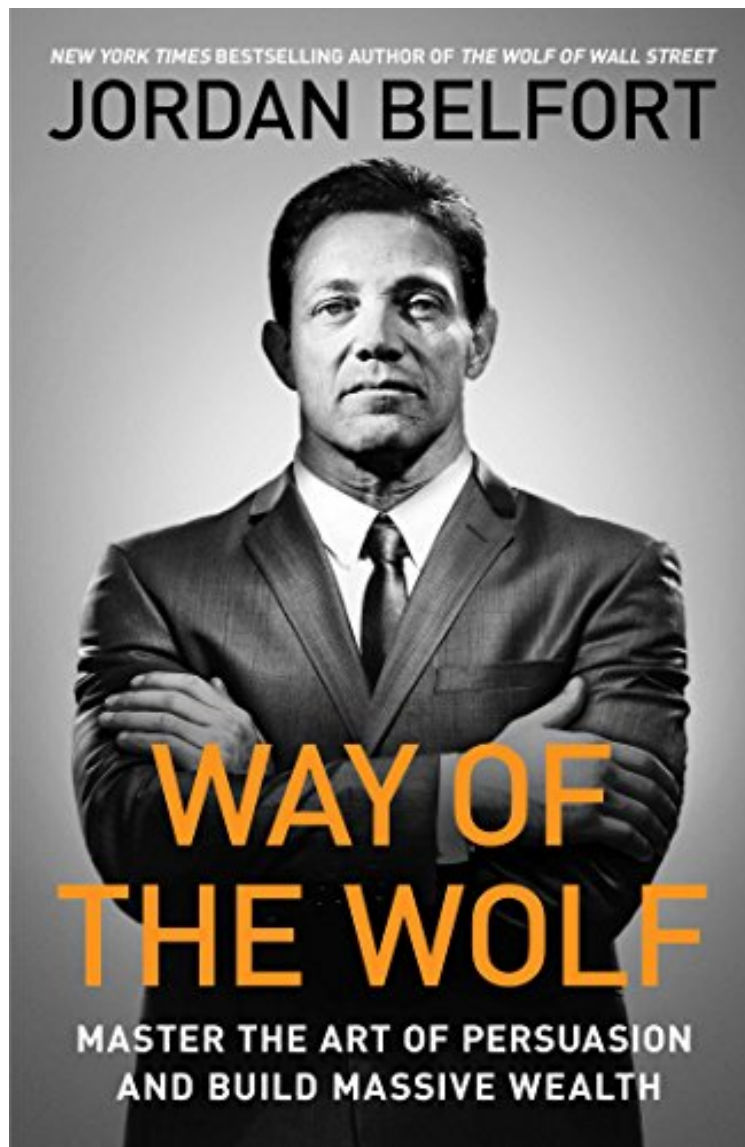


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Way of the Wolf: Straight Line Selling: Master the Art of Persuasion, Influence, and Success

Jordan Belfort

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Jordan Belfort : Way of the Wolf: Straight Line Selling: Master the Art of Persuasion, Influence, and Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Way of the Wolf: Straight Line Selling: Master the Art of Persuasion, Influence, and Success:

28 of 29 people found the following review helpful. The straight line questions could every sale really be the same in

nature? By Scott Sylvan Bell This book is an interesting read from the very start, Jordan opens the book talking about himself.. of course he would who else could do it better? If you were hoping for an introduction from someone else famous it isn't there. The book is a mix of the history of Jordan's back stories and a mix of his training. You will get all sorts of psychology and influence strategies mixed in the book. Some of these ideas and concepts are explained while some are not. This book is a condensed version of his live training. It's interesting that in the beginning of the book Jordan does apologize for his actions and reminds you the reader to do the right thing for the buyer your client. What you really need to know is anything in this book will take time for you to practice and master. There are quite a few concepts here. If I could give you one piece of advice and that is to start with the vocal pitch mastery because you can practice it anywhere whether on a sales call or talking to friends. That is chapter 4 in the book. I do have to let you know I have read piles of books on persuasion, influence, decision making, sales training, body language, NLP, question asking and even story telling and Jordan has done an amazing job of grabbing some of the best highlights from all of these topics. What I like about this book is it follows the video training Jordan uses. I would have to say that the book does a great job explaining the straight line system but this would be considered a diet version at 244 pages. Here is the rundown of the book mostly by chapter with my thoughts added. Most salespeople go down the path of looking for the special knowledge it takes to be a producer and close sales and there is plenty of this information you can implement in this book. One of the early stories in the book Jordan explains is the first sales team complained that there were thousands of objections the buyers were giving them. In reality there were 14. In your industry there are probably 4 or 5. What it comes down to is salespeople like to make insurmountable excuses when they can't sell. The three tens is another way to explain the know like and trust formula. They like the product, they like you they have trust you will take care of them. The buyer needs to be at an elevated belief or state in 3 areas in order to be influenced to make a buying decision. These 3 areas are based on a scale of 1-10 where one is they don't care and 10 is they are on fire and need a solution now: 1. They like the product, idea or the concept 2. They trust and connect with you 3. They buyer trust and connects with the company. If there is uncertainty in any of these areas you will get an automatic response of a common objection. Logical certainty vs emotional certainty is needed from the buyer to make a purchase and future pacing does help to get the buyer to a decision. Objections are a smoke screen to the three tens. The straight line name is explained and why it is important to the sales process. Once you are off the line you are out of bounds. A buyer is always trying to pull you off the line, they think it is their job. It's your job to keep them inside with the 3-10s. This is why salespeople need to stay on topic instead of trying to build so much rapport at the wrong time. Objections are smoke screens for uncertainty, every bit of your presentation is built to help build certainty in the product or the service. This is goal oriented communication. What is not mentioned in the book is; salespeople will only use what they have learned to the certainty that the training will work for them. The 3-10 rules 1. Take immediate control of the sale 2. Engage in massive intelligence gathering while building rapport 3. Make a smooth transition to the straight line to help build absolute certainty in the 3-10s. Make your question gathering more invasive as the process goes along as trust has been built. Invasive questions early on may build resistance and doubt in your abilities. Drawing out a sales map does help salespeople see visually what is going on in the sales process. Drawing a picture of what is going on sets the tone as laid out explaining the ideals of the straight line system. A pain threshold gets people to move away from it as it is human nature, once you uncover the pain you must have a good remedy to take care of it and then paint them a picture of the future to take care of it. The first 5 seconds We as consumers make quick judgments, you as a salesperson better be at the top of your game at the entrance to the sales call or the phone call. You should be seen as 1. Sharp as a tack - Goal oriented and the ability to do something for the buyer 2. Enthusiastic as hell - Have a great upbeat energy about you 3. An expert in your field - An expert that needs to be talked to, be an expert quickly and not a long term novice. Show them you are worth listening to 1. Get to the point quickly 2. Do not waste the prospects time 3. Have a solution to their problem 4. Be a long term asset. The power of tonality (get the book just for this chapter) we are conditioned as children to listen and we look for the verbal cues of someone who knows what they are doing whether we see this or not. Most people do not communicate well vocally and you have an opportunity to outpace salespeople that do not take this skill seriously. Leverage as many conditioned responses as possible so that it makes it easy for people to buy into what you have to say and what you have to offer. Let social norms do most of the heavy lifting for you in the sales process. State management Future pacing + act as if is a crude way to describe this idea. You must master your state as an influencer to get people to make decisions and look at you like the expert in the room. We are conditioned to look for experts and hear what they have to say from a young age. The subject of NLP anchoring comes up and is explained. Two of the best people to teach this are Tom Vizzini and Kim McFarland. You can try to get the gist from the book but it is easier to learn from video just google their names. You can't learn this technique in 12 pages from a book as easy as you can from watching and listening to people. Advanced tonality Where Jordan truly masters the game of influencing people is the use of tonality. I have seen some of his recordings and have to say the book is good but does not do the teachings justice unless you can hear how he explains how to use your voice like a scalpel instead of a hammer. Thank goodness there is a link in the book you can use to find him explaining this concept to hear for yourself on page 116. You must practice how you use people's name since it is one of their favorite things to hear. If you say their name like you are

singing it you have a better chance of getting into their head. This works live just as it will over the phone. Interact with the buyer as if they were on a friend level vocally. The next step is to use "reason why"; justification and explain what the "big idea" of the offer to the buyer to gain enough interest to keep them talking to you. Advanced body language There are some concepts in here about facial hair, dressing positioning and stances, jewelry, how to stand talking to a man to not create aggression, how to stand next to a woman to influence her, how to deal with other cultures and so many other non verbal topics that could cover an entire book. The concepts covered here are the highlights of what you need to know The art of prospecting The sell me this pen challenge in a job interview can be used as a metaphor for how many salespeople do not ask enough questions. Most salespeople go into feature and benefit mode before even knowing what the buyer needs. What it really comes down to is don't sell things to people they don't need Look for motivated buyers to sell them something they can use to fix a pain or a risk. There is a break down of how to tell if a buyer is not serious 1. They ask a ton of questions 2. They seem to drag out the process 3. They pretend to be interested 4. They won't talk about money and avoid answering the questions Overall this a good book for people who want to sell or persuade others better. This book is written in Jordan's voice so you get the stories as well as his common catch phrases. Chapter 4 is worth the price of the book itself. 0 of 0 people found the following review helpful. Great book on sales psychology By Chris D. The most valuable thing I got was the idea that objections are just lack of trust, not actual objections. It's almost like he's an old wise man who understands life, because he's been through it all and can speak wisdom to you that would have took you a life time understand. Basically, you're getting the wisdom of an all time great salesman downloaded into your brain, without having to work 30 years to attain it. Most of the book flows really well and is exciting to read. A few chapters are kinda boring, like tone and body language, but he kept me reading by constantly relaying the benefits of the chapter, just like a great salesman should. 11 of 11 people found the following review helpful. A \$2,000 Course In High Profit Selling, Condensed Into A Book For The Price Of A Cheap Lunch. By Claude Whitacre author My God! If you are in sale right now, you absolutely have to read this book. I ordered mine in March, and it was finally published and arrived yesterday. It took the day to read it, and was well worth the wait. Belfort has a deep and profound understanding of human nature and how to convey the right image to make a sale. From your tone of voice, cadence, enthusiasm, certainty, and belief in what you sell, he knows how to put that all together to generate sales at a rapid rate. OK, the book tells about his history selling stocks, training salespeople, and a little about the adventures he has had along the way. But mostly, for the price of a lunch, you are essentially getting the meat of the Straight Line Sales System that sells online for about \$2,000 (at least that's what I remember a few years ago). One caveat, this book tells the hard truth about making sales. If you sell arts and crafts at a bazaar..maybe this isn't for you. But if you sell high end products, that truly benefit those who buy, this is the book for you. If you sell anything by phone, you can use about 100% of what's in this book. It will all apply to you. But if you are like me, and sell by appointment, maybe 90% will apply. But that 90% is pure gold. If you are going to learn from someone, learn from the best. If your goal is to make money selling...learn from someone who made a fortune doing exactly that. One thing you should know...Belfort talks about not using "pressure", but the techniques he teaches create an urgency to buy, and for some salespeople...that can be a little intimidating. Belfort's personality may turn a few off...you may not even particularly like him. And he swears. So if that hurts your ears, don't buy the book. But if you are hungry...and want to get ahead in selling....this book is the map. Chapter 4 talks about tonality. And as another reviewer said, this chapter alone is well worth the cost of the book. It's more than just the tone of voice...it's the cadence, amplitude, timing, certainty in the voice, "caring" in the voice...and more. Belfort teaches how to transfer certainty to the prospect. And it's done mostly through how you speak (and body language and facial expressions in person), even more than what you say. Watch a great actor...a slight change in expression can carry loads of meaning. A shift in posture, a raised eyebrow, leaning forward slightly, lowering your voice slightly...can make a big difference. And it's that kind of thing Belfort is talking about. And it works powerfully. Belfort talks about tonality, because he sells over the phone. It has been brought up that he sounds (in his sales videos) like a hustler. His voice is annoying. There, I said it. And my guess is that most of his reps had less than a radio voice as well. And they were mostly uneducated young men. And that's one of the things that impressed me the most. Even though his voice is aggravating (to me)...he still sold millions of dollars of product a month. And he taught others how to do it as well. His methodology is that good. His methodology is so well thought out, his understanding of human nature is so profound, his knowledge of the core of what makes people buy (or makes them object) is so deep... it overcomes all of his flaws (and ours) when pitching over the phone. And in his book he lays it all out. He is a gifted teacher, and it's impossible to not understand what he is teaching, and use it to your immediate profit. I'm going through my second reading now, with a yellow highlighter. This is the kind of book you study.

Jordan Belfort—immortalized by Leonardo DiCaprio in the hit movie *The Wolf of Wall Street*—reveals the step-by-step sales and persuasion system proven to turn anyone into a sales-closing, money-earning rock star. For the first time ever, Jordan Belfort opens his playbook and gives readers access to his exclusive step-by-step system—the same system he used to create massive wealth for himself, his clients, and his sales teams. Until now

this revolutionary program was only available through Jordan's \$1,997 online training. Now in *Way of the Wolf*, Belfort is ready to unleash the power of persuasion to a whole new generation of readers, revealing how anyone can bounce back from devastating setbacks, master the art of persuasion, and build wealth. Every technique, every strategy, and every tip has been tested and proven to work in real-life situations. Written in his own inimitable voice, *Way of the Wolf* cracks the code on how to persuade anyone to do anything, and coaches readers, regardless of age, education, or skill level, to be a master sales person, negotiator, closer, entrepreneur, or speaker.

Jordan's ability to train and motivate salespeople at all levels of expertise is second to none. In March of 2011, he spent 1 full day training Amcon's sales staff in the Straight Line System, and the results were incredible. Sales increased by 26% the following month and have continued to rise ever since. The changes were both immediate and lasting, and the sense of teamwork among our sales staff has never been stronger. There is no other sales training out there in the same league as this. (Tony Grist - Chairman of Amcom) Not only does Jordan's message motivate and inspire, but it provides empowering tools for success. I encourage everyone to get to know Jordan Belfort. His strategies for rising to the top should be a "must learn" for everyone. (Brad Thomsen - Managing Broker at CENTURY 21 Real Estate Center) Jordan is one of the most engaging and motivating speakers in the world today. What he teaches about selling with the Straight Line System is simply world class. If you desire to be at the top of your game as a salesperson, don't miss this. (Craig Scoogie - CEO - NextDC) About the Author Jordan Belfort has acted as a consultant to more than fifty public companies, and has been written about in virtually every major newspaper and magazine in the world, including *The New York Times*, *The Wall Street Journal*, *The Los Angeles Times*, *The London Times*, *The Herald Tribune*, *Le Monde*, *Corriere della Serra*, *Forbes*, *Business Week*, *Paris Match* and *Rolling Stone*. Today, his proprietary Straight Line Selling and Persuasion System allows him to take virtually any company or individual, regardless of age, race, sex, educational background or social status, and empower them to create massive wealth, abundance, and entrepreneurial success, without sacrificing integrity or ethics. Jordan's two international bestselling memoirs, *The Wolf of Wall Street* and *Catching the Wolf of Wall Street*, have been published in over forty countries and translated into eighteen languages. His life story has even been turned into a major motion picture, starring Leonardo DiCaprio and directed by Martin Scorsese (2013). https://www.youtube.com/watch?v=b9GxrzE9Q_o Excerpt. copy; Reprinted by permission. All rights reserved.

Way of the Wolf PROLOGUE THE BIRTH OF A SALES SYSTEM WHAT THEY SAY ABOUT ME is true. I'm one of those natural born salesmen who can sell ice to an Eskimo, oil to an Arab, pork to a rabbi, or anything else you can think of. But who really cares about that, right? I mean, unless you want to hire me to sell one of your products, my ability to close is basically irrelevant to you. Whatever the case, that's my gift: the ability to sell anything to anyone, in massive quantities; and whether this gift comes from God or from nature, I really can't say, although what I am able to say - with absolute certainty, in fact - is that I am not the only person who was born with it. There are a handful of others who are sort of like me. The reason they are only sort of like me has to do with another precious gift I possess, a gift that's infinitely more rare and infinitely more valuable, and that offers a massive benefit to everyone. Including you. What is this amazing gift? Quite simply, it's the ability to take people from all walks of life regardless of age, race, creed, color, socioeconomic background, educational status, and level of natural sales ability, and turn that person into a world-class closer almost instantly. It's a bold statement, I know, but let me put it to you this way: if I were a superhero, then training salespeople would be my superpower, and there's not a soul on the planet who does it better than me. Now, that sounded totally awful, right? I can only imagine what you're thinking right now. "What a cocky bastard this guy is! So conceited! So damn full of himself! Let's throw the bastard to the wolves!" Oh, wait! He already is a wolf, isn't he? Actually, I'm an erstwhile wolf. But, either way, I think it's time to formally introduce myself. I'm the Wolf of Wall Street. Remember me? The one who Leonardo DiCaprio played on the silver screen, the one who took thousands of young kids, who could barely walk and chew gum at the same time, and turned them into world-class closers using a seemingly magical sales training system called the Straight Line? The one who tortured all those panic-stricken New Zealanders at the end of the movie because they couldn't sell me a pen the right way? You remember. On the heels of Black Monday, I took control of an irrelevant little brokerage firm named Stratton Oakmont and moved it out to Long Island to seek my fortune, and it was there, in the spring of 1988, that I cracked the code for human influence and developed that seemingly magical system for training salespeople. Its name was the Straight Line System - or the Straight Line, for short - a system that proved to be so powerful and effective, and so easy to learn, that within days of inventing it, it brought massive wealth and success to anyone I taught it to. In consequence, thousands of young men and women began pouring into Stratton's boardroom, looking to hop on the Straight Line gravy train and stake their claim in the American Dream. For the most part, they were a decidedly average lot at best - basically the sad, forgotten spawn of America's working-class families. They were kids who had never been told by their parents that they were capable of greatness; any greatness that they naturally had in them had been literally conditioned out of them since the day they were born. By the time they made it into my boardroom, they were trying merely to survive, not to thrive. But in a post - Straight Line

world, none of that mattered anymore. Things like education and intellect and natural sales ability were mere trivialities that could be easily overcome. All you had to do was show up at my door, promise to work your ass off, and I would teach you the Straight Line System and make you rich. But, alas, there was also a dark side to all this precocious success. You see, the system turned out to be almost too effective. It created freshly minted millionaires at such a ferocious clip that they ended up skipping over the typical life struggles that most young men and women go through that serve to build their characters. The result was success without respect, wealth without restraint, and power without responsibility; and, just like that, things began to spiral out of control. And so it was that, in the same way that a seemingly innocuous tropical storm uses the warm waters of the Atlantic to grow and build and strengthen and mutate until it reaches a point of such critical mass that it destroys everything in its path, the Straight Line System followed an eerily similar trajectory; destroying everything in its path as well, including me. Indeed, by the time it was over I had lost everything: my money, my pride, my dignity, my self-respect, my children; for a time; and my freedom. But the worst part of all was that I knew I had no one to blame but myself. I had taken a God-given gift and misused it, and I had taken an amazing discovery and bastardized it. The Straight Line System had the ability to change people's lives in a dramatic way; leveling the playing field for anyone who's been held back from achieving greatness due to an inability to effectively communicate their thoughts and ideas in a way that connected with other people and moved them to take action. And what did I do with it? Well, besides breaking a fair number of records for the consumption of dangerous recreational drugs, I used my discovery of the world's most powerful sales training system to live out every adolescent fantasy I've ever had, while empowering thousands of others to do the same. So, yes, I deserved exactly what I got: completely wiped out. But, of course, the story doesn't end there; and how could it, after all? I mean, how could a system that created such massive wealth and success for anyone who learned it simply fade away into obscurity? It couldn't. And, of course, it didn't. It started with the thousands of ex-Strattonites who, after leaving the firm, began spreading the system around; bringing a watered-down version of it to a dozen different industries. Yet, no matter where they went or how watered down the version was, learning even a fraction of the Straight Line System was enough to take a struggling salesperson and turn them into a solid producer. Then I got involved. On the heels of two bestselling memoirs and a blockbuster Scorsese movie, I spread an undiluted version across the entire world, to virtually every business and industry. From banking to brokerage to telco to the auto industry to real estate to insurance to financial planning, to plumbers to doctors to lawyers to dentists to online marketers to offline marketers; and basically everyone in between. As amazing as the results had been the last time around, this time they were even better. You see, before I began teaching the system again, I spent two full years going line by line through its code; taking every last nuance and pushing it to an even higher level of operational proficiency, while ensuring that every last bit was grounded at the highest level of ethics and integrity. Gone were any high-pressure sales tactics, questionable language patterns, or even the slightest reference to closing a sale at all costs to simply earn a commission; all of these were purged from the system in favor of more elegant strategies. It was a painstaking process, where no expense was spared and no stone left unturned. World-class experts were brought in to review every aspect of the system; from occupational psychologists to experts in content creation, best adult-learning practices, and neuro-linguistic programming. And what emerged in its place was something truly incredible: a system that was so powerful and effective, and that maintained such a high level of ethics and integrity, that I knew in my heart that the Straight Line System had finally evolved into what I always knew it could be: A money-making force for good. What I offer you on the following pages is a turnkey solution for applying the Straight Line System to any business or industry. For those of you in sales, or if you own your own business, this book will be a total game-changer for you. It will show you how to shorten your sales cycle, increase your closing rate, develop a steady stream of customer referrals, and create customers for life. In addition, it will also offer you a paint-by-number formula for building and maintaining a world-class sales force. And, for those of you who are not in sales, this book will be equally as valuable to you. You see, one of the costliest mistakes that "civilians" make is that they tend to think of sales and persuasion in traditional terms only, where there's a salesperson closing a deal. So, they ask themselves, "Since I'm not in sales, what's the point of learning how to sell?" Meanwhile, nothing could be further from the truth. Even if you're not in "sales," you still need to become at least reasonably proficient at sales and persuasion. Otherwise, you're going to find yourself living a severely disempowered life. Selling is everything in life. In fact, either you're selling or you're failing. You're selling people that your ideas make sense, your concepts make sense, your products make sense: you could be a parent selling your kids on the importance of taking a bath or doing their homework; you could be a teacher selling your students on the value of education; a lawyer selling a jury on the innocence of your client; a pastor selling your congregation on the existence of God or Jesus or Mohammad or Buddha; a politician selling your constituency on the benefits of voting for a certain referendum; in short, selling applies to all people, and all aspects of life, both business and personal. After all, at some point in our lives, we'll all have to sell ourselves to someone: a prospective partner, a future employer, a future employee, a future first date, and on and on. Then you have all the day-to-day business scenarios that fall outside of what we normally consider sales; an entrepreneur trying to raise venture capital or secure a line of

credit at a bank; selling your employees, or someone yours; courting to become an employee, on the power and righteousness of your vision for the future; negotiating a new lease for office space; securing a better interest rate on your merchant account or negotiating better payment terms with a vendor. Again, it doesn't matter what line of work you're in or if it's business or personal. We're always trying to convey our thoughts and ideas and hopes and dreams in a way that not only moves people to take action but that also gets us what we want in life too. That's what ethical persuasion is all about; and without that one, linchpin skill, it is very difficult to achieve success, at any reasonable level, or live an empowered life. In fact, at the end of the day, that's what this book is really all about. By providing you with a simple, proven way to master the art of communication, you'll be able to move through life with far greater personal power and live a far more empowered life. Just always remember the words of Spider-Man's uncle, from the first Spider-Man movie. "With great power," he warned, "comes great responsibility." This book will grant you that power. I urge you to please use it responsibly.