



CAREER &
BUSINESS

TONY ROBBINS

MASTERING INFLUENCE

A ten day system for
strengthening your
emotional impact
and increasing sales



WORKBOOK

*“80% of success in selling, in influencing,
or virtually anything else in life, comes
down to finding a big enough why,
and 20% is figuring out how.”*

MASTER THE POWER OF INFLUENCE TODAY!

Dear Friend,

Welcome to *Mastering Influence: A 10-Day System for Strengthening Your Emotional Impact and Increasing Your Sales*, and congratulations on your decision to step up and take your life to the next level. First, I want to express how much I respect you for your commitment to improving yourself. There are plenty of people who talk about improving themselves, but few people actually do and I commend you for taking action.

Over the course of my career, I've had the privilege of working with millions of people from over 100 countries. And what I've learned—whether it was meeting with a high-powered *Fortune 500* CEO, superstar, or working mom—is one fundamental truth: Our ability to influence is the greatest power we can have.

Influence affects everything about us. It really comes down to our emotional connection with ourselves and others and thereby affects our career, our finances, how we raise our children, and even how we treat our bodies. Those who master the art of influence have the ability to move people emotionally and tremendously impact what they do. The person who influences is also a person who contributes beyond him/herself and becomes a true leader.

This 10-day system is designed to help you become a master influencer in all areas of your life. *Mastering Influence* is about learning timeless strategies for increasing your sales. At its core, however, this program is designed to help you increase the quality of your life, discover new distinctions, and implement innovative ways to create more possibilities.

To guide you through this program, I have the distinct privilege of introducing you to Joseph McClendon III, a renowned coaching and sales expert. Joseph has conducted training for countless *Fortune 500* companies around the world. He has taught human re-engineering, leadership, advanced communication, and human

influence course-work at the University of California. He's also one of my dearest friends, and I'm grateful that he's sharing his expertise with you.

So let's begin! It's certainly up to you to decide how you want to approach this program, but if you are truly looking to maximize your results, I recommend these three tips:

1. **Play full out!** When asked a question, respond out loud along with the studio audience and respond honestly.
2. **Use the workbook to review key concepts, and complete your assignments right away!** Also, record any additional thoughts or feelings about what you've learned and how you might use it.
3. **Carry your Power Tools flashcards with you.** Use them right before sales calls, meetings with your boss, and important interactions (with your children, for example). Remember, every situation you encounter is affected by your ability to influence.

I hope you enjoy this program and thank you for allowing me to share it with you as you create new possibilities for yourself and those around you. Remember that everything you already have accomplished—and everything you strive to achieve—comes from your ability to master this power of extraordinary influence.

Live with Passion!

Tony Robbins

P.S. Remember to sign onto tonyrobbins.com/masteringinfluence for FREE bonus tools and technologies that will keep this program dynamic in your life. I am committed to helping you build your skills as a leader in all your personal and business endeavors!

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DAY 1:

COMMITMENT: YOUR GREATEST POWER

Whether you're a salesperson, a parent, or simply a person trying to relate to other people, influence is one of the most important skills you can master. You need to be able to influence your government, your community, other people, and, most important, yourself. Your ability to influence affects how effective you are at raising your kids, advancing in your job, maintaining your health, growing your finances, and fostering relationships that matter most to you.

The power to influence is the single most important skill you can master. It can literally give you the power to shape your destiny and alter the quality of life for yourself or anybody you really care about.

Think about the people who have shaped our society. How did people like John F. Kennedy, Martin Luther King, Jr., and Susan B. Anthony make such a difference in the world? They had the ability to influence people's thinking.

If you come from a place of deep caring to develop a strong relationship with people—if you look for their deepest needs, not just what they say they want, but what their gut level wants and needs—and you help them to meet that, there will be no limit to the income, the joy, and the deep friendships you have.

De_ci_sion \de-_si-zh_n\:
to cut off from anything else

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If you decide now to cut off any other possibility but mastering this material and utilizing the cutting-edge technology for changing and influencing people, including yourself, you will absolutely succeed!

Five Steps to Mastery

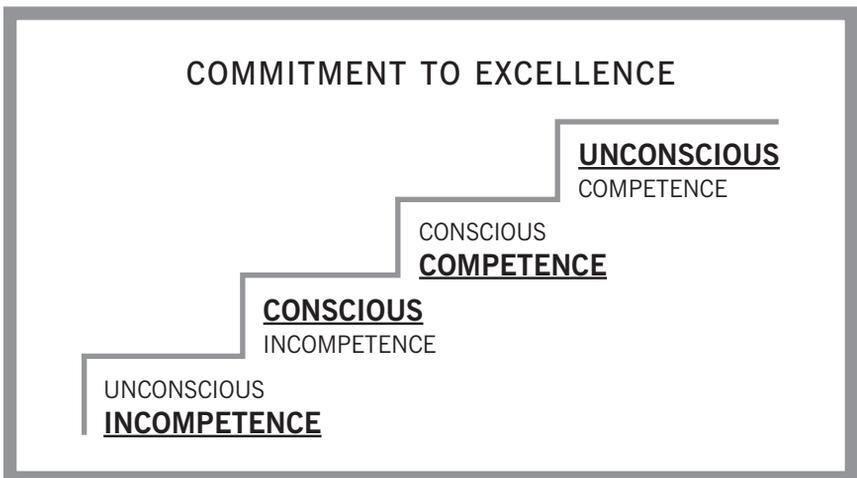
These simple steps can help you master any area of your life:

1. **Initial impact:** To create a change in your life—to make things the way you want them—you must make an initial impact.
2. **Repetition:** Repetition is the mother of skill. If you do something over and over again, you become a master.
3. **Utilization:** Apply what you learn. Don't just repeat it in your head; repeat it in your daily life.
4. **Integration:** When you begin integrating these concepts into your daily routines, they become effortless.
5. **Reinforcement:** If you don't use it, you'll lose it. The only way to stay strong is to continually use your new skill.

The Learning Process

How do you go from being brand-new at something to becoming a master? Abraham Maslow, a founder of humanistic psychology, described four steps to learning:

1. **Unconscious incompetence:** You don't know what you don't know.
2. **Conscious incompetence:** You know that you don't know something.
3. **Conscious competence:** You learn to do something, but it takes your full concentration.
4. **Unconscious competence:** You're a master! You can do something without having to think about it anymore.



Success Secrets of the World's Top 100 Salespeople

Most salespeople believe that closing is the key to sales success. This is the single biggest misconception in sales! The world's top salespeople have developed compelling reasons to tap into their full ability and give 1,000% every day.

**80% of success and influence is finding a big enough why—
20% is figuring out how**

10 STRATEGIES OF TOP SELLERS

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They have the ability to:

1. Affect their own emotional state
2. Manage the customer's state
3. Prepare themselves physically and emotionally
4. Prospect effectively and enjoy the process
5. Build trust
6. Create and sustain interest
7. Qualify prospects (find their deepest needs)
8. Give prospects a way to justify buying
9. Close the sale and obtain commitments
10. Button up the sale and create sales leverage

“THE SECRET OF SUCCESS IS CONSTANCY OF PURPOSE.”

— BENJAMIN DISRAELI —

Your Commitment to Mastery

If you've made the decision to master this material, then I'd like you to make the following commitments right now.

1. **I commit to stretch myself.**

I'm committed to taking this step because:

2. **I commit to being totally responsible for what I get out of this program.**

I'm committed to taking this step because:

3. **I commit to being flexible.**

I'm committed to taking this step because:

4. **I commit to manage my state at a high level of energy.**

I'm committed to taking this step because:

5. **I commit to stretch myself.**

I'm committed to taking this step because:

Your Assignment

What's the difference between the best influencers and everyone else? They have compelling reasons to get themselves to follow through. Don't leave this session until you give yourself some *compelling reasons* for mastering this material. Think about the following questions and jot down your answers.

1. Why is this program a “must” for you?

2. What's your most compelling reason for mastering this material now?

3. How will it impact the quality of your life and those you care about?
