



JORDAN BELFORT
STRAIGHT LINE
PERSUASION™

Module 1

**The 3 Tenets of
Straight Line Persuasion**

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INTRODUCTION TO THE STRAIGHT LINE SYSTEM™

The Straight Line System is the ultimate sales, negotiation and persuasion method that allows you to influence anyone—regardless of age, sex, race, creed or socio-economic status—to take action in the direction that serves them.

This is not just about sales; the Straight Line System will hit on every aspect of your life. It will enable you to establish intimate relationships, control conversations for the greater good, and negotiate in your home life.

3 ATTRIBUTES OF SUCCESS

1. The desire to be really wealthy.
2. To be able to take advantage of an opportunity when it comes knocking at your door.
3. A commitment to work your tail off after it does (not forever, but for a brief period of time).

GIVE YOURSELF 60-DAYS OF STRETCHING FOR THE SYSTEM TO TAKE HOLD.

Remember, everything in life requires selling; there's nothing evil about it.

You may have to start over from scratch, but if you commit to doing whatever it takes for the next 60-days and work harder than you've ever worked, you will see profound results.

There are certain windows of opportunity in life when you have to work twice as hard. If you do, you'll be able to seize the opportunity and reap the benefits for years to come.

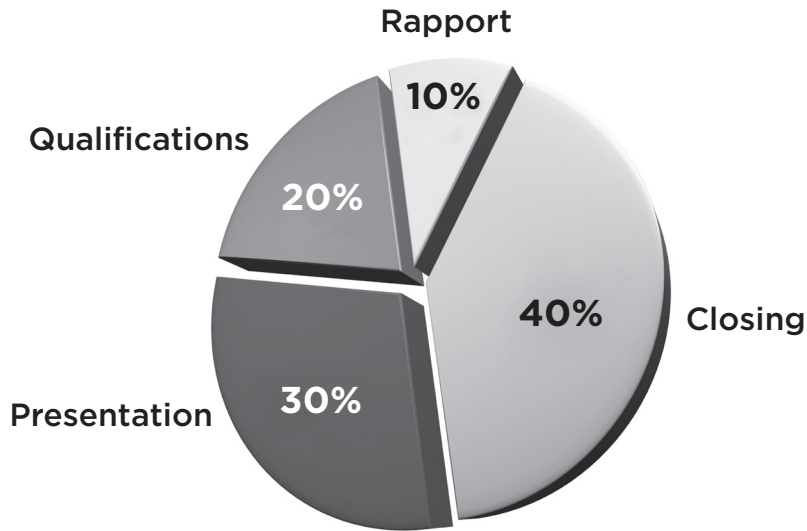


*Opportunity is missed by most people because
it is dressed in overalls and looks like work.*

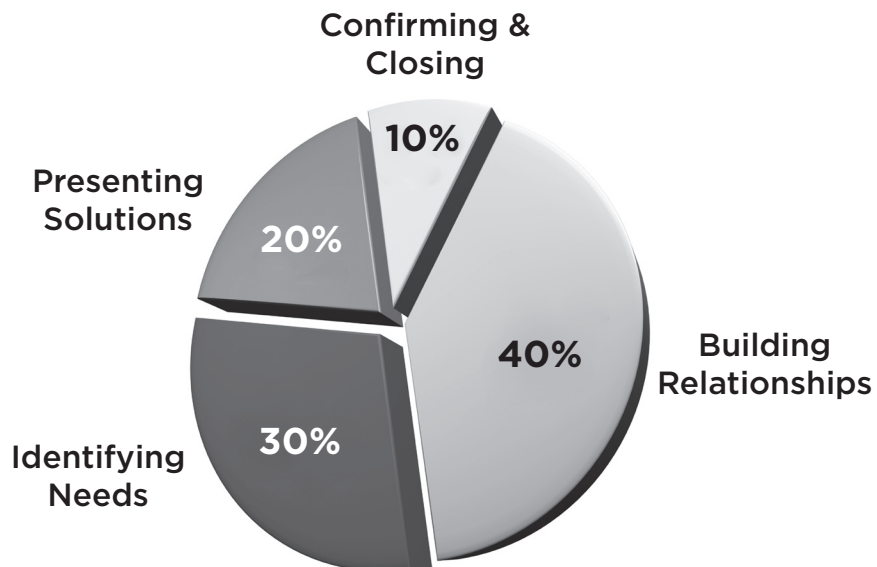
— THOMAS EDISON



THE OLD SALES MODEL



THE NEW SALES MODEL



THE TRUTH

Neither one of these systems works long-term.

The reality is it's all about *closing*: building relationships, qualifying, and closing from the first word you say.

THE STRAIGHT LINE SYSTEM

GOAL-ORIENTED SELLING

VS.

RANDOM CONVERSATIONS

The key to effective persuasion is to approach it as goal-oriented selling.

Most organizations use scripts and presentation sheets that often force the salesperson to go around in circles vs. having a definitive start-point and end-point along the straight line.



You're not picking up the phone or going face-to-face with a prospect for your health. You're there for one reason: to close the sale!

Your goal is to create a **customer** for life. In order to get to the promised land, every single word out of your mouth has to be deliberate. It has to be taking you down the straight line so your prospect can get what he wants and you can get paid.

ETHICAL GUIDELINES

The tools you will learn in the Straight Line System are so powerful they will make you unstoppable. Once you master them, you will have these skills forever, to use in any job you decide to do and in any situation in your personal life.

The challenge is that there are unconscious buying triggers and certain tonal patterns that can make people buy things they shouldn't if used the wrong way.

Therefore it's important that you self-police:

TWO RULES

- 1. Never pressure a client to *do* something they shouldn't *do*.**
- 2. Never pressure a client to *buy* something they shouldn't *buy*.**

The Straight Line System is only designed to be used in an ethical way: to get people to buy things they *should* buy to improve the quality of their lives and to overcome obstacles that are limiting them and preventing them from having the things they should have to make their lives better.

We all have buying obstacles, which are limiting beliefs we have about buying and making decisions. They hold us back from taking action. The job of the Straight Line Persuader is to help people overcome these obstacles so they take action in the direction that serves them most.



The most important persuasion tool you have in your entire arsenal is integrity.

— ZIG ZIGLAR

