



David Cooper

SMILING, NODDING AND ASKING QUESTIONS

Start smiling, nodding and asking questions. On this particular part, I'd like to simply talk to you about the central thing that over the past 15 year that has helped me and my ability as a salesman, my ability as a sales trainer, motivation speaker, I've developed a career along smiling, nodding and asking questions, and I'd like to share with you this -- it's so important to realize that if you want to dramatically alter your ability, change your ability to get other people to do what you want them to do, you need to become aware of the fact that people do not like to be intimidated, people do not like to be dominated, people do not like pushy pressure salespeople; people enjoy dealing with other people that really make it exciting to go along with their decision, and so in this section, I'm going to ask you to develop a soft voice, practice smiling, nodding and asking questions. Now, I'm going to say smiling, nodding and asking questions. It is so important when you're looking at someone, be consistently, I mean don't lock on their eyes and not their eyes go, because you'll bruise them if you do that, but on a regular and frequent basis as you're talking to them, be looking into their eyes, be smiling, nodding, developing a soft voice, kind of a soft look about your eyes, be easy to trust, be easy to deal with, be smiling, nodding and use these questions. This single portion of this cassette, I'm about to give you my 75 positive question openers, which is the foundation of my one-on-one consulting tape. Of all the information that you've been listening to on these tapes, this is the portion that I would urge you to memorize verbatim, word for word. I will first of all give you all of the 75 positive question openers and then I will give you my four point decision impulse, and you need to memorize it, practice it, drill it, rehearse it, memorize it, practice it, drill it, rehearse it until it becomes your own. You need to have as one of your goals, become a walking, talking,

smiling, nodding question machine. Here are the 75 positive question openers:

Can you get excited about?
Do you see the value of?
Do you see the benefit in?
Can you see the merit in?
Wouldn't it be terrific if?
Aren't you glad that?
Aren't you looking forward to?
Doesn't it make sense to?
Don't you agree?
Isn't it going to be fun when?
Isn't it about time that?
Doesn't it give you confidence to know?
Wouldn't it be worth while to find?
Can you see the advantage of?
Wouldn't it be reassuring to?
Don't you feel that?
Wouldn't it be great to save money by?
Aren't you really excited that?
Won't it be gratifying when?
Isn't it good to know?
Wouldn't it be marvelous to?
Haven't you enjoyed?
Haven't you benefitted by?
Wouldn't you be happy to find?
Aren't you happy to know?
Aren't you anxious to know?
Isn't it fantastic to know?
Isn't it wonderful to find?
Wouldn't it be satisfying to know?
Isn't it worth considering that?
Wouldn't you prefer?
Don't you feel that it's best if?
Don't you feel knowing that?
Can't you see how this would?
Wouldn't it be significant if?
Wouldn't you like to strive for?
Wouldn't a higher quality of life be worth?
Wouldn't it be tremendous if?
Wouldn't you agree?
Wouldn't it be great?
Wouldn't it open doors if?
Isn't it worth?
Wouldn't you benefit by?
Can you gain from?
What do you think about?

Isn't it exciting?
Wouldn't you feel better if?
If the results were?
Wouldn't it change your mind if?
Wouldn't you reach the top quicker by?
Wouldn't it help your career if?
Do you feel the power in?
Isn't it stimulating when?
Don't you know that?
Wouldn't a high light be?
Wouldn't it brighten up your life if?
Aren't you delighted that?
Doesn't it thrill you to know?
Wouldn't you be pleased if?
Wouldn't you take pride in?
Wouldn't it be motivating to?
Wouldn't you love to grow by?
Isn't it inspiring to know?
Wouldn't it make a difference if?
Wouldn't your success be guaranteed if?
Wouldn't you enjoy knowing?
Do you realize the importance of?
Wouldn't your family enjoy?
Can you see the potential of?
Wouldn't it be comforting to know?
Wouldn't it be an exciting challenge?
Isn't it going to be incredible when?
Could you reach more of your potential by?
Can you visualize the monetary gain of?
And now, the 75th one, can you get excited about a training program based on smiling, nodding and asking questions to definitely raise your income in 21 days?

It is so important to realize that often the greatest skills may seem the most elementary at first. When you memorize these 75 positive questions, realize this -- you won't obviously use all 75 in any presentation. What if you're using only, only use 12 to 15? I've pointed this so often. You've been in a situation where you were trying to get someone to do what you wanted them to do and got so close, so close. That's like walking into a phone booth and you've got to make a most important phone call. You get out your change and you have 24 cents. You have almost got enough to make the call, but you needed just a little bit more. These questions can be that extra penny with regards to your income, really can.

Now, I'd like to say this. Memorize it, verbatim, word for word, and once you've been smiling, nodding, using these questions, you will apply them in different areas. If you're in sales, for instance, you will use trust building questions, things like, you know, at the very beginning, you'll use questions like, "You know, at this point, neither of us knows if what we have can meet your needs immediately. Well let me ask you this. Do you feel good knowing that I'm far more interested in opening an ongoing relationship with you than I am in just closing a one-time sale

today? Do you feel good about that?" And make sure than when you say, "Do you feel good about that," you're leaning forward and you're taking your hands and pulling them to you. "Do you feel good about that?" Alright.

When you have gotten the person's trust established, then to use things like what I call company credibility building questions, confidence in the quality of product or service questions, belief in the immediate and long-range benefit questions. When you've got all these 75 positive questions memorized, then you say things like, to build company credibility, "Doesn't it give you confidence to know that our company has been in business for ta-da ta-da ta-da ta-da number of years?" Or "Isn't it reassuring to find that in a 200 mile radius at this point, we've got over blank satisfied customers?" "Isn't it interesting to find about 90, 95 percent of our business is repeat business?" "Can you see that this is because so many people were delighted with the way we treated them in the past?" You know, "Wouldn't it be great for you to find a company that was as interested in your future business as we are in making a sales today?" See, all of these things--smiling, nodding, using the questions--they come from having memorized the 75 positive questions. So you build company credibility, you build confidence in the quality or service, you know, things like, ah, "Doesn't it give you confidence to know that we believe enough in our product or service that we're willing to give a satisfaction guarantee?" "Isn't it super to know that our guarantee is for blank?" Build the excitement for the quality of the product through smiling, nodding, asking questions.

The belief in the immediate benefits, you are, when you've got the 75 questions memorized, so many of those questions flow about so immediately. You look at them and say something like, "Are you beginning to understand why we may...Are you beginning to understand why we are so proud because we may be often imitated but never duplicated?" "Are you beginning to understand why our salespeople are so proud of who we are or what we do that so many other people sort of look at us with that semi-jealous eye?" You know, smiling, nodding, asking all the questions, so important.

Once you've been smiling, nodding and you've got their head going up and down, up and down, up and down, you will ask only one question for about every five or six sentences, statements in your presentation. Let me repeat that -- you'll only ask one question for about every five or six sentences in your presentation. Don't over-burden them with questions. Don't make it so that they feel that all you're doing is asking questions. That's critically important. Alright, but once you've got that smiling, nodding, question technique down pat, then, and you've got them, see the more they smile, the more they understand; the more they understand, the more they're getting closer and closer to making a positive decision for you.

Once you've got them closer and closer and closer to making that decision, it's at that point you're ready for what I call my 35 second decision impulse. And it's simply this--when you feel that they are just about ready to make a decision, you look at them and use number one, it's one, two, three, four. It's number one is relaxing question. Number two is driver's seat statement. Number three is choice question. Number four is release statement. Now, three out of those four are original. The relaxing question, the driver's seat statement, and the release statement are all mine. Frequently, so many sales trainers have trained using the choice question technique that I am confident that whoever did create it has long since been blurred in the maze of sales trainers who are out there. I do not claim originality for it. But let me give you

the relaxing question, driver's seat statement, possible choice questions, and release statement.

First of all, the relaxing question. Why would I call it a relaxing question, because you do not want to appear as a pushy pressure person, so relax them--soft voice, you're leaning forward, they've already got their heads going up and down, up and down--and then you look at them and say, "Aren't you a lot more impressed with the blank benefits of everything you've seen than you may have thought you would just 45 minutes ago?" or whatever length of time it was. Alright, when you're smiling and nodding and saying, "Aren't you a lot more impressed with the blank benefits?" and whatever the benefits that you have are, "Aren't you a lot more impressed with the blank benefits than you may have thought you would just 45 minutes ago?" And you're smiling and nodding as you're saying that. When they are smiling and nodding at you in turn and saying something like, "Well, I, I really am," they are getting so close; they're coming right up to the line of making a decision. Alright? Now had they said, "Well, I like ta-da ta-da ta-da, but there was a couple of other things that I did have more serious questions about." Before you go the driver's seat statement, choice question, or release statement, back up and address whatever question it was. Alright. If someone gives you an objection, say, "Well let me ask you this. Of everything we have shared thus far, what did you like the best?" Alright, but let's say that you have been smiling, nodding, and asking questions so much that when you use the relaxing question, "Aren't you more impressed with everything you've seen this far than you may have thought just 45 minutes ago?," they're nodding their head, then the driver's seat statement. Do your shoulders up, put your elbows in toward your stomach, raise your palms, opening up toward their heart, and say, "Well it's up to you." Flip your hands back on your heart in very sincere gesture, but it's all done very fast. Say, "It's up to you; I'll work with you either way." "It's up to you; I'll work with you either way." Or, "It's up to you; we'll work with you either way." Alright, so your relaxing question, blending in with your driver's seat statement, "Aren't you more impressed with everything you've seen of blank than you may have thought you would just 45 minutes ago?" "It's up to you; I'll work with you either way."

Then the choice question, and I generally train, use the larger decision first and then settle for the smaller decision. Choice question is typically something like, "Would you rather splurge and jump out at the beginning with blank?" and in the blank there write 'large decision,' "Or would you feel better today just starting with blank?," 'small decision' in that blank. So would you, choice question, "Would you feel better, would you rather splurge and jump and start today with the large decision," or, "Would you feel better today just starting with the smaller decision?" One of the most basic choice questions would be, let's say from the insurance industry. "Would you rather start today with \$100,000 policy or would you really feel better just starting at \$50,000?" Choice question, a car salesman, "Would you, would you rather feel better, would you rather start by getting the more expensive model or would you feel better today on the more economical?" Alright, those choice _____ questions.

Alright, and then one thing that can help your choice question so, would help you be so much more effective, is to conclude it by number four, the release statement. Do your shoulders up, throw your palms open and wide, and say, "Whichever you would rather do will certainly be fine with me," or "Whichever you would rather do will certainly be fine with us."

Now, those four things--relaxing question, driver's seat statement, choice question, release statement. Those four things--critical, critical, critical--and as you are using them, you will, you'll

find other things that you'll, that you'll be adjusting them to. Alright. For instance, instead of on the relaxing question and saying, "Aren't you more impressed with the benefits of blank than you may have thought you would just 45 minutes ago?" You could easily say something like, "Are you as excited about all the blank as much as I believe you are? Are you as excited about all the blank as much as I believe you are?" Alright, and when you're saying that you're smiling, nodding, soft voice, intense eyes. "Are you as excited about all, are you as excited about all the blank as much as I believe you are?" And the, it's very hard for someone to say no to that when you've been smiling, nodding and interspersing your presentation with trust building questions, company credibility building questions, confidence in the quality of product or service questions, belief in the immediate benefit questions. Alright. And then you get to relaxing questions, driver's seat statement, choice question, release statement. It's a fantastic machine.

Alright. Another alternative to driver's seat statement instead of, "It's up to you; I'll work with you either way," would be things like, "It's strictly up to you," or "You know your situation a whole lot better than we do," or "I'll, I'll do whatever you want to do." Alright, the choice questions are so very, very varied. It is so important to realize that we could easily create in one-on-one situation probably 50 to 75 different choice questions for you. The main thing to realize is that if you are, now, whether the person is a salesperson, whether the person is an attorney, if a person is a salesperson, "Would you rather get the big ticket or would you feel better today just starting with the smaller ticket?" If the person is an attorney, "Would you rather give me all the facts today or would you rather get embarrassed when we get into a court room?" Or a teacher, "Would your rather get all of your homework as soon as you get home from school so that you can go out and play or would you rather have the stress on the way to coming to school in the morning and don't have your homework done?" Um, so many different things just like this. You know, ah, sweethearts, um, you know, the girl says to the boy, "Would you rather be loyal to me or have the heartbreak when I find out that you've done something that was very disappointing to me and I'm gone?" So just make sure that you want the choice question to be something that they can find it very easy to select one or the other of the answers. It's so important.

Then the release statement, "Whichever you would rather do will certainly be fine with me," is the classic. Another one that you could easily use would be something like, ah, "Whichever you would rather do today will certainly be fine with me." "Whichever will be easy for you will certainly be fine with me." "Whichever will be more comfortable will certainly be fine with me." "Whichever you have wanted to do will certainly be fine with me." There's so many different little variations that you can use, but it's the release statement. Attorneys are trained to use the phrase, "I rest my case." That's precisely what you are doing when you say, "Whichever you would rather do will certainly be fine with me."

Now when you think of each of these four things--relaxing question, driver's seat statement, choice question, release statement--each of them are designed, are designed so that the person will not feel great pressure. The decision impulse industry, they used to call it closing the sale, but I've created the phrase decision impulse, where the person is in commission selling, an attorney, a physician, an accountant, whatever it is. People from all walks of life need to get other people to make decisions, and it's so exciting when you've got that ability of smiling, nodding, soft voice, soft eyes, asking the questions. You need to get them ready to, to be making a positive decision with you before you ever get to the end.

Now, once you've got all those various questions memorized there, let me say this. I want at this point to sort of wrap up the 21 Day Difference for you. Alright?

Now on your paper there, simply write down, before course. I'm going to show you what would happen before the course, during the course, during the 21 day program, and then after the 21 day program. You've got to realize that just listening to these cassettes once will not be sufficient for you to get the results you're wanting. Alright.

Before the course, in terms of smiling, nodding and asking questions is concerns, and don't get offended by this, but you were in what I call unconscious incompetence. That means you didn't know but you didn't even know that you didn't know. Alright. Before course, unconscious incompetence. Alright. During course, there have been lots of the cassettes that have to do with the motivational factor or the knowledge factor. Alright. But this particular part right here, in my opinion, is the most important. If you will have the smiling, nodding, question technique down pat, that will help so many of the other sections have a far greater synergistic value. Absolutely. Alright. So the before the course, unconscious incompetence; you didn't know that you didn't know that you didn't know. Alright.

During the course, conscious incompetence. During this period of time, you've been able to see that not having these various knowledge factors as part of you, as part of your skill factor. You've seen where it's cost you money in the past, so during the course, you become conscious of the incompetence. Alright. And realize that you need to memorize. Now, I'm going to ask you to spend for the first three days, an hour in the morning, an hour at night in front of your bedroom mirror--smiling, nodding and memorizing all the 75 positive questions, the four point decision impulse questions, like relaxing question, driver's seat statement, choice question, release statement. Alright. In order for you to say that you were dissatisfied with this course, ah, you would have to have gone through the hour in the morning, hour at night, and then 30 minutes in the morning, 30 minutes a night for the next 18 days after that, being the total of 21 days. Here's what I know: If you'll memorize these questions and then are trying to use these questions at least 10 to 15 times per day with the people that you're coming in contact with, it's got to work. It has got to work. There are some things in life that are definite. You know, if you drink two ounces of gasoline, you will get sick, real sick. If you go up in an airplane and jump out at 30,000 feet without a parachute, you're going to have a very negative experience. Alright. When a person memorizes, hour in the morning, hour at night, for the first three days and then 30 minutes in the morning, 30 minutes at night for the next 18 days of all the questions technique, it is amazing what is going to happen.

Now I wanted you to have all of the other cassettes in this program because they're really sort of an encyclopedia of success, but I want to say this. It's the last cassette, actually the flip side of this side, number 12, that is so important for you. Memorize all the 75 questions, memorize the four point decision impulse, and you're going to be amazed at the results. So first of all, on the 21 Day Difference--before course, unconscious incompetence; during course, conscious incompetence. During the 21 day program, you become conscious competent. Now I would like for you to listen to the cassettes all the way through, all the way through, all the way through, all the way through, all the way through. During your 21 days, try your best to be listening to at least six tapes front and back per day for each of the 21 days. You may be thinking, 'David, that sounds like a lot of work.' It is! But if you're wanting your results, you've to

put forth the effort. As I said before, there is no such thing, you know we have instant tea and instant coffee today, there is no such thing as instant success. You've got to be willing to change. You're going to have the same opportunities after this course as before the course. What you've got to prove is your skill factor. Alright.

Then after the 21 days, you will be unconscious competent. You will have the skills, you'll have the habit, you'll have the habits of smiling, nodding and using questions. You'll have the habits of getting people wanting to do, because you've been smiling, nodding and using questions at every fourth, fifth, sixth, or seventh sentence in your presentations with them, and you've been smiling, nodding and saying, "Doesn't it make sense to, wouldn't you agree that, isn't it going to fun with, can you see why it's important that." All those various questions, and their heads have been going up and down, and then when you see they're pretty much coming your way, then you use that four point decision impulse. You say, "Isn't it important that we go ahead and do ta-da ta-da?" That's another relaxing question. "Well it's up to you; I'll work with you either way." "We could start it today or tomorrow if that would be better with you." And then the release statement, "Whichever would be better for you will certainly be fine with me."

Those four things right there--before the course, during the course, during the 21 day, and during, you know, after the 21 day is over, you've got those new skills, you've got those new habits, you've got it down pat. Memorize this: When I learn to control my emotions, my daily consistency, and the quality of my skills, I will control my happiness and my income. This is an income building program, but if you'll notice, so many of the cassettes had to do with emotions. When I learn to control my emotions, you know, how much in the course did I talk about control? When I learn to control my emotions, my daily consistency, and the quality of my skills, I will control my happiness and my income. So important to realize that I've just given you a blueprint for more happiness, higher income, greater skills.

What I know is this: If we had the time to spend one-on-one and me taking whatever it is that you do and showing you how to incorporate smiling, nodding, asking questions, you need to become emotionally invincible. You need to become what I call nauseatingly consistent. And you need to become that walking encyclopedia or decision impulse skills. When you've got the 75 questions memorized and the four point decision impulse memorized, it is so important to realize that you will be emotionally invincible, nauseatingly consistent, and you will be that walking encyclopedia of skills and success.

I know one thing. I have enjoyed talking with you through these cassettes. What I do hope is that you will play the cassettes over and over and over and over. I want you to be able to get to the point that you do things that I used to do. When David Cooper was age 22, 23, 24, during that three year period, 1972, 73, and 74, I spent a total of \$2,856 on cassette courses that I bought, records that I bought, workshops that I went to. Like 1973, I really did spend \$749 for the Earl Nightingale Lead the Pill series, 16 records. My point is this: I would take my record player, put those records on it, and transcribe front and back of all those albums. All the other cassette programs, courses that I bought, I would transcribe the tapes. I would put it on play, stop, rewind, play, stop, rewind, play, stop, rewind. It's so important to realize that if you're wanting the results, the results can be yours, but the effort has to be there. Don't short change yourself. Have it so that you memorize this. I'll say it again. Your 21 day program is this: Hour in the morning, hour at night for the first three days in front of a mirror, memorizing the 75 question openers plus the four point decision impulse. Now you're thinking, David, an hour is a

lot. Well, it's an hour and a lot, but you paid a pretty good bit for the course, so spend the time in front of the mirror, hour in the morning, hour at night for the first three days. You're going to start getting immediate results right off the bat. Individuals have raised their incomes so dramatically with these abilities to smile, nod, and ask these questions. Alright? But days four through 21, it's 30 minutes in the morning and 30 minutes a night. By the end of your 21 days, you will be that walking, talking, smiling, nodding question machine. Alright? So that's your memory work in front of the mirror.

Now it's got to be in front of the mirror. Why? To practice your smile and to practice your nod and to practice your eye contact in the mirror. If you're wanting more charisma, if you're wanting greater skill with dealing with people, greater skill with getting others to do what you want them to do, you've got to become a pro at smiling, nodding and asking questions, and it truly can be yours when you've been in front of that mirror. The first three days, hour in the morning; next 18 days after that, 30 minutes in the morning, 30 minutes at night, to drill it into your subconscious mind, and then 10 to 15 times per day to be using the question technique with other people to get them to make those decisions that you're wanting them to make. When you do, you'll really understand that excitement that comes from having persisted.

I hope that your character is great enough to persist with this course. I'll say it again. Character is the ability to pursue a worthy goal long after the mood in which it was made has left you. And that old Chinese proverb, give a man a fish, you feed him for a day; teach him to fish, and you feed him for life. I hope that you understand that my giving you this material, or your having purchased this material on these cassettes, it's like giving the fish. Once you've memorized it, it is then your skills, your habits, and your ability to create those decision impulses in others, and through that and only through that, will your income really dramatically increase. I hope that it does.