

PREDICATES

Av/Digital

VISUAL

Memorize by seeing pictures and are less distracted by noise. Often have trouble remembering and are bored by long verbal instructions because their mind may wander. They are interested by how the program looks.

see
look
view
appear
show
dawn
reveal
envision
illuminate
imagine
clear
foggy
focused
hazy
crystal
picture

AUDITORY

Typically are easily distracted by noise. They can repeat things back to you easily & learn by listening. They like music and like to talk on the phone. Tone of voice and the words used can be important.

hear
listen
sound(s)
make music
harmonize
tune in/out
be all ears
rings a bell
silence
be heard
resonate
deaf
mellifluous
dissonance
question
unhearing

KINESTHETIC

Often they talk slowly and breathy. They respond to physical rewards & touching. They memorize by doing or walking through something. They will be interested in a program that feels right or gives them a gut feeling.

feel
touch
grasp
get hold of
slip through
catch on
tap into
make contact
throw out
turn around
hard
unfeeling
concrete
scrape
get a handle
solid

UNSPECIFIED

They spend a fair amount of time talking to themselves. They memorize by steps, procedures, sequences. They will want to know the program makes sense. They can also sometimes exhibit characteristics of other rep systems.

sense
experience
understand
think
learn
process
decide
motivate
consider
change
perceive
insensitive
distinct
conceive
know

Speech Patterns

- | | |
|---|-------------------------------|
| 1. Quickly Grouped Words | 1. Deliberate Phrasing |
| 2. Lots of interruptions with "um", or "ah" | 2. Long Complicated Sentences |

Processing Patterns

- | | |
|---|---|
| 1. Quickly with a minimum of detail | 1. Extensive Detail |
| 2. Will let you know unconsciously when they understand by changing the subject | 2. Will not give indication of understanding unless you ask |

Decision Thrust

- | | |
|------------------------|-----------------------------|
| 1. Abstract to Global | 1. Fundamentals to Specific |
| 2. Speculator, gambler | 2. Investor, speculator |

Close On

"Be ready to take advantage of an opportunity..." "Let's study the markets & plan some strategies"

Tone of Voice for Close

Slightly fast and excited Thoughtful, considerate & just above monotone

LIST OF PREDICATE PHRASES

VISUAL

An eyeful
Appears to me
Beyond a shadow of a doubt
Bird's eye view
Catch a glimpse of
Clear cut
Dim view
Flashed on
Get a perspective on
Get a scope on
Hazy Idea
Horse of a different color
In light of
In person
In view of
Looks like
Make a scene
Mental image
Mental picture
Mind's eye
Naked eye
Paint a picture
See to it
Short sighted
Showing off
Sight for sore eyes
Staring off into space
Take a peek
Tunnel vision
Under your nose
Up front
Well defined

AUDITORY

Afterthought
Blabbermouth
Clear as a bell
Clearly expressed
Call on
Describe in detail
Earful
Give an account of
Give me your ear
Grant an audience
Heard voices
Hidden message
Hold your tongue
Idle talk
Inquire into
Keynote speaker
Loud and clear
Manner of speaking
Pay attention to
Power of speech
Purrs like a kitten
State your purpose
Tattle-tale
To tell the truth
Tongue-tied
Tuned in/tuned out
Unheard of
Utterly
Voiced an opinion
Well informed
Within hearing
Word for word

KINESTHETIC

All washed up
Boils down to
Chip off the old block
Come to grips with
Control yourself
Cool/calm/collected
Firm foundations
Get a handle on
Get a load of this
Get in touch with
Get the drift of
Get your goat
Hand in hand
Hang in there
Heated argument
Hold it!
Hold on!
Hothead
Keep your shirt on
Know-how
Lay cards on table
Pain-in the neck
Pull some strings
Sharp as a tack
Slipped my mind
Smooth operator
So-so
Start from scratch
Stiff upper lip
Stuffed shirt
Too much of a hassle
Topsy-turvy

If I could SHOW you an ATTRACTIVE way in which you could (potential benefit or their values), you would at least want to LOOK at it, wouldn't you?

If this LOOKS GOOD, to you we will go ahead and FOCUS on getting the paperwork in.

If I could TELL you a way in which you could (potential benefit or their values), you would at least want to HEAR about it, wouldn't you?

If this SOUNDS GOOD, to you we will go ahead and DISCUSS how to set up an account.

If I could help you GET A HOLD OF a CONCRETE way in which you could (potential benefit or their values), you would at least want to GET A FEEL FOR IT, wouldn't you?

If this FEELS GOOD, to you we will go ahead & set up an account by HANDLING THE PAPERWORK.