

Neuro Linguistic Programming (NLP) and Hypnosis in Real Estate Sales—Does It Really Work?

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Imagine this scenario: You're with a client. You're waving a pocket watch in front of his eyes. "You need the property," you say. "You will BUY this property now."

He's glazed over. He's in a trance. "Yes!" he says. "Yes, I need this property and I must buy it now!"

You place a pen in his limp and helpless hand and he strokes his signature. Another sale! Another score for hypnotic sales! Let the commissions begin!

Having been to several real estate conventions, I know this is many REALTORS' idea of hypnotic sales. Well, trust me, that's not going to happen.

Neuro Linguistic Programming (NLP) and hypnosis have been an extraordinarily successful tool for sales and persuasion for years, yet many people remain skeptical. They don't recognize the value in these techniques, but rather see them in a mystical light and as a taboo that's better not talked about.

The people who have taken the time to learn some of the very effective NLP and Hypnosis skills have experienced a tremendous increase in their revenues. Anthony Robbins is probably the best known among them.

To learn how these tools and techniques can enhance sales performance, we must first understand how the mind works and which part of our mind makes the decisions to buy. Imagine that there are two parts to the mind: the conscious and the subconscious. The conscious part of the mind has a critical factor which has the ability to reason, judge, criticize and analyze data given to it. Most salespeople will prepare their sales presentation towards that logical, analytical part of the mind, thus creating the most challenging sales situation for themselves that they could possibly encounter.

Research has overwhelmingly shown that appealing to the logic of your potential buyers will not get you a lot of sales. Logic does not get people to buy; only

emotions do. Skilled sales professionals (whether they do it consciously or not) will gear their sales presentation towards the emotional part of the mind, which is the subconscious part of the mind. This part of the mind does not have a critical factor but is in charge of our feelings and emotions. As we all know, feelings and emotions do not equal logic.

Since we know that most people's decision to buy is an emotional one, it is of utmost importance for the salesperson to speak with and appeal to the buyer's feelings and emotions. Logic, numbers, and statistics will not get anybody into an emotional state of buying.

NLP and hypnosis are the most effective ways to reach that emotional part of the mind. The feeling of trust and rapport is the most important ingredient to making a sale. This happens on a subconscious level. NLP tools will teach you to gain instant rapport with your client by simply changing and adjusting body language, tonality and mannerisms, thus helping you to connect with your buyers.

Another easy and subtle way to create rapport is to get agreement from a buyer or a simple "yes." The easiest way to do this is with what I like to refer as a "Yes-Set." A "Yes-Set" is a sentence



consisting of an undeniably truthful statement for your client followed by a tag question. Here's an example:

"There are a lot of homes going into foreclosure, aren't there?"

Here's an even easier one:

"San Diego is known for its nice weather, isn't it?"

In both cases any person will answer with a "yes," either verbally or non-verbally, as these statements are the undeniable truth. On an unconscious level, these people will believe that you think alike and that you are on the same wavelength. Skilled sales professionals will weave in at least one "Yes-Set" every few minutes of their sales talk to reach an agreement with their potential buyers. The more often a buyer agrees with you, the more likely he or she will be to make a purchase from you.

NLP and conversational hypnosis also teach how to ask the right questions to uncover the values and beliefs (also part of the subconscious mind) of your buyers. These factors are the driving force of your buyer's decision-making process. It is important to uncover and appeal to them in your sales presentation to ensure a close.

Of course you will not be swinging a pocket watch in front of your client's

face and hypnotizing him or her as you may have seen in movies. Hypnosis is a natural occurring state of mind that each one of us experiences on a daily basis, mostly without our awareness. NLP and conversational hypnosis is being used in today's world by more people than most of us realize, in advertising, sales, movies, politics and even religion. The definition of hypnosis is "information bypassing the critical part of the conscious mind and being accepted by the subconscious mind."

Many people wonder if the use of NLP and conversational hypnosis in sales is ethical. Here are several answers to that.

Even under hypnosis one cannot make anyone do or buy anything they don't want to buy.

Our subconscious mind is here to protect us and will not accept any suggestions that are harmful.

These tools and techniques are used on you on a daily basis already. They are so subtle that you simply don't realize them.

As a salesperson one always needs to have one's client's best interest at heart. Without this, a sale can still be made, yet you will be breeding unhappy customers and creating a bad reputation which then will lead to fewer sales.

It is only recently that business professionals have discovered the power of NLP and hypnosis. Researchers have found that highly successful salespeople use communication techniques which are nearly identical in structure to the communication techniques used by hypnotists. These techniques are so subtle, natural, and friendly that few people consciously recognize their hypnotic powers.

Conversational hypnosis can be a powerful selling tool, much more than any brochures, presentations, graphics or fancy packaging. A salesperson who controls this tool can multiply his or her income many times over. Even after learning just a few simple techniques, you will start to notice a change in the way your buyers respond to you. You will find that these tools are so subtle and powerful and that they will take you to the next level of your professional career. ■



Christian Wasinger is a Master Practitioner of NLP and a Clinical Hypnotherapist. He regularly offers workshops and seminars on "NLP and Hypnosis in the Sales & Persuasion Process." To find out more visit www.ChristianWasinger.com

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