



*Welcome to **Risezine** Vol. 2 Number 2*

Welcome to **RISEZINE** my quarterly electronic magazine (ezine) that can help you solve problems in your business and your life. It is my desire to share with you my life experiences and those I gained from the twenty (20) years I spent as a Judge of the Denver, Colorado County Court participating in the transformation of lives. I'm convinced that the lessons I learned from those experiences will heighten your knowledge, sensitivity and outlook on the issues you face in your business and your life. I am honored to share your precious time with you.

The Laws of Persuasion, Part 1

Every morning when I was sitting as a judge for a trial in my courtroom, I would give the jury panel an introduction to the jury selection process they would be participating in that day. I would begin with an exercise that would get them off their feet to stretch and relax them so they could overcome any anxiety they had about being selected for a trial. I wanted to give those jurors an unexpected experience that would make their stay in my courtroom memorable. Several years earlier, when I was a trial lawyer and jurors arrived in the courtroom for my trial, I had a different purpose for connecting with those jurors. I wanted to connect with those jurors in a way that would persuade them to come to the conclusion I wanted in the trial.

For salespeople, or anyone in business, this article is a way to stretch your mind and breathe in the idea that you can improve your bottom line and close more deals using the tool I used as a trial lawyer applying the law of persuasion in the courtroom I call "starting with the end in mind".

Everyone has seen what goes on in a courtroom these days. We have become saturated with courtroom programs on television. Even my wife loves Boston

Legal and she's been married to a judge for years. My wife doesn't like it when I watch these shows, because I talk back at the television. It's not the judging part that gets me agitated. I second-guess the decisions the lawyers make in the trials.

With Judge Judy and Judge Joe Brown filling the airways with snap judgments in contentious proceedings staged for the outcomes that will bring viewers to their feet, it looks more like a Jerry Springer set than a courtroom. I'm not being critical of Jerry Springer. He is popular; just watch him perform on "Dancing with the Stars" and see how the call-in audience is keeping him on the show. He can't dance! But somehow he persuades the viewing audience to call in so he can remain on the show. Jerry had survived while 6 other dancers with higher judge's scores were booted from the show. That's the power of persuasion. The proliferation of televised courtroom proceedings demonstrates that the laws of persuasion can be very effective. It can, also, help people in business to close deals and make sales.

As a criminal defense lawyer trying to maximize persuasion in those sensational cases, I always prepared my cases for trial, back to front. I prepared with the end in mind, a not guilty verdict. As salespeople, you prepare to meet a prospect with your goal in mind, the signed agreement. You think of your contact with the prospect or lead as culminating in that signed agreement, that's starting with the end in mind! Before you begin to tell them of the features and benefits of your product, you think of the goal, a signed agreement with a check. You want to persuade your prospect to make the purchase. A defense lawyer would attempt to persuade the jury to find their client not guilty. I would think of the trial ending in the verdict I wanted and work backwards through the stages of a jury trial. A jury trial proceeds as follows: *Jury Selection and Opening Statement* (for salespeople when you are qualifying your prospect) *Examination of Witnesses* (finding the prospect's needs) *Jury Instructions, Closing Argument and Verdict* (delivering the solution or closing the deal).

As a defense attorney, I represented some of the most skillful defrauders, con men and extortionists in criminal history. Defendant's charged with crimes are result-oriented; they want to WIN! Attorneys need to be result-oriented. Don't sales person need to be result-oriented? At trial, I would think of the most persuasive closing argument I could give that would maximize the likelihood of getting a not

guilty verdict. In one case, I was defending a client charged with criminal extortion. Criminal extortion means obtaining money from another with his/her consent induced by the use or threatened use of force or violence.

It's the law of persuasion on crack!

My client was alleged to have threatened to kill Mr. Dee's wife unless Mr. Dee paid my client \$50,000. The closing I would give in that trial would be:

"Ladies and Gentlemen of the jury, the alleged extortion was really a mask used to hide the victim's desire to have his wife murdered. The victim's cousin, the lead detective investigating this case, helped to cover that deception by prosecuting Kenny Loggins. In fact, the victim hired my client to kill his wife. When my client fooled the victim and took his money, he claimed he was being extorted." My tag line might be, "**Breach of a contract to kill is not a crime.**"

For your business result, what is the most persuasive close you could make for that best deal? When you start with that result, you focus on the important steps that can lead up to that best of all possible closes. In real estate, it's having a motivated buyer meeting the seller's price so you get your commission and they get the home of their dreams. As the real estate agent, you have to plumb the vernacular (search for the words that identify the nature) of your business to find the phrase that pays that becomes a tag line for your business. For a Broker, maybe it's "**I provide a place for your dreams.**" For the CPA it means knowing her client's financial goals are to provide for his grandchildren's education. It may be reducing her client's tax liability. But the financial services professional has to create a vision that her work connects her client to his grandchild's success. For the CPA, maybe her closing is "**With me your balance sheet has a grand future.**" That's a tag line that can sell her service to the community.

When you start with the end in mind, you focus on the important steps that can lead up to that best of all possible closes. In our next installment, we will go to the next stage of trial and demonstrate how starting with the end in mind can advance your sales goals. Stay tuned.

Can your organization use a healthy infusion of inspiration, motivation, stimulation or training in Leadership, Communication, Sales Training or Service Excellence? I can provide a keynote, workshop or seminar tailored to meet your specific needs

and help your team ***RISE***. Contact me at the address below or through my website, www.Pleaserise.com.

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