



JORDAN BELFORT
STRAIGHT LINE
PERSUASION™

FAST TRACK

SUMMARY & ACTION PLAN WORKSHEET

MODULE 1: INTRODUCTION

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FAST TRACK MODULE 1: INTRODUCTION

Like many adolescents, Jordan Belfort began his business career with a paper route. However, fueled by his insatiable desire for wealth and an entrepreneurial spirit, he would one day build one of the most dynamic and successful sales organizations in Wall Street history.

Just after the Great Crash of 1987, Belfort took control of a small brokerage firm, Stratton Oakmont. In the next year, he discovered an untapped niche in the retail stock market that would lead him to crack the code for human influence. A foolproof system for training all levels of salespeople was born. He soared to the highest financial heights, earning around \$50 million a year, a feat that coined him the name “The Wolf of Wall Street.” As the owner of Stratton Oakmont, Belfort employed over 1,000 stockbrokers and raised over \$1.5 billion.

Along the way, Belfort’s sales strategies proved to be *too* effective and he succumbed to some of the traps of the high-flying Wall Street lifestyle, going through a spectacular—and well-publicized—fall from grace. Taking invaluable lessons from the mistakes he made and the prices he paid, Belfort has re-emerged as a globally recognized force behind extraordinary business success.

Like Jordan Belfort, a powerful sales system has evolved into the new and improved Straight Line Sales and Persuasion System. The system has been updated for today’s marketplace, and more importantly has been reviewed in its entirety to ensure every strategy, concept and tactic is ethically sound. When implemented with straight-line ethics and integrity, this system will take virtually any company or individual and empower them to create massive wealth, abundance, and entrepreneurial success, regardless of age, race, sex, educational background, experience level or social status.

WELCOME TO THE STRAIGHT LINE FAST TRACK SYSTEM

The Straight Line Fast Track System is a specially designed four-part jumpstart module that provides the framework and building blocks to instantly take your sales to a whole new level. After the completion of each module you will be closing more sales, and by the end of the fourth module you will hold the secrets of a world-class salesperson. **Remember, a world-class salesperson can close anyone who is closeable.**

SALES is the x-factor that allows you to take any idea or concept and monetize it.

Sales is *really* about helping people overcome the barriers and obstacles that stop them from taking the **ACTIONS** they should be taking.

Straight-line ethics and integrity means 1) only getting people to **DO** things they should be doing and **BUY** things they should be buying.

Higher **PURPOSE**: You are helping people to make decisions they should be making, allowing them to get what they ultimately want in life. As a result, you get what you want in life.

SETTING IT STRAIGHT

Every sale is the same—a straight line. The Straight Line Persuasion System is about taking someone step-by-step from relative to absolute certainty. Once they are certain that what you have will help them in every way possible, the close is easy. Every sale can follow the same straight line with an open and a close. The key to success lies in deliberate and subtle actions that move the client along the line with elegance and confidence—this is the art of persuasion.

In this module you learned about the critical first four seconds in the Straight Line System. The time is even shorter if you are in person—1/24th of a second! So, establishing instant rapport is the name of the game. You have an additional ten seconds after that to play catch up if you get off track initially, but if you are unable to establish rapport within the first fourteen seconds you will lose control of the sale.

THE FIRST FOUR SECONDS



What will the prospect need to know about you in the first four seconds?

- 1 You're sharp as a tack.** The prospect must believe you are highly skilled and will add value throughout the conversation.
- 2 You're enthusiastic as hell.** You have a passion for the product or service you are selling and believe in its value at the deepest level. *Enthusiasm can peak curiosity just enough to get the prospect to want to take a closer look at things.*
- 3 You're an expert in your field.** You have a comprehensive and confident knowledge in the product/service you are providing. *When people feel they are in the presence of an expert, they defer to them.*

THE HIDDEN LANGUAGE OF INFLUENCE

In order to be the most effective communicator you must master the **art of tonality**. From the moment you begin speaking with the prospect, the way in which you speak (i.e. the tonal patterns you use) will establish that you are sharp as a tack, enthusiastic, and an expert.

Mastering the art of tonality is the secret weapon to moving the prospect forward because through these patterns you are controlling their subconscious decision-making process. They are having an internal dialogue either agreeing or disagreeing with your words. The right tonal patterns can control the sale because it allows you to make an emotional connection. People do not actually buy on logic, they buy on emotion—they then justify their decision with logic.

There are actually 29 tonal patterns that can be used to gain rapport. You are already using these intrinsically, so it is not something you need to learn. The value lies in becoming consciously aware of them in order to maximize your conversation.

EXAMPLES OF TONAL PATTERNS

- Whispering
- Raising your voice
- Lowering your voice
- Speed up your words
- Slow down your words
- Turn a declarative statement into a question

If you are having an in person conversation, the rules of the game change slightly and you will need to add another layer of communication in order to be effective—**body language**. The human brain will calculate in 1/24th of a second whether or not to continue a conversation based on your body language. Body language is more than just how you stand or the gestures you use. It is the management of time and the space around you. For example, the way you move when you enter a room and greet a prospect. Is your head up or down, are you making eye contact, are your arms right by your side or moving freely?

TONALITY + BODY LANGUAGE

EFFECTIVE COMMUNICATION

TIP: USE SUBLIMINAL MESSAGES TO BUILD RAPPORT ALONG THE STRAIGHT LINE

1

Subliminal Message #1) **You Care!**

Showing someone that you care is the single most important thing you can do subconsciously. This can be done through tonality—it is usually done through calm, empathetic and sympathetic tones in the most precise moments.

Example: If someone is telling you that they do not have time, respond with, “I totally understand that.”

2

Subliminal Message #2) **You're just like them!**

People are naturally drawn to people like them. The key here is the likability factor. People tend to do business with people who are like them.

Example: Use the person's first name and speak to him or her as if they are a friend.

All of the information learned in this first module is based on the ability to control the sale—or controlling the linguistic encounter through pleasing methods of communication.

THE PERFECT SALE

If you thought of a sale from start to finish as a straight line—the ideal sale would be someone saying, “Yes!” to every question you asked and the line wouldn’t fluctuate. This however, is not typical for most sales interactions. More often, the prospect has a tendency to go off the line. The goal is to keep elegantly moving them back towards the line, staying within healthy boundaries or limits—these boundaries are where you maintain the control. The second you start to feel out of control, the prospect has gone beyond the boundary lines.

Within the boundary lines the salesperson is instantly building massive rapport through tonality and body language. With that rapport, they are able to gather intelligence through qualifying questions about what the prospect wants and desires in their life.

THE BOTTOM LINE

If the prospect perceives you as an expert who truly cares and is able to fill their needs—the game is won!