Anchor Point

January 1988 The International Journal for Effective NLP Communmicators Vol.2, No.1

Celebrate Leap Year With Anchor Point

Anchor Point is leaping ahead this February with many exciting new articles and adventures. Here is what you can look forward to in next month's issue:

- You won't want to miss the second installment of Robert Dilt's Spelling Strategy article. Learn how his method was tested and the results of this important NLP research study.
- February will bring you the announcement of the winner of the "I've Got the Answer Contest."
- You will enjoy a narration which demonstrates the use of nested stories.
- Anchor Point will begin a series on bodywork and how it can be used in therapy. The first installment will be on Edu- Kinesthetics.

1988 will be packed with ideas that we can all share and benefit from. So, if you know someone else who might enjoy the ideas you find within these pages *each month*, please invite them into the fold. Let us hear from both of you!

The Publisher

INSIDE

- **Spelling Strategies**
- **Car Buying Made Easy**
- **The Business of Metaphors**
- **Marketing Ideas You Can Use**

THE NLP SPELLING STRATEGY

By Robert B. Dilts

This is Part 1 of a two-part series on The NLP Spelling Strategy by Robert B. Dilts. Part 2 (which presents the evidence on the validity of this strategy) will appear in the February 1988 issue.

1. Introduction

Spelling is an important and fundamental language skill that does not come "naturally" to everyone. In fact, intelligent people who otherwise excel in the classroom, even in language abilities, may experience strong and even debilitating difficulties in spelling. According to NLP, ability with spelling is not a function of some kind of 'spelling gene' but rather the structure of the internal cognitive strategy one is using as one spells. Thus, if people experience difficulty with spelling, it is not because they are 'stupid,' 'lazy' or 'learning disabled' but rather because they are trying to use an ineffective mental program.

I myself had difficulties spelling even up through my college years, even though I didn't experience problems in other subjects. Using the NLP model, I eventually discovered an effective strategy that not only improved my own spelling but has been able to produce extremely effective results with other spelling students of all ages.

Since I was teaching the concept of modeling in my NLP courses, I often used spelling as an example of a simple and easily testable mental strategy. I would bring up good and poor spellers in from the class in order to observe and demonstrate the differences in their mental strategies. It soon became very obvious that good spellers had a very consistent strategy and accompanying set of accessing cues. The vast majority of them tended to look up and to their left while searching for the spelling. According to NLP, this indicates an accessing strategy of remembering visual imagery (V^r).

When asked how they knew that their spelling was correct, many of them, as expected, did not know consciously how they knew it but said simply, "I just **feel** and it **looks** right." This would indicate a relationship between the kinesthetic and visual system. Further, if shown a page of writing containing a number of incorrectly spelled words, good spellers often claimed, "It makes me **feel** uncomfortable to **see** all of those misspellings," again indicating a visual and kinesthetic overlap. The fact that it was mentioned that seeing the misspelling made them feel uncomfortable suggests that the image causes the feeling and thus comes first in the sequence ($V => K^i$).

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"If the only tool you have is a hammer, you tend to see every problem as a nail."

- Abraham Maslow

Confirmation of this hypothesis came from those that were conscious of their internal strategy who reported seeing a mental image of the word accompanied by a feeling of familiarity. The availability and clarity of the image along with the strength of the feeling determined their degree of confidence about the correctness of the spelling.

Poor spellers, on the other hand, had a variety of strategies - although none were the same as the strategy of the good spellers. In fact, sometimes they would even vary those strategies in the middle of trying to spell a word. Many times this lead to inconsistency, extra effort, and frustration. Furthermore, as I had discovered as a child, creative spelling was not rewarded like creative writing was.

The most common strategy of poor, but not hopeless or disabled spellers, was trying to sound out the correct spelling through breaking the sound of the word down into small enough pieces that they sounded like letters. This is called phonics (pronounced "puh-hon-iks" if you sound it out phonically). While phonics has a number of important features (for example, making a guess at the spelling of a word one has never seen before), it is not the best strategy for spelling words in English since many words are not written like they sound, and the exceptions do not follow consistent verbal rules.

This was, in fact, the strategy that I had meticulously learned when I was in grammar school. I had been taught to spell by sounding out. I have to admit I was a bit concerned when I first discovered one could not correctly spell the name of the method using the method (my first try came out "fonix"). My consternation grew, however, as we began with basics - such as the names of the first ten numbers. Instead of "wun" the first number was spelled 'one' (that looked like it would be pronounced "oh-nee"). There was no "W" and an extra "silent E." The second number, instead of being spelled "tu" like it sounded, was spelled 'two' (I wondered if perhaps that was where the missing "W" from 'one' had gone). After 'three' ("tuh-ree"), 'four' ("fow-er") and 'five' ("fivee"), I knew something was wrong, but being young, I figured it was probably just something wrong with me. In fact, when 'six' and 'seven' came along I started to build back some hope - but then they struck with 'eight' ("ee-yi-guh-hut") and I felt like the next number looked as if it should sound - 'nine' (a "ninny").

When I discovered years later that good spellers simply remembered how the word looked, I actually thought it was cheating. It didn't involve any effort, you didn't have to start from scratch each time you spelled - it seemed too easy.

Incidentally, even if the English language was completely phonetically based and phonics was 100% accurate, a visual strategy would still be more effective and easy since vision functions much more rapidly for visual material. In fact, I have interviewed a number of copy editors - people who are professional spellers - and have never encountered a single one who claimed to begin at the top of the page and sound out all of the words in order to know if they are correct. Rather, every one of them claims that they simply look down the page and the misspellings "jump out" at them.

This visual strategy worked so well I began to have the poor spellers and even people diagnosed as learning disabled or dyslexic try it out. To learn a word they were having trouble with, I instructed them to look at the correct spelling, move their eyes up and to the left and visualize it in their

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"It is change, not love, that makes the world go round. Love only keeps it populated."

- Charles H. Browser

Opportunity Flying By

According to the Medical Tribune, twenty-five million people are afraid to fly.* Let's see, at 20 minutes per phobia cure that means 500,000,000 minutes, -- 8,333,333.33 hours, -- 347,222.22 days, or 951.29 years worth of work available to do. Of course, since I didn't figure in leap years or my week of vacation, **there probably are still enough cases to go around.**

*** Medical Tribune, 257 Park Ave. South, New York 10010 36 issues, $65/yr.**

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Trading In Your Old Car Strategy For A New One

Anchor Point recently interviewed Mr. Don Aspromonte, a Master NLP Practitioner. This article is a result of tips from that conversation, extensive research, and much practice cooling our heels in car lots. This article is meant to represent a proactive model for dealing with car dealerships who use rather than serve the consumer. This article assumes the customer's use of NLP rapport and sensory acuity skills.

Doing your taxes, public speaking and experiencing the 24-hour flu -- what do they all have in common? They all can be more pleasurable than buying a car. Traditionally, new car showrooms and used car lots are fully equipped with anchors and loaded with established patterns, all designed for the salesman with factory air to make his sale. You no longer have to wheel and deal in the stone age, use your high tech NLP tools to help you cut a more successful deal.

The methods that are used to move out those domestics and imports can range from mildly annoying (waiting for hours in a showroom) to bordering on the unethical (the turnover tactic). Strategies like these pervade the auto industry. This article will help you to understand the basic model a car salesman uses. Armed with this understanding, buying or leasing your *next* auto could be painless, profitable, and might even be fun.

DO YOUR RESEARCH FIRST

To negotiate the best deal for yourself requires some basic "consumer" preparation. All the NLP techniques in the world will not help if you don't have the necessary facts. Take the time to research the makes, models, and prices in depth. Order cost/option reports for the vehicles you are interested in. These reports can be purchased though many automobile clubs, consumer oriented magazines, and through some credit unions.

Establish the framework for your desired outcome before you even start lot jumping. Research both the factory sticker price (what the dealer paid for the car) and the list sticker price for the vehicle and all of its options (usually posted on the car). The difference between the two stickers is your *bargaining room.*

Check the bluebook to estimate the value of your trade in. Ideally, you would sell your old car yourself rather than trade it in. This will accomplish two things **for you**: 1) you will most likely receive more money for your old vehicle by selling it yourself rather than trading it in (the maximum the dealership will pay you for it is wholesale); and 2) it will also eliminate a "confusion factor" that can be used against you at the dealership. In either case, the bluebook is a valuable tool.

It is also preferable to arrange for new vehicle financing *before* you even step onto the sales lot. This eliminates another step from your negotiations which potentially could cause confusion. Anything you can do ahead of time to streamline the process at the dealership is to your benefit. Again, know your outcome.

INTO THE LAIR

A professional car salesperson has a step-by step process that they follow. If the salesperson is good, they never loose track of what step they are on throughout the process. Even when distracted, the professional will come back to where they left off in the course of their agenda. This system of steps has been passed down from one double-knit leisure suit to another since before the wheel was invented. The reason is, the *system works*...for the dealer - not for the buyer.

The essentials of **your** system:

- Maintain a dissociated state as you pick out your new car/truck. Falling in *love* with that "sporty job" will make you careless.
- Eliminate confusion by dealing with one phase of the sale at a time. Establish the price of the car first. Then determine the trade-in value of your car and any financing arrangements.
- Use the sale process but don't get trapped in it.
- Switch between congruent and incongruent patterns to pace and then lead/distract the salesperson out of their process.
-

THE PATTER

The car sales process is broken into five major steps.

1. THE HEARTY WELCOME

All who enter the car lot are greeted with a glad hand, a toasty smile, and the promise of instant friendship. The salesman is establishing rapport in an effort to size you up. There will be questions about your hobbies, family, job, and recreational/leisure-time activities. One of the first steps the salesperson does is to elicit your buying criteria; determining which cars in stock fit your needs.

[WHAT YOU CAN DO] Establish rapport with the salesman and determine *his* criteria words. This will make you both feel more comfortable and also speed the process along. This is the pace side of the pace / lead / breakstate pattern you want to use.

Next Page ►

"All progress is based upon a universal innate desire on the part of every organism to live beyond its income."

- Samuel Butler

2. ISOLATION FROM YOUR CAR

When they take your old car away you *know* you are in a car lot. Automobile sales is the only marketing arena where they take something away from you and *then* try to sell you a replacement. Little wonder car lots have so many negative anchors.

The reason for this step becomes clear if you think about the submodalities you have inside your mind as you enter the car lot :" This car is *mine* -- this old clunker *belongs* to me -- I hope they don't see all it's problems or else I won't get anything in trade for it -- if they don't give me enough I'll just have to *keep it* -- I've had some good times in that old car...etc."

The salesman must quickly break the attachment you have to your vehicle so he can introduce a new vehicle into your life. The scenario seems harmless. Your attachment is broken as *the salesman has Old* Faithful taken out of your sight - "to be inspected and evaluated for the highest possible trade-in by our professional staff."

The salesman reassures you, "It's not in bad condition" or "We'll TRY to get the highest possible trade in for you." This shifts your submodalities as you imagine the technicians looking through all the nooks and crannies, seeing all of *Old Faithful's* defects. Every dent, scratch, and imperfection is magnified. Just imagine what they think of your seatcovers or the dirty carpet. When they take the keys away from you, you are not only severed from your old companion but any value your car may have is internally discounted.

[WHAT YOU CAN DO] - Either do not trade-in your car, or create a mental picture of it being truly worth what you have already established with the bluebook. Be aware of what the salesman wants you to think. If value for your car is determined at any stage of the sales process, the salesman will adjust the price of your *new selection* by that value. So, when the car salesman asks you how much you think your car is worth, just say "I don't know."

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3. HAVE WE GOT A DEAL FOR YOU

With the information gathered in Step 1, the salesman will begin to direct you towards certain autos close to your criteria. You may notice the salesman pacing you. Many car salesmen get so involved in completing their "processes," that they just automatically pace you. They may even lead you into buying extra options by associating them with your past experiences. Sending you off on transderivational searches like "Have you ever had the rear window fog up, children screaming, and just about lost your cool? - This car has a rear window defogger that eliminates that problem." Wow, it eliminates screaming children. What a selling point.

[WHAT YOU CAN DO] - Begin leading the salesman back to your *real* needs by using his criteria words. Continue looking at options in a disassociated state, measuring costs/benefits without any emotional attachment.

4. WHY NOT DRIVE ONE HOME TODAY

Because most people respond to the *smell*, *feel*, and *look* of a new car, the salesperson wants you to *really experience* one. Your senses are in heaven and you become excited. You no longer just picture yourself in a new car, you are IN ONE. Totally associated with the car, the customer

[Continued on Page 7]

[Spell - From Page 2]

mind's eye. In order to associate the spelling with the feeling of familiarity, I would have them first think of something else that they were already confident and familiar with in order to access a positive feeling state. Then when they looked at the word, it would become anchored to the positive feeling instead of the feeling of effort or frustration (as often becomes associated with spelling). People tend to automatically remember things that make them feel good. Sure enough, people who had always had trouble spelling were able to spell and retain even very difficult words.

Of course, these simple instructions were not always enough. Adults especially had a fair amount of 'unlearning' to do. Often they would habitually and unconsciously try to use the old 'sounding out' strategy, which lead to confusion and conflict in trying to spell. To combat that tendency, I began to have them spell **backwards** as well as frontwards. It is very difficult to sound things out backwards (for example, try to figure out what 'Albuquerque' sounds like backwards). The auditory representational system is very time dependent for perception, and sound tends to propagate in a particular sequence. The visual system, on the other hand, is more simultaneous. For example, think of which letter comes three letters after **"P"** in the alphabet. Now think of which letter comes three letters before **"P"** in the alphabet. If you primarily remember the letters of the alphabet utilizing the **"ABC"** song must English speakers learn as a child, you probably experienced much more difficulty identifying that **"M"** is the letter that comes three letters before **"P."** People that use an auditory strategy such as this, sometimes even have to go all the way to the beginning of the alphabet and come forward in order to find the answer. Something visual maintains its shape whether we look at it *left-to-right* or *right-to left*. Thus, if someone could read the letters of a word off backwards (i.e., from right-to-left) one could be pretty certain that person had a reasonably clear image of it in mind.

Thus far we have defined a strategy that is made of a **T.O.T.E.** with three operations. (**T.O.T.E.** stands for **T**est-**O**perated-**T**est-**E**xit, the basic feedback loop operating in any mental program. For further information see NLP Vol. 1) The Test phase of the **T.O.T.E.** (regardless of how the information is input) involves checking a Visual=Kinesthetic synesthesia ($V^r = K^r$) involving the submodalities of the **clarity** of image and **intensity** of a feeling of familiarity.

These functions may be put into a simple step-by-step format for instruction as is shown below.

VISUAL SPELLING STRATEGY

1. Place the correct spelling of the word in front of you so you can see it easily.

2. Close your eyes and think of something that feels familiar and relaxing. When the feeling is strong, open your eyes and look at the correct spelling.

3. Move your eyes up and to the left and picture the correct spelling in your mind's eye. (*If you have difficulty use the* ***Helpful Hints*** *below.*)

4. Look up at your mental image and write down the letters you see. Check what you have written against the correct spelling. If incorrect go to **Step #1**.

5. Look up at your mental image and spell the word backwards (*write the letter down from right to left*). Check the spelling. If incorrect, go to **Step #3**.



HELPFUL HINTS

A. Picture the word in your *favorite color.*

B. *Make any unclear letters stand out* by making them look different than the others in some way - e.g. *bigger, brighter, closer, a different color, etc.*

C. Break the work into groups of three letters and build your picture three letters at a time.

D. Put the letters on a *familiar background.* Picture something like a familiar object or movie scene then put the letter you want to remember on top of it.

E. If it is a long word, make the letters small enough so that you can *see the whole word easily.*

F. *Trace the letters in the air* with your finger and picture in your mind the letters you are writing.

Part 2 - Next Month

Mr. Dilts is associated with Behavioral Engineering (230 Mount Herman Rd., Ste. 207 - Scotts Valley, CA 95006) and Dynamic Learning Publications (P.O. Box 112 - Ben Lomond, CA 95005). He is a well know author of many NLP books.

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HYPNOTIC SUSCEPTIBILITY AND PROOFREADING ACCURACY

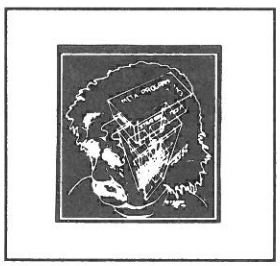
If you are hypnotically susceptible, you may have the ability to be a better proofreader. Benjamin Wallace made this observation in a study conducted at Cleveland State University. He used 32 undergraduate students who had all taken the Harvard Group Scale of Hypnotic Susceptibility (Form A & C) Tests. These participants were given proofing tests to isolate misspelled words. Results of the two tests were then examined to see if a correlation existed between hypnotic susceptibility and the ability to proofread.

The study found that participants high in hypnotic susceptibility made fewer errors when finding misspellings in passages of test. These participants were also found to use a similar strategy in searching for misspelled words. Their strategy was to scan passages line by line examining whole words to determine if words are misspelled. (*See Robert Dilts' article on The NLP Spelling Strategy in this issue*) They then performed a letter-by-letter check to determine if their initial impression was accurate. These participants also tended to examine the spelling of the word within the context of the sentence. Their holistic strategy successfully isolated and verified misspelled words.

Participants that were low in hypnotic susceptibility usually examined passages one word at a time; examining the first two letters of a word and then made a decision as to whether a word was misspelled. This analytic strategy would fail if a misspelling occurred after the second letter.

More evidence from manipulate search strategy experiments is necessary to further substantiate correlations between hypnotic susceptibility and proofreading accuracy.

Wallace, Benjamin, Hypnotic Susceptibility and Proofreading Accuracy, American Journal of Psychology, Summer 1987, Vol. 100, No. 2, pp. 289-294.



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[Car - From Page 4]

disassociates from "conscious reasoning."

This is the puppy dog close in action. All you really need to sell a puppy is to put the cuddly creature into someone's arms. How can they bear to let it go? Likewise, you have your hands on the steering wheel, feel how the car drives, and smell the new vinyl. You are now vulnerable; Old Faithful is about to become an orphan.

[WHAT YOU CAN DO] - Do not fall in love with any car. Stay disassociated. Retain your distance or go to an auto buying service. Future pace yourself in the car you have just test driven as it will appear 5 years from now. Remember, paint fades, chrome nicks, plastic cracks, and seat covers rip. Anchor the mental state that a car is functional and put the value of the extras in perspective.

5. STEP INTO MY SHELL GAME

Next, you are ushered into a **small** closing room. **Their tactic is to get you** to make **them** an offer. Of course, they try to get as high an offer as they can. Most often the first offer you make is already higher than what they would actually be willing to sell the car for. However, their goal is not to be wonderful people, it is to make money. Lots of it. They may confuse your cost negotiations by referring to, "Its only this much a month." **Keep your eye on the bottom line**, how much is the total cost of the car? Don't let them get you distracted. To get the stakes even higher, the salesman will now build on the alliance he has created with you. Now it's "you and him" against the sales manager.

This is the absent partner routine. The salesman prepares to take your offer to the higher authority. Before he leaves he makes comments like, "The manager may kill me for allowing such a low offer. But I like you, so I'll try." or "I just don't know if this is high enough." The manager becomes the absent bad guy. You are left to wait for minutes or even hours, awaiting the verdict like a convicted felon, left to feel like **you** are taking advantage of **them**. If the small cubical seems to shrink, you know you are in this step.

Some dealers use a technique called the turnover which is borderline unethical. Using this ploy, dealers will sift you through 4-5 layers of higher ups in hope that you will wear down and give in.

[WHAT YOU CAN DO] - Timing is a major factor in negotiation. The best time frame for you to go shopping is at the end of the month. The reason for this is two fold; dealerships have monthly sales quotas to meet and they also have to pay interest on the unsold vehicles. If they haven't met this month's quota, they are *motivated* to move inventory fast.

Set a deadline for the sale before even you start looking for cars. Make it plain that you will not wait. Go in over your lunch hour and plan to handle the transaction in that time frame. Better yet, go in late in the week about an hour before their closing time That is when the salesperson will want to deal with you and go home. In either case, if you establish rapport with the salesperson, you can convince them you are sincere about buying "here" but *are* pressed for time. Normally they will get down to the real business of money and cars much quicker.

Remember that the longer the salesperson talks with you, the more they have invested in selling you *something*. If you just walk in and say, "Give me your best offer.", they won't take you seriously or put any energy into helping you arrive at your Outcome (a good deal on a vehicle).

"Few people have the imagination for reality."

- Johann Wolfgang von Goethe

The Advisory

Do you have an NLP problem that has your flexibility tied in knots? Or maybe, an intense curiosity about how NLP is used in Tibet? The Advisory column is about questions. If your question is selected, *you win an answer.* Send us your NLP question (50 words or less) to:

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The metaphor is, "Everyone's time is valuable." Take the time for pacing and establishing anchors to use later on in the process.

If you want to use your NLP skills and you can play a game with dealers that Don calls Pace and Destroy. Pace to the salesman, and about the time he thinks he's got you, do a total incongruent shift.

Go "Yes, yes, yes", then do "No!"

If the salesperson keeps referring to a higher authority, tell them that you are not going to negotiate with an unseen sales manager. Or, that you do not negotiate with people behind locked doors. Use meta programs and meta questions. Find out who specifically has the **authority** to OK this sale and pin them down. "If you can't deal with me, send someone who can ok this deal. You have five minutes." Set a time limit or arrange to come back when the person in authority will be in.

Make their competitor's prices, service, etc. a factor in your negotiations. Competition means whoever does best by the customer wins their business. They may not like it but dealers are very aware of their competitors. An example would be to state a low price offered by the com-

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TIES ARE HAZARDOUS TO YOUR VISUAL HEALTH

It's a ritual done millions of times a day, sliding the fashion noose around your neck. You always felt something was wrong but you just couldn't see what the problem was. Now there is evidence...

Aking in the 13th or 14th century started a tradition of business attire that we still observe today. Needing protection for his elaborate garb, he commissioned his clothier to make him a protective shield to wear at banquets. An ornate bib was the result. Soon upper society began wearing them -- but only when eating.

Before long the fashion spread, all the classes were wearing bibs. The institution of the tie was born. It's purpose for eating was eventually lost but the bibs continued to be worn for ornamental purposes to official functions of the court.

Has the tie outworn its welcome? New evidence has shown that ties can interfere with job performance and perceptual skills by limiting blood supply to the brain and eyes.

In their study, Lanora M. Langan and Susan M. Watkins, Ph.D. (College of Human Ecology at Cornell University) concluded that most men wear their collars and ties too tightly which restricts blood flow. During visual discrimination tests performed by an ophthalmologist, it was found that this neckwear slowed down visual response times. Even after collars and ties were loosened, the subject's visual speed and response times did not immediately change. Langan and Watkins concluded that persons in jobs which demand visual perception (pilots, computer operators, etc.) were harming their job performance by wearing neckwear.

Report in Human Factors (Vol.29, pp. 67-71) by Leonora M. Langan and Susan M. Watkins, Ph.D.

■ ■

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Tell me a Businesstime Story

The room was tense with anticipation as the manager sat down to listen to the employees' grievances. He took off his glasses and rubbed his eyes for a moment...

> **"When I was young I took an old wind up clock apart and at a certain point it exploded. Parts went everywhere and got lost so I couldn't put things back together. It seems some things have lots of pieces under pressure."**

The tension had been broken as the manager put his glasses back on and the meeting continued successfully.

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The metaphor is an excellent business tool for interjecting ideas without having to broach a subject directly. It works at the subconscious level to change meanings, and to broaden beliefs. In essence, metaphors are ideas tightly wrapped up in short stories. The lessons within are so broad that almost everyone hearing the metaphor can relate them somehow to their own life. The minimal details of the stories allow us to fill in the blanks with our own life associations.

The repertoire of the metaphor is vast. It can take the form of a story told to a large audience as easily as becoming part of carefully crafted patterns that go into effective therapy. **Why** metaphors work is the stuff of other articles. Here we will cover **how** to use them.

Metaphors can be used very effectively in the daily operations of a business. They can be used to inject a change of pace into discussions, to bridge one idea to another, or to refocus attention onto a specific topic. These "mini -vignettes" can also be used to teach, train or admonish when doing so directly would be ineffective. The key to using this handy little tool is brevity. To borrow a business metaphor, "Time is money."

Properly implemented, the metaphor slips past linear mindsets before they can recognize something new is being incorporated into behavior. At the least, the seed of an idea may get planted. In the best case, your metaphorical concept may be the first domino to bring down a chain reaction of change.

POINTS TO CONSIDER

You have rapport, you have the stage...now you have 45 seconds. That is about the maximum amount of time allowed to set up, implement and get out of your metaphor unscathed, and the briefer the better. However, make sure your metaphor is relevant to whatever the subject at hand is. If you can inject humor or irony appropriately the idea will *stick even better.* Consider using embedded quotes within your stories. Vary the length of the metaphors you use for variety. Repeating the same metaphor to the same audience makes it boring and will limit its effectiveness.

The following examples are just the tip of the metaphor. They are purposely short to demonstrate that a story does not *have* to be long to work. The stories that will come across most effectively are the ones that you have made your own...either by actually experiencing them or practice.

[Difficulty]

"This project is like tap dancing on quicksand."

[Cooperation]

"If only one side of the row boat gets paddled you go in circles."

[Following Procedures]

"The leaves know when to fall from the trees, and they don't jump back on."

[Handling Criticism]

"Sometimes when our mirror gets a little dusty we don't see ourselves as clearly as others do."

[Being Supportive]

"Don't try to stuff the butterfly back into the cocoon."

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Metaphors can be a **very effective** communication tool. The other day a co-worker was upset at some unrealistic expectations placed upon him by THE BOSS.

The Co-worker said of THE BOSS, "You know, he parts the waters and then expects us to pick up the mud and the dead fish."
I knew exactly how he felt!

■ ■

Potential Market

Looking for an untapped market that needs your NLP expertise? Look no further. The dental industry needs methods to help 35 million Americans who suffer from varying degrees of dental anxiety. 12 million of these Americans can be classified as true phobics.

The American Dental Association claims unpleasant childhood experiences are the cause of squeamish adult patients. Dental offices can benefit by learning techniques to help patients relax and to eliminate the feelings of fear associated with past experiences.

University of California Berkeley Wellness Letter, P.O. Box 10922, Des Moines, IA 50340 ($20.00/year)

"All of life is a dispute over taste and tasting."

- Friedrich Nietzsche

Next Months Coming Events

SOUTH

SOUTHERN INSTITUTE OF NEURO LINGUISTIC PROGRAMMING

Box 529, Indian Rocks Beach, FL 34635 (813) 596-4891

Feb. 6-7	Certification Training Begins (Miami, FL)
Feb. 6-7	Hypnosis Weekend (Michigan)
Feb. 12-14	10 Day Hypnosis Certification Begins

EAST

MASSACHUSETTS INSTITUTE OF NLP

16 Vinebrook Road - Lexington, MA 02173 (617) 244-7433

Feb. 13-14	Persuasion Strategies - Selling
Feb. 13-14	Changing Limiting Beliefs and Self Images

NEW YORK TRAINING INSTITUTE FOR NEURO-LINGUISTIC PROGRAMMING

155 Prince Street - New York, NY 10012 (212) 473-2852

Feb. 5	Practitioner Training Begins (New Jersey)
Feb. 6	Teaching Strategies
Feb. 17	Mind Training
Jan. 19-21	Left/Right Brain
Jan. 27-28	Business Certification

WEST

DYNAMIC LEARNING CENTER FOR NLP

P.O. Box 1112, Ben Lomond, CA 95005 (408) 336-3457

Feb. 11-15	Pragmagraphics, Meta-Systems & Sleight of Mouth

FREEDOM WORKSHOP

P.O. Box 5881 - Berkeley, CA 94705-0881 (415) 428-1184

Every Friday	NLP Apprenticeship Class at 7:30 p.m.

FUTURE PACE, INC.

P.O. Box 1173 - San Rafael, CA 94915
(415) 485-1200

Feb. 12-15	Emprint Training (San Francisco)
Feb. 26-29	MAP Course - Imperative Self Therapy (San Francisco)

GRINDER, DELOZIER & ASSOCIATES

200 7th Ave., Ste. 100, Santa Cruz, CA 95062 (408) 475-8540

Feb. 12-14	Personal Evolution (Carmel, CA)
Feb. 26-28	The Syntax of Behavior #4 - A Batesonian Model for Investigation (Monterey, CA)

NLP COMPREHENSIVE

1221 Left Hand Canyon Dr. (JSR) - Boulder, CO 80302
(303) 442-1102

Feb. 21	Free NLP Preview (Boulder)
Feb. 27-28	Resolving Grief (Boulder)

SOUTHERN CALIFORNIA CENTER FOR NLP

929 Barhugh Pl. - San Pedro, CA 90731 (213) 833-4234

Feb. 12-14	Love, Honor & Negotiate - A Personal Excellence Workshop for Couples (Los Angeles)

WESTERN STATES TRAINING/NLP OF UTAH

P.O. Box 21506 - Salt Lake City, UT 84121 (801) 278-1022

Feb. 22-23	Advanced Patterning Techniques (Presented by Robert Dilts)

CANADA

CENTRE QUEBECOIS DE PROGRAMMATION NEURO LINGUISTIQUE

180 Victoria, Longueuil, Quebec J4H 2J5 CANADA
(514) 679-3571

Feb. 5-6	Basic NLP Training I
Feb. 26-28	Basic NLP Training II

GEORGIAN BAY NLP CENTRE

Box 1210 - Meaford, Ontario N0H 1Y0 CANADA
(519) 538-1194

Feb. 5-7	Robert Dilts Presents Unified Field Theory

CONFERENCES

Jan. 29-31 **NANLP Regional Conference** (Dallas, TX)
[For information write: NANLP Regional Conference, Box 113, Garland, TX 75043 or call (214) 686-1196]

Feb. 4-9 **9th Annual Training Institute on Addictions** (Clearwater Beach, FL).
Sponsored by The Institute for Integral Development, P.O. Box 2172, Colorado Springs, CO 80901
[For information call (303) 634-7943]

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Attention: Coming Events

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YOU CAN BE A WINNER

We'd like to challenge your chunking abilities. How many times have you been asked what NLP is? Ever had a less than elegant time explaining what Neuro-Linguistic Programming is to a *curious, but totally uninitiated individual*? More than you would like to admit? If you are willing to take the time to think of a GREAT answer, we will reward you for your efforts. In 25 words or less, describe a succinct definition for Neuro-Linguistic Programming that would satisfy and teach the average questioner. ***Remember, the average questioner doesn't know the jargon.*** Simply fill out the form below and mail to:

I've Got the Answer

c/o Anchor Point

P.O. Box 26790

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The Grand Prize winner will receive a plethora of books:

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Three (3) Honorable mention winners will receive a copy of ***Change Your Mind and Keep the Change***

The winning entries will be published in the February 1988 issue of ANCHOR POINT. **Deadline for receiving entries has been extended to FEBRUARY 10, 1988**. Good Luck!!!!! We look forward to hearing from you.

Neuro-Linguistic Programming is:

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(Contest entries of NLP "definitions" may be published in the future issues of Anchor Point. an entry into this contest grants your permission to publish this material).

[Car - From Page 7]

petitor and then say, "...but they were too pushy. All I want is an **honest deal.**" Use it.

Anything you can do to deflect the salesperson's process will throw them off base. Consider the entire transaction a challenge to your flexibility. **Breakstating** the salespersons process is your most effective tool. Anything that makes the process *different* is useful: Don't have a trade in, have your own financing, have a competitor, refuse to be turned over. The point is *not* to torture the salesperson, but rather to keep yourself from being manipulated and to buy a vehicle at a fair price. The ability of the dealership to make a profit is as essential to the ecology of the transaction, as is your desire not to over spend.

HOW AN NLP SALE COULD BE DIFFERENT

A salesman properly trained in NLP techniques, would be concerned with the buyer's ecology as well as their own. The profit they can make from a the sale is in *co-operation* with the customer rather than at their expense. At then end of the sale, when all the customer's needs are satisfied, the customer will be 100% congruent in their purchasing decision. There should be no buyers remorse, incongruities, or ecological violations.

According to Aspromonte, a sales person using NLP properly will use ecology frames and rapport **not** just the traditional persuasion frames. If an NLP-trained salesperson does not care anything for ecology, they will only use persuasion to rush the customer into the sale. His customers will more likely suffer from buyer's remorse. The result can be lawsuits and Better Business Bureau complaints.

■ ■

"There is nothing as mysterious as a fact clearly described."

- Gary Winograd

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