

A woman with reddish-brown hair tied back, wearing a light blue and white striped button-down shirt, is gesturing with both hands as if in conversation. She is looking towards a man whose back is to the camera. He is wearing a dark suit jacket and glasses. The background is a bright, out-of-focus indoor setting.

HOW TO GET PROSPECTS TO SAY YES

*The Science of
Persuasion*



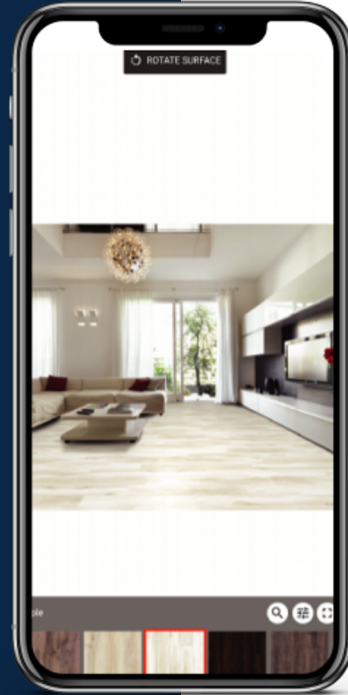
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**“I’ve been taking
Jim’s encouragement
and challenges
seriously.”**

~Paul Wilke

Member
Spotlight



I recently joined Flooring Success Systems and have been taking Jim's encouragement and challenges seriously. I work exclusively with hardwood, Jim challenged me to increase my margins so I did! I raised my margins on everything by 30% & I just closed a 1,200 sf job for \$58,000!! Thanks, Jim!



Persuasion VS
Manipulation



Key #1: Enter the
conversation already
going on in your
prospect's mind

What conversation is already going on in the mind of someone buying flooring?

“I’m so excited to get new floors!”

“How do I choose the right flooring?”

“How much is this going to cost?”

“I hope this doesn’t turn into a nightmare like it did for my sister-in-law.”

“Who can I trust?”

“Letting strangers into my home is kind of scary.”

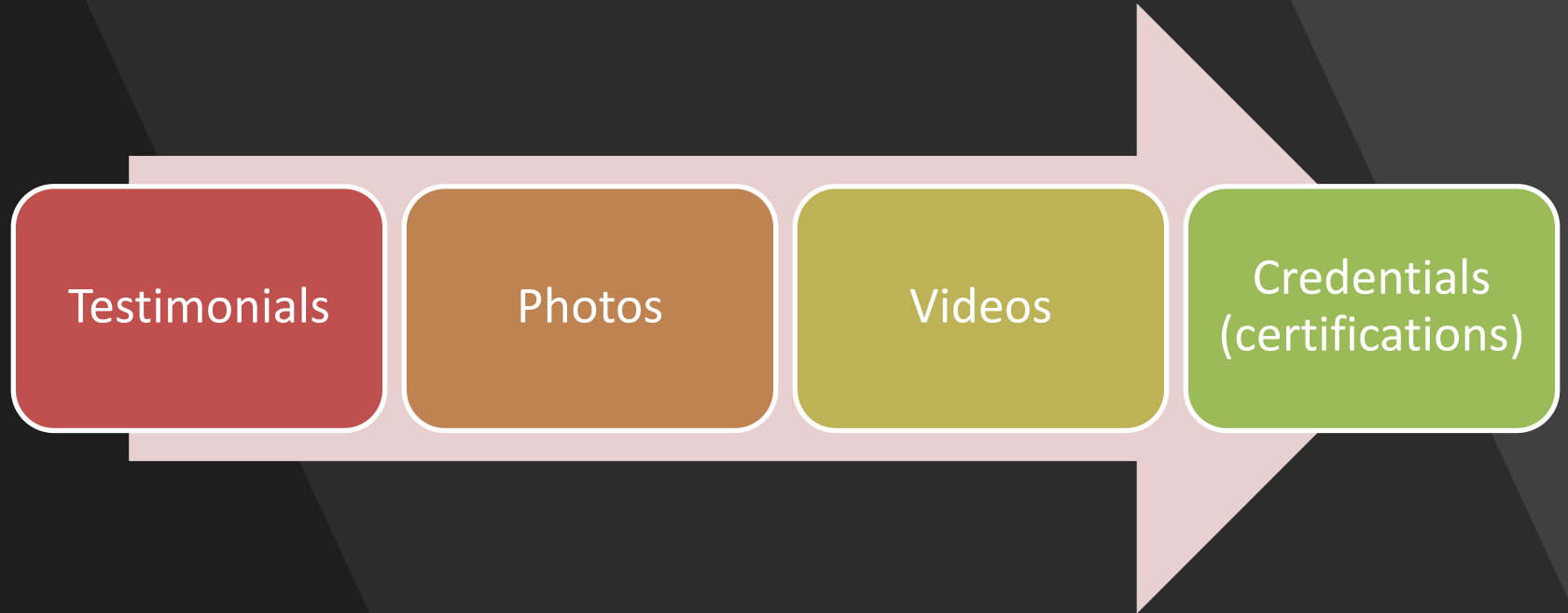
Unspoken
Question on
Every Prospect's
mind:

Why should I buy from
you instead of your
competitors?

A person wearing a white shirt and dark overalls is holding a rectangular gift box wrapped in brown paper. The box is decorated with a red and white striped ribbon tied in a bow on top. The background is a plain, light-colored wall. The text "Key #2: Reciprocity" is overlaid in white on the center of the image.


Key #2: Reciprocity

Key #3: Social Proof



A photograph of a chessboard with a row of pawns. One pawn on the left is red, while the others are white. The red pawn is in sharp focus, while the white pawns are blurred. The text 'Key #4: Differentiation' is overlaid in white on the image.

Key #4: Differentiation



TRUST

Key #5: Liking



Key #6: Authority

Key #7: Scarcity



Q&A