00	DOUG DEMO-DESCRIBE FOR ME YOUR PERFECT HOME STEP #3	
23	26:44:00	TRAINER LIVE-DEMO THIS SAME PROCESS	15-20 MIN.
24	26:47:00	BREAK #2	10-15 MIN.
24	26:48:00	RIGHT AFTER BREAK-DOUG DEMO CIRCLE ALL "D'S"	
25	27:09:23	PAUSE/TRAINER CIRCLES "D" ON THEIR GRID	3 MIN.
26	27:10:00	HOW FAR ARE WE ON SCALE 1-10?	
	27:49:00	PAUSE TO ANSWER	3 MIN.
27	27:51:00	WHAT DON'T WE KNOW?	
	27:55:00	PAUSE/DISCUSSION TO ANSWER	3-5 MIN.
28	27:58:00	WHY WE THINK WE ARE DONE	
	29:02:00	PAUSE-DISCUSS	3 MIN.
	29:55:00	PAUSE-DISCUSSION W/GROUP	2-3 MIN.
29	30:00:00	PRESUME-BUILT, COMPLETED, FINISHED GRID	
30	30:40:00	NEXT STEP-DOUG DEMO 2-3 MOST IMPORTANT ITEMS ON GRID - items w/ 2 charge	
31	31:35:00	TRAINER LIVE-DEMO FROM THEIR GRID	3-5 MIN.
32	31:41:00	IDENTIFY #1 MOST IMPORTANT	
33	33:04:00	TRAINER LIVE-IDENTIFY #1 MOST IMPORTANT	2 MIN.
34	33:07:00	DOUG DEMO-START PROCESS OF CRYSTAL-W/BOX #1	
35	34:01:00	MIN. 5-7 DIRECTIVES OR MODIFIERS MIN. 5-7	
36	34:49:00	DOUG DEMO-START WITH A DIRECTIVE	
37	35:35:00	DOUG-DEMO-MAKE NOTES W/DIFFERENT COLOR ON GRID	
38	35:58:00	PAUSE-TRAINER LIVE-NOW DEMO PROCESS	10-15 MIN.
39	36:02:00	DOUG DEMO CLOSED ENDED QUESTION	
40	36:39:00	PAUSE-TRAINER LIVE-NOW DEMO PROCESS	2-3 MIN.
41	36:42:00	DOUG DEMO TRAIL OF THE PROCESS	
42	37:18:00	DOUG DEMO-CIRCLE "D", "M" THEN TAG	
43	37:56:00	TRAINER LIVE-NOW DEMO PROCESS	3-5 MIN.
	38:00:00	DOUG SUMMARIZES THE PROCESS	
	40:29:00	TRAINER LIVE-SUMMARY DISCUSSION	5 MIN.
44	40:32:00	BREAK #3-LUNCH @ 12:36 BACK 1:50	1 HR. 10 MIN.
45	40:35:00	REVIEW PROCESS OF CRYSTALLIZATION	
46	45:39:00	TRAINER LIVE-DO PROCESS WITH GROUP	3-5 MIN.
47	45:43:00	ANSWER QUESTION-WHY SOME ITEMS NOT IMPORTANT NOW - start to crystallize	
	46:21:00	PAUSE/DISCUSSION	3 MIN.
48	46:26:00	TAG QUESTION-LANGUAGE CHGS. CRYSTALLIZATION	
49	46:58:00	TURN TO YOUR LIST OF 15 - Pg. 25	
50	47:36:00	BENEFITS SIT IN A BENEFITS CHAIN	
51	47:57:00	DOUG DEMO-BENEFITS CHAIN ON FLIPCHART	
52	51:59:00	WRITE THIS DOWN-FEATURES ARE MULTI BENEFICIAL	
53	53:36:00	TRAINER LIVE-DO BENEFITS CHAIN ON FLIP CHART	10-15 MIN.
54	53:39:00	HOMEWORK-SCRIPTS MEMORIZE PG 29, 31	
55	54:19:00	ROUND #3-BEGIN ROLE PLAYING AND CERTIFICATION DO UNTIL END OF DAY 2	

PICTURES/FEELINGS/DECISIONS
 I NEED - YOURSELF
 ASK PERM
 SAY A LITTLE ABOUT YOURS.
 BEFORE YOU ASK
 PERM. THEN
 SAY THIS IS A LITTLE
 ABOUT ME - KNOW
 TELL ME A LITTLE
 ABOUT YOU.

HAVE THEM THEY ARE
 WE HAVE WHAT WE WANT -
 BUT WE HAVE NOT CREATED
 CRYSTALLIZATION - CAN'T DO
 JUST DINO GRID

WHAT DOES MEAN TO YOU
 TAG ↑

min. 4/6.
 5-7
 MODIFIES
 ENTERTAIN
 STATUS
 PRESTIGE
 EYE EXERCISE
 HEALTH
 SWA
 PARTIES
 ENTERTAIN

PG-27
 PROBABLY
 PERMISSION
 HERE'S HOW I
 WORK

Handwritten notes on the left side of the page, including a large arrow pointing towards the top of the page.

①

X

5-7 P+P

A

FULL GRID

PERMISSION

DIRECTIVES
PROMPTERS
POSITIVE F.B.

MIN. 5-7 MINUTES
ANY COMBO

MODIFIERS

HOW
WHAT
WHEN
WHERE
WHY

TAG

(CRYSTALLIZATION)
*THING TO FEELING

SUM

(CONFIRMATION)
* ON A FEATURE &
BENEFIT

C.E.

* (CLOSED ENDED)

ONLY ON
BENEFIT/NEED

KEY NEED

B

TOOL #1

A

FULL GRID
Directives

1. Describe for me
2. Tell me about *LET'S TALK ABOUT*
3. What are your attitudes *about-toward*
4. What are your feelings concerning
5. What would your feelings be if

Prompters

1. Describe that further
2. Tell me more about that
3. Keep going
4. Say More
5. What else

Positive Feedback

CRISTALLIZATION
Tag.

What does HAVING A LARGE YARD MEAN TO YOU
mean to you? THEY SAY: ENTERTAINMENT
or...
Why is _____
important to you?

CLOSED ENDED

C.E.

1. So one of the things you are looking for is *—the ability to entertain*
2. The thing that is important

ONLY ~~ON~~ ON BENEFIT OR NEED

Permission

5-7 DIRECTIVES & PROMPTERS & MODIFIERS ANY COMBINATION P.F. DON'T COUNT

5-7 DIRECTIVES OR MODIFIERS

1 BOX

Modifiers

OPEN ENDED

1. How
2. What -KIND OF PLANTS
3. When
4. Where DO YOU WANT THE TOOL SHED
5. ~~WHO~~ WHO

A FEATURE
CONFIRMATION ON ~~IT~~
A BENEFIT
i.e. BACKYARD SPEND
THREE HOURS -
EDGE

Sum.

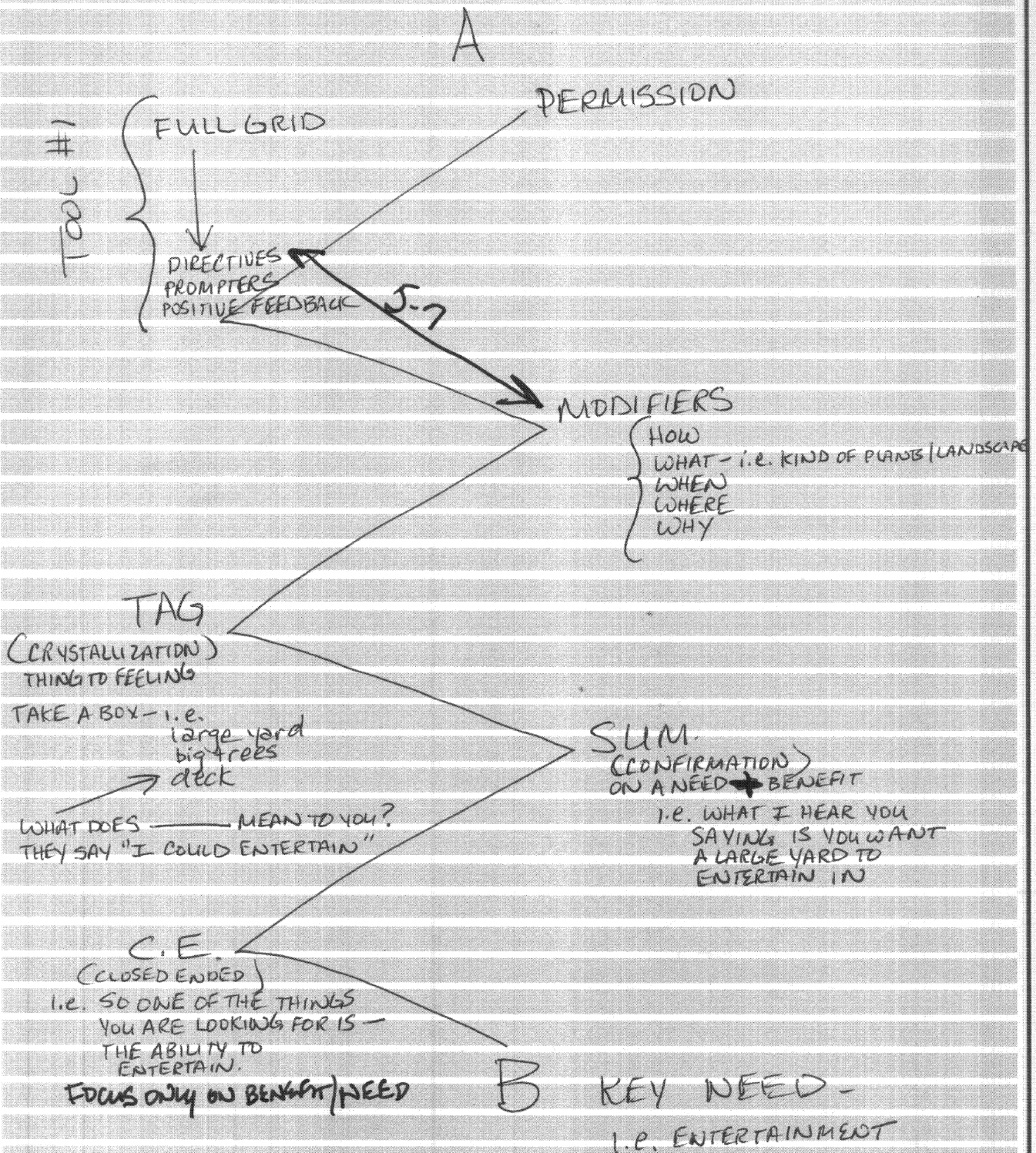
1. It appears that *WHAT I HEAR YOU SAYING IS YOU WANT IS A LARGE YARD TO ENTERTAIN IN*
2. So what you are telling me
3. If I understand correctly
4. What I hear you saying

B
Key Need

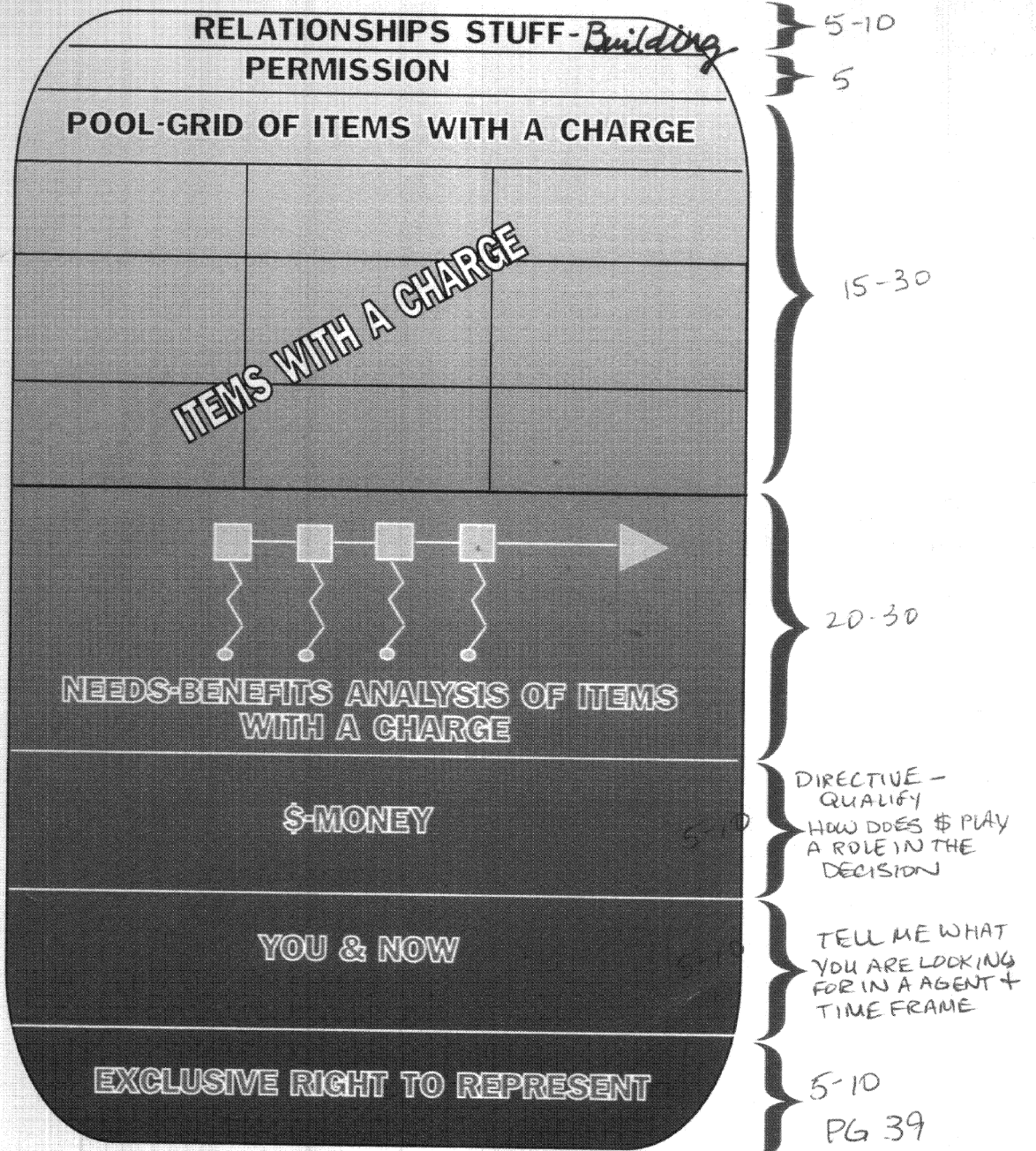
ENTERTAINMENT



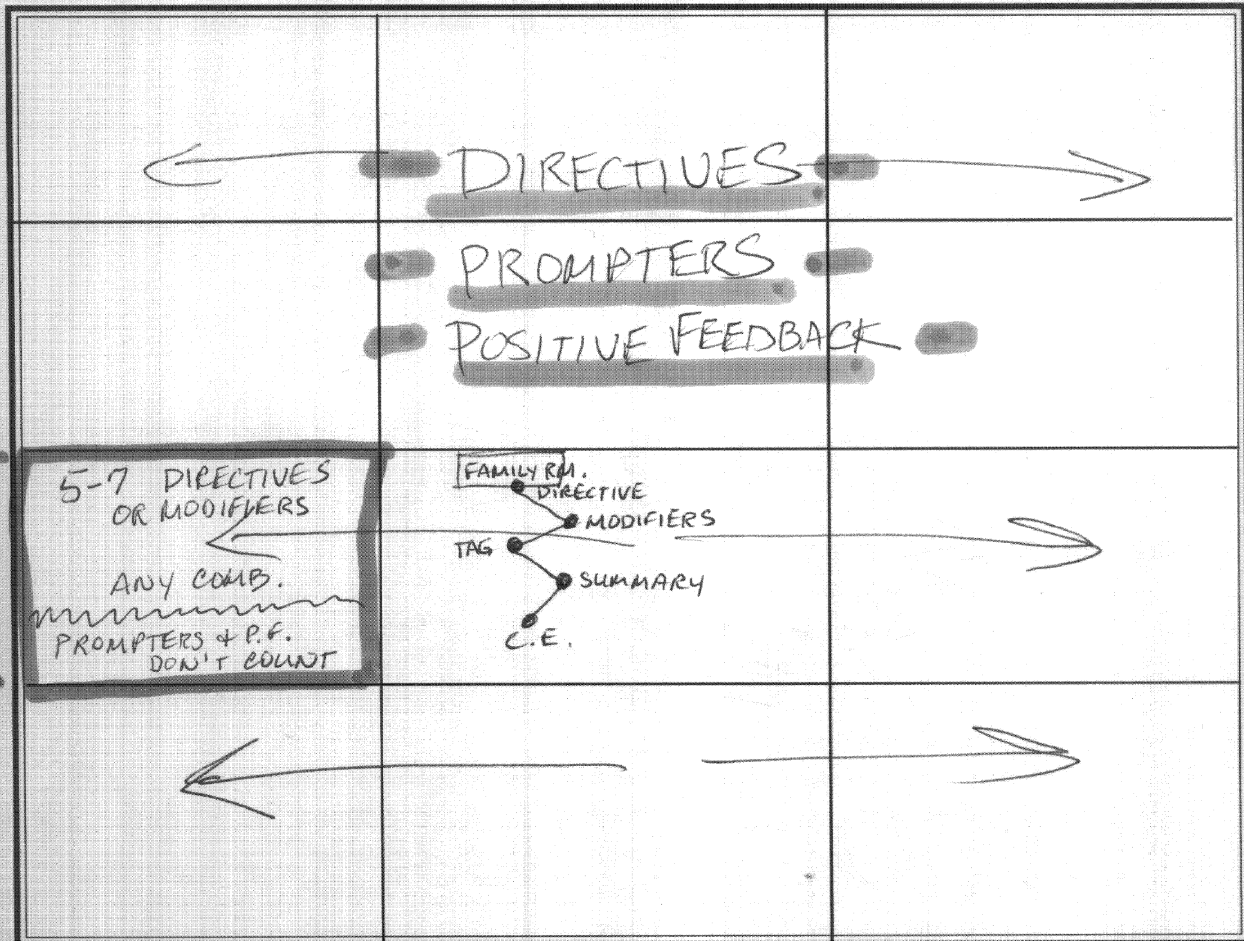
Date



PROBING TIMELINE



Client Needs



O.E.-Directives

1. Describe for me
2. Tell me about **LET'S TALK ABOUT**
3. What are your attitudes about **TOWARD**
4. What are your feelings concerning
5. What would your feelings be if

MODIFIERS

- What - **KIND OF PLANTS**
 When
 Where **DO YOU WANT THE TOOL SHED**
 Why
 How

TAG- (Crystallization)

- What does **THING TO FEELING** mean to you?
 OR

WHY IS **IMPORTANT TO YOU?**

SUMMARY - confirmation

1. It appears that **on a need/benefit**
2. So what you are telling me is _____
3. If I understand correctly _____
4. What I hear you saying is _____

CLOSED END - FOCUS ON BENEFIT

1. So one of the things you are looking for is **the ability to entertain**
2. The thing that is important is **(FOCUS ON BENEFIT OR NEED)**

PROBING TIME

1. Introduction
2. Permission
3. Grid/Pool
4. Summarize needs
5. Set up next step

ISSUES:

- 1.
2. **PROMPTERS**
3. 1. Describe that further
4. 2. Tell me more about that
5. 3. Keep going
6. 4. Say more
7. 5. What else
- 8.
9. **POSITIVE F.B.**
- 10.
- 11.
- 12.
- 13.
- 14.

APPOINTMENT FORMAT

1. GREET & INTRODUCE YOURSELF
 - A. Share something personal then connect to business.
 - B. "Now tell me a little about you?"
2. PERMISSION SCRIPT
3. FIRST PASS: Making grid using *ONLY* Tool #1 – Directives- Prompters and LOTS of Positive Feedback.
4. SECOND PASS: Using 5 -7 more of Tools #1 & 2
 - A. Directives-Prompters-Positive Feedback & **Modifiers**
Until you have a complete picture of what their picture looks like and all the detail of how and what they do there. Then you feed back to them all the detail and the warm fuzzies and all should POP when: (B)
 - B. TAG question = "feeling" or " story" =CRYSTALIZATION
 - C. SUMMARY (To make sure you understand correctly.)
 - D. CLOSE ENDED (To make sure you are clear on what is important to them in *X room...*)
 - E. KEY NEED (So I see (*X key need*) is the feeling you associate with *X room*)

DO ALL BOXES WITH THIS PROCESS

DO AN OVERALL SUMMARY OF ALL THEY HAVE TOLD YOU ABOUT THE HOME. DESCRIBING THE DETAILS CONNECTED WITH THE FEELING AND POINTING OUT NEW THE 3 KEY NEEDS (*FEELINGS*) YOU UNDERSTAND THEY NEED TO BE TO HAVE IN THEIR NEW HOME. *REMEMBER NEEDS ARE REGARDLESS OF PRICE OR AREA.*

- A. Discuss area or areas.
- B. Price in relationship to what they have described.
- (Area for Price they can afford - Size for Area and or Price they can afford maybe have to be negotiated here - *not* in field)

"This has been great! I'm excited! What you have shared has been very valuable to me, to know exactly what you are looking for and the feelings you want to create in your new home. How do you feel about this process?" (They should be excited and very up beat.)

5. "Great! How do you feel about us working together and ME representing you as your Realtor? ("Great" or "Me To" or "I'm looking forward to getting started") Then immediately without hesitation to "THIS IS HOW I WORK (script) & GET BUYER BROKER AGREEMENT SIGNED!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
6. Set Showing Appointment then APPOINTMENT SCRIPT.
7. Discuss finance and have them be contacting **YOUR** lender and completing application before they meet with you or they won't be seeing any property!!!

YOU ARE READY TO GO