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30-DAY MASTER SEDUCTION PLAN OVERVIEW

You must be willing to make major behavioral changes when interacting with other people in order to become a master seducer. Not only that, but these changes must become part of your everyday routine. I know old habits die hard, but committing wholeheartedly to making the changes in this 30-day plan is not only the first step in your makeover, it is the most crucial step in reinventing your business personality. You'll immediately learn the benefits of tempering your natural instincts to speak first—no longer will you always try to get in the first word. You will now approach each encounter with an open mind and a closed mouth—taking your time to assess and observe the situation and reacting to what you are able to take in during this discovery phase. More specific, you will alter your approach in business encounters so that you first and foremost act as a virtual sounding board absorbing the stream of clues, body language,

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and other valuable insights the person with whom you're engaging is unknowingly sharing. You'll learn to squash your natural instinct to be a one-way broadcaster of information, always trying to sell yourself and gain the upper hand with aggressive and domineering verbal behavior.

Business guru and bestselling author Peter Drucker summed it up best when he said the key is to always "Listen first, speak last." This book will guide you step by step and week by week on how best to adopt this approach and use it to gain an advantage in business dealings as well as in dealings in all other areas in your life. Once you commence with the program I have devised, you'll see that the skills I encourage you to master and the lessons I teach will produce positive results almost instantly. These results may not be grandiose and life-altering, but they will be subtle and beneficial and no doubt result in learning how to seduce more people into doing business with you. Whether you are a one-person sales machine for a Fortune 500 corporation, running a small business, or self-employed—you will find that deploying these business seduction techniques will have you running with a sprinter's speed for success. The beauty of this endeavor is that you'll see results in just one short month.

Why a month? What is so special about four and a half weeks? What makes my promises more genuine than those of a late-night infomercial pitchman? Why do I feel comfortable guaranteeing success? These are all legitimate questions.

Studies have shown that habits and behavior begin to change after one adheres to a new approach for more than 28 days. These new patterns of behavior become ingrained in your mindset over those 28 days, and with each day you begin to replace the old habits with new ones so that by the end of a month, you will instinctively think and act differently. The success makeover I'll guide you through will change all your perceptions and habits

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around the way you listen, watch, anticipate, and react to the challenges and opportunities you face every day.

Habits need to change (especially bad habits)—that’s something I’m certain of. For example, I once worked with a gentleman who was so confident that some lesser-minded individuals might even say he was full of himself. The problem was that he couldn’t sell; he was never able to close a deal. And as David Mamet’s play *Glengarry Glen Ross* taught us all, a good salesman must Always Be Closing (ABC). My colleague failed at sales because he was so overbearing and always trying to sell himself and everything he had accomplished. What he failed to realize was that all the bluster was completely unnecessary. All he had to do was sell the value of his experience and the inherent benefits of his hard work rather than go on and on about his personal achievements and the mind-numbing details behind his work process. He was overly enthusiastic in telling stories about the glory days of his high school athletic career, the numerous business awards he had won, and the endless talk about his favorite hobby, golf. Yet he was blind to this bad habit. Worse still, he was unable to escape this pattern of behavior. The sad truth is that he was never going to change. He was far from a master seducer and would never achieve such success. Fortunately, by purchasing this book you have already taken the first step in correcting any such behavior, should that be the case.

I will refer to L-WAR (Listen, Watch, Anticipate, and React) throughout this book. The moniker may sound a tad aggressive considering the book focuses on techniques that help you seduce—but what you (we all) must remember is that we are at war. Not just with competitors, whether they are individuals or different companies or businesses. We are at war with ourselves in trying to break bad habits and change the way we communicate, plan, sell, and react. L-WAR is an all-out battle against outdated methods that once worked but are no longer

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as effective as they once were. Today's soldiers fight with more sophisticated rifles than those used in World War II and the Vietnam War, so it makes sense for you to enter the battlefields of today's business world with the most advanced weaponry. Or as the old saying goes: never show up to a gunfight with only a knife in your hands.

Another apt analogy is for you to approach the 30-day makeover as you would a diet. Like you would with any weight loss program, your success in becoming a master of seduction will require commitment, strength, and dedication to staying the course and adhering to the program. And just as you would in losing weight on a diet, if you are willing to put in the effort, you'll see results and experience success and pride on a daily basis.

**LET'S GET STARTED. HERE'S HOW THE MONTH
WILL PLAY OUT**

Having a great plan is just the first step on your way to Business Seduction. It's a journey and your first step is here . . .

Weeks 1 and 2

The goal of the first two weeks is to master the two most powerful tools in the L-WAR toolbox—listening and watching. You will begin by making dramatic changes to your normal behavior and adopt an entirely new discipline that may likely go against so much of what you have done before. Picture a smart drone flying over enemy territory or a consummate player in a trendy bar—during these two weeks you are going to observe and monitor the situation around you. You are going to digest the constant stream of data that crosses before your eyes and prepare yourself for the moment of engagement when you seduce

your target into the deal. You'll learn to map out split-second strategies, regardless of the situation, that will help you win over friend and foe alike.

You will have assignments to complete throughout this 14-day period as you dedicate the time and energy necessary to learning the skills needed to become a world-class listener—someone who in two weeks' time will become a keen and insightful observer of human behavior and all its peculiarities.

The Hunch

I touched on the importance of learning how to play your hunches in the introduction, but I feel compelled to reiterate, as it is such an integral component of L-WAR. Just as a seasoned teacher can tell when a student's eyes are wandering toward a classmate's test paper without ever looking in that direction, you will likewise develop this type of intuitive skill if you work diligently on improving your listening and watching skills. Hunches are based on supreme experience, information, and knowledge—the type of insight that can be learned only through the powers of observation. Soon, acting on these hunches will not feel at all like guesswork. You'll come to understand that they are based on the accumulation of hundreds of tiny data points that on their own add up to little, but together offer a burgeoning of decision-making power. You'll find yourself entertaining these hunches more and more if you correctly apply the principles of L-WAR and complement them with a variety of soft skills (skills you'll learn much more about later in the book). The reason I stress the importance of hunches is because learning to act on these gut feelings will put you in a position to head off problems before they surface and endear you to clients and customers for keeping them ahead of the competition.

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Week 3

During the third week of the program you will experience a turning point. This is when you'll come to better understand all the information that crosses your radar screen thanks to your relentless pursuit of becoming a better observer and listener. At this point, you should be able to determine more clearly why things are happening, what drives people, what the hidden and unsaid messages are (and what they mean), and how you need to reposition your entire approach to achieve greater success in business.

It is the art of anticipating that turns you into a business seducer. By showing you can foresee what happens next, you demonstrate that you are in control. Better yet, you show that you are a step ahead, and by doing so instill confidence in your target, hopefully a prospective client who will see fit to give you his business.

Have you ever been in a situation in which you just knew what someone was about to say. . . and sure enough, they said it? Maybe it was on a date, in a meeting, or watching a movie; whatever the case, it doesn't really matter. What matters is that you were one step, may even two or three steps, ahead of real time. That's where you want to be at all times in business relations—a few steps ahead.

But What Should You Be Anticipating?

The answer. . . everything. Like a director, you need to know exactly how one scene will blend into the next so that you arrive at the conclusion of the film without any unanswered questions. And just as a football coach, you need to be prepared for trick plays so your defense is always at least a few steps ahead of the other team's offense. The business relationship is a game of chess

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and you must retain a level of foresight, control, and insight to stay ahead of the competition.

After observing your target for a while, you should be able to anticipate his hopes, fears, concerns, dreams, objectives, and (when you're really getting it and starting to lock in) what will come out of his or her mouth next. I once worked with an event producer, and from our first meeting I could tell he was nervous about something even though he never came out and said anything. He was enthusiastic the entire time we worked together but he subtly began revealing in little ways that he was worried that his boss wouldn't like the direction we were taking the program. He never conveyed this sentiment verbally, but I could tell from all of his body language that this was the case. Anticipating this obstacle, I voiced concern and suggested we sit down with his boss to make sure the three of us were on the same page. I set up a meeting and was able to assuage the boss of any fears while at the same time making the event producer come off like a hero by commending him for his creativity and professionalism.

We explore in this section the in-their-shoes theory. Like hunches, I put great faith in this important theory. You develop a strong sense of empathy when you imagine yourself in someone else's shoes because you begin to think and feel the way your target thinks and feels. Only by walking in someone else's shoes can you gain a deep enough understanding and appreciation for the approach you need to use to seduce your target.

Week 4

The final week of this habit-changing month also marks the start of the rest of your life. Now that you are able to comprehend

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and decipher all the information at your fingertips as well as anticipate what it is your target will want and need, it is time to create the trusted connections and bonds that allow you to go in for the kill. Harkening back to earlier in the chapter and my reference to *Glengarry Glen Ross*, it's time to close the deal. Remember the mantra of the top-fight salesman: Always Be Closing (ABC).

Now it's time to put the skills you've been working on to work and react to everything you have observed, seen, and heard. By this point, you have listened, watched, and anticipated, and because of this, you've likely earned the trust of your target, and the two of you now share a bond because you've taken the time to observe and learn. All you have left to do is react to the immediate needs of your target.

Your reaction moment may not mark the signing of a contract, but you will have gently taken control of the future of this relationship. Whether it's a pay raise, a promotion, a new job, a new contract, or a new level of influence within your group—you will have moved to a far stronger and more successful position. You will be seen in a more admirable and influential light because of the changes you made to your behavior. You will present yourself as someone whom others will not only want to do business with, but someone they feel they *must* do business with—for their own good or the good of their company. Not a bad result for 30 days of hard work.

But don't twist your arm patting yourself on the back just yet. There is still much more to learn. Because once you put the reaction phase of the master plan into effect, it's time to grow your influence and achieve even greater success with the wise use of soft skills and strategic communication. So read on and keep working hard.

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This test is designed to discover how well networked you are with your boss or key clients. For each (honest) *yes*, give yourself one point.

You can score a minimum of zero and a maximum of five points for each section. There are four sections containing five questions each. The maximum score is 20.

How much do you know about your boss's or client's family?

1. Do I know his wife's or husband's name?
2. Do I know how many kids he or she has?
3. Do I know the name of his or her pets?
4. Do I know where his or her kids go to school?
5. Do I know how long he or she has been with his or her partner?

What do you know about your boss's or client's interests?

1. I know where he or she took his or her last vacation.
2. I know what his or her favorite drink is.
3. I know what his or her favorite off-work activity is.
4. I know how often he or she exercises.
5. I know the last movie he or she saw.

How much do you know about your boss's or client's work demeanor?

1. I know exactly what he or she is angry about and I'm never confused about what he or she thinks the issue is.

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2. I know how to tell when he or she is angry without any words being said. I can tell just by his or her body language.
3. I have the type of relationship with my boss or client that he or she can just look at me and I know what he or she wants.
4. There is never any confusion or misunderstanding about any aspect of our work.
5. My boss or client will often share with me his or her frustrations about work and other team members.

What do you know about your boss's or client's objectives?

1. I know exactly what his or her objectives are for the company in the current year.
2. I know exactly what the biggest obstacle is that he or she faces with the business.
3. I know exactly who is considered to be his or her biggest personnel problem in the office.
4. I know exactly who his or her biggest competitor is.
5. He or she will often ask for my opinion before a key meeting.

Answer Key

The Hermit: If you scored between zero and 5 points—You have a lot of work to do. You need to start from scratch.

The Quiet One: If you scored between 6 and 10 points—You have a chance to make a difference in your life by really digging into *The Art of Business Seduction*.

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The Connector: If you scored between 11 and 15 points—You have a decent sense of what it takes to seduce people, but you could use a good bit of extra work to put you into master status.

The Apprentice: If you scored between 16 and 18 points—You are close to being a master seducer—You can almost taste the power.

The Master Seducer: If you scored 19 **or** 20 points—WOW! You know what it takes to get what you want—Keep it up!

