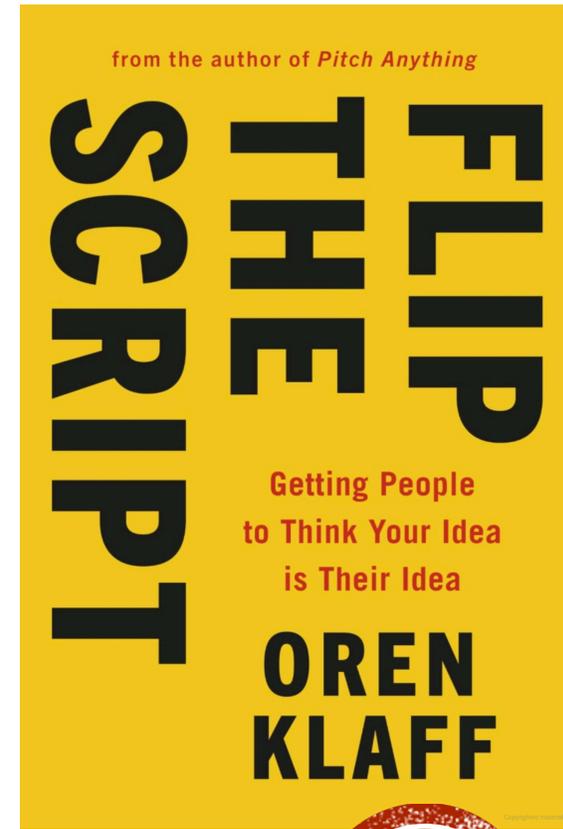


FLIP THE SCRIPT

Getting people to think your idea is their idea

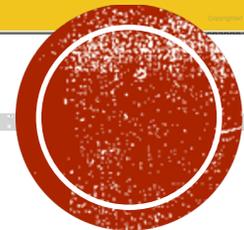


from the author of *Pitch Anything*

FLIP THE SCRIPT

Getting People
to Think Your Idea
is Their Idea

**OREN
KLAFF**



TODAY MOST THINGS ARE BOUGHT-THEY AREN'T SOLD...

Information is so freely available says Klaff, that buyers and sellers are educated to the point they can't be sold to. (Dan Pink also says this in To Sell is to be Human.

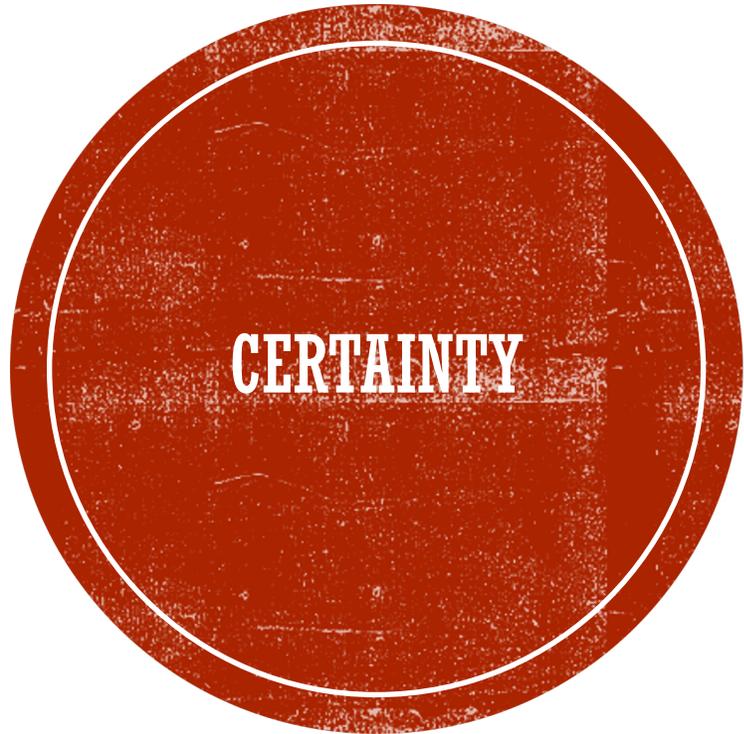
I like this quote from Behavioral Economist George Lowenstein, "Ask not what information I need to convey, but what questions to I want my audience to ask?"



STATUS ALIGNMENT

Show	The goal is to show the client that you are similar to them and make them feel you instantly get them.”
Find	Find commonality
Describe	Describe a recent action
Mention	Mention a real situation that anyone in the industry would care about.
Speak	Speak their language
Understand	Understand them culturally
Interview	Interview 3 people people at the same level as the person you are trying to influence.





Certainty is knowing that we are not at the mercy of the other party.

“I want to think about it” is means the client does not have enough confidence and certainty to move forward.”

“The goal of every sales presentation is to reduce the certainty gap.”

THE FLASH ROLL

- “a linguistic fireworks display of pure technical mastery over a complex subject. A Flash Roll is specially designed so that no matter how skeptical your listeners are when you start talking, by the end they’ll be convinced you’re a total expert and you know your industry and your “craft cold—down to the finest detail. The Flash Roll should take just sixty to ninety seconds to deliver—that’s about 250 words”
- Excerpt From: Oren Klaff. “Flip the Script.” iBooks. <https://books.apple.com/us/book/flip-the-script/id1448643829>



THE FLASH ROLL

- “The manner in which you deliver the Flash Roll is of the utmost importance. You absolutely cannot be seeking validation or opinion of the buyer. You are the expert, not he. This Flash Roll assessment shouldn’t come across as something you are proud of. Instead, it should seem like it’s mundane and uninteresting to you—not a big deal at all; like if I asked you about it in a few hours you might forget you even said it.”
- Excerpt From: Oren Klaff. “Flip the Script.” iBooks. <https://books.apple.com/us/book/flip-the-script/id1448643829>



IDEA RECEPTORS

- “WHY SHOULD I CARE? (What new threats and dangers are out there?)
- WHAT’S IN IT FOR ME? (How can I get a better-than-average reward?)
- WHY YOU? (How can I trust you to give me a fair deal?)”

- Excerpt From: Oren Klaff. “Flip the Script.” iBooks.
<https://books.apple.com/us/book/flip-the-script/id1448643829>



THREE SCRIPTS

- “The Winter Is Coming script answers “Why should I care?”
- The 2X script answers “What’s in it for me?”
- The Skin in the Game script answers “Why you?”
- Excerpt From: Oren Klaff. “Flip the Script.” iBooks.
<https://books.apple.com/us/book/flip-the-script/id1448643829>

WHY SHOULD I CARE?

- Winter is coming-This targets the threat receptors. “Tell your listeners that everything they rely on to thrive today will soon be gone—and it’s happening faster than they think. Provide thoughtful examples showing why the way they run their business won’t work much longer.”
- Excerpt From: Oren Klaff. “Flip the Script.” iBooks.
<https://books.apple.com/us/book/flip-the-script/id1448643829>



WHAT'S IN IT FOR ME?

- “The easiest way to fully activate the “what’s in it for me” reward receptor is to use the idea of 2X: that something important to them will double in size, productivity, efficiency, competitiveness, output, or just plain happiness and satisfaction.”
- “Double is a magic number. Anything less than that is often not enough to activate and immediately satisfy your buyer’s reward receptor. You need to make it obvious your buyer is going to get at least twice the results in some area with your idea, product, or service—hence 2X. Conversely, show them that they will reach the same result but cut their expenses in half.”
- **“You’ll feel TWICE as good” or “Cut the Hassle in HALF”**
- Excerpt From: Oren Klaff. “Flip the Script.” iBooks.
<https://books.apple.com/us/book/flip-the-script/id1448643829>



SKIN IN THE GAME SCRIPT

- “The easiest way to help your audience to arrive at this feeling is to activate the fairness receptor using a Skin in the Game script, a quick story that shows how you are financially, physically, or contractually committed to this opportunity—maybe even more than you are asking them to be. In other words, you’ve made real sacrifices and paid the price to be here. It’s not simply that you’ll feel bad or look bad if something goes wrong; it’s that you’ll lose something important to you. The deal you’re presenting is set up so that your money, time, and professional reputation are all on the line. There has to be some evidence that you won’t stop when you’re tired—you stop when you’re done.”
- Excerpt From: Oren Klaff. “Flip the Script.” iBooks. <https://books.apple.com/us/book/flip-the-script/id1448643829>



THE INVISIBLE FENCE

- “At the end of my presentation, when it’s time to decide on next steps, I don’t ask for the sale. Instead, I reaffirm my status as an independent expert, and then I set up the invisible fence. How? I teach the buyer how to evaluate whether my deal is right for them. Then, when I’m done, the deal naturally comes together.”
- “To start, I’ll say something like, “I deal with this kind of thing all the time. Let me try and help.”
- “I’ve done this a thousand times” always reinforce one’s status as an independent expert.”
- “Next, start to create boundaries that your buyer will not venture outside of, by highlighting the obvious ways to fail.”
- “Now you can tell your buyer what actions he should take to get started. Again, start with a few no-brainers, or things your buyer already knows in the back of his mind and will definitely agree with.”
- “Finally, hand over autonomy with a shrug and a line that detaches you from the outcome, like, “Yeah, well, that’s just what I’d do, having done it at least a hundred times already. I’m not the boss of you. You can do whatever you want.”



THE INVISIBLE FENCE-NLP STYLE

Just as your flight attendant would tell you to put your mask on and how to do it, we can use presumptive language patterns so that there are boundaries and clarity on how things will proceed.

Assumptive language often starts with “when”.

When we meet on Thursday, have an extra key ready for the lockbox and I’ll explain how showings will work.

When you list with me, you are getting twice the service because I have a cracker jack team to work with you.

When you buy your first house with me, you will have half the hassle of searching on your own.



REDIRECT OBJECTIONS

- “First, let the buyer fully object. Hear him out, then redirect firmly to stay within the boundaries you previously set. “People are always worried about that issue, and in the end, it’s never even an issue at all,” the bike mechanic would say. “There are twenty-five different things to worry about when you’re buying a bike, but there are really only five things that actually matter. Just focus on these five and everything will be perfect. Get distracted by the other twenty and you’ll waste time and money and end up with the wrong thing.”
- With the formula, the bike shop mechanic has boiled down and shared with you ten years of bike-buying experience. But what if the buyer doesn’t want to follow the suggested formula? The answer is simple: He doesn’t want to follow an expert’s opinion; he’s a do-it-yourselfer and thinks he knows everything from a few internet searches, he will be a pain in the butt for the bike shop the whole time, and the shop is going to lose money dealing with him.”
- Excerpt From: Oren Klaff. “Flip the Script.” iBooks.
<https://books.apple.com/us/book/flip-the-script/id1448643829>





IN SUMMARY...

- The book is a quick read and I would recommend it because of the good points and ideas to implement.
- Is the Script or Pitch the primary reason people list or buy through you? The steps to the strategy the author presents leave out some details like non-verbal and verbal rapport, clean questions, and clean listening that are part of the NLP sales strategy.