

# How To Influence Anyone, Any Time, Anywhere

Four Tools To Help You Get More Of What You Want



How many times have you tried to influence, enroll, engage someone in the past 2 weeks? How many times were you successful?

Now more than ever leaders need to be able to influence outcomes.

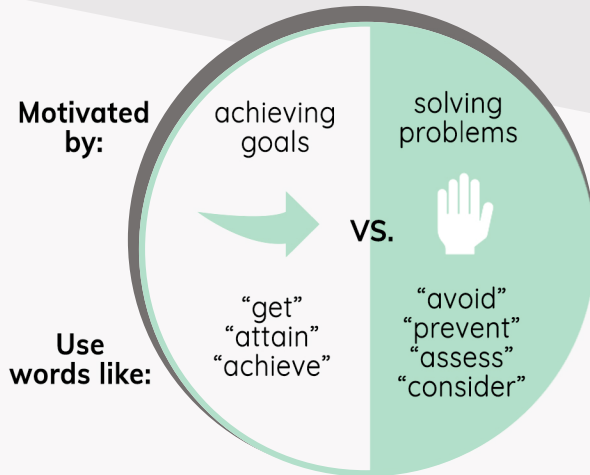
Real influence is about forging deep connections quickly, stepping into someone's world authentically, and striving for consistent win/win outcomes.

Meta Programs are some of the most potent neuroscience techniques we teach salespeople and leaders because they enable one to most deeply step into someone else's world.

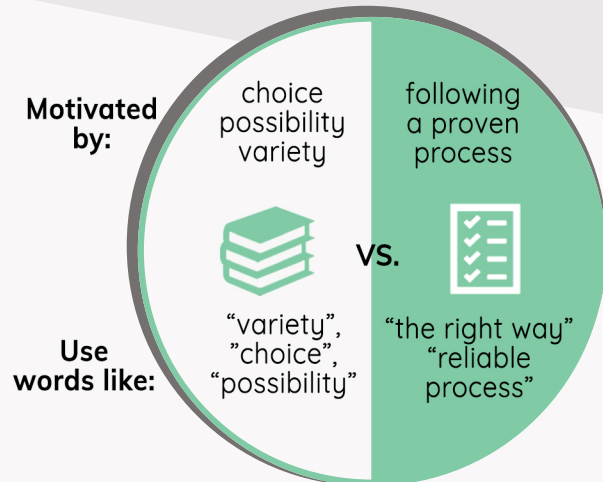
## The Four Subconscious Secret Codes



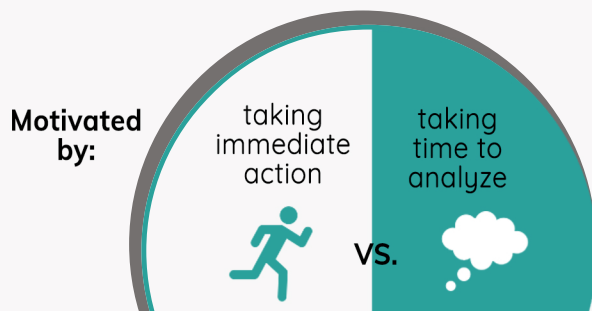
### 1. Toward vs. Away



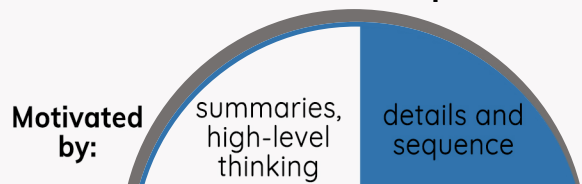
### 2. Options vs. Procedures



### 3. Active vs. Reflective



### 4. General vs. Specific



Use words like:

“get it done”,  
“now”,  
“don’t wait”

“consider”,  
“could”,  
“think about”



vs.



Use words like:

“overview”,  
“in general”,  
“the point is”

“specifically”,  
“exactly”,  
“precisely”

## Here’s an example of the difference Meta Programs can make:

### CFO Sarah’s Meta Programs:

Away, Procedures, Reflective, Specific



### CEO Mike’s Meta Programs:

Toward, Options, Active, General



### Before Meta Programs Sarah says to Mike:

“I think we could save 30% [Away/Specific] on our teleconference bill. We need to analyze [Reflective] conference services because we’re overspending [Away] by at least \$15,000 [Specific] per month. I’m thinking through [Reflective] the best process [Procedures] to identify a qualified but more cost-effective [Away] service.”

### After Meta Programs Sarah says to Mike:

“I want to speak with you about our goal to not just double revenue [Toward] this year but also increase profitability [Toward]. I have some cost-cutting options [Options/-General] I’d like to propose [Active]. Are you interested? [Active]”

**And now he hears her!**

## When leaders use these tools to engage, they get results like these\*:



Sales closed up to 50% faster



301%+ More Effective Marketing Messages



Demand generation increased by up to 237%

\*Stats are from over 1,000 of SmartTribes Institute’s coaching and workshop clients

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