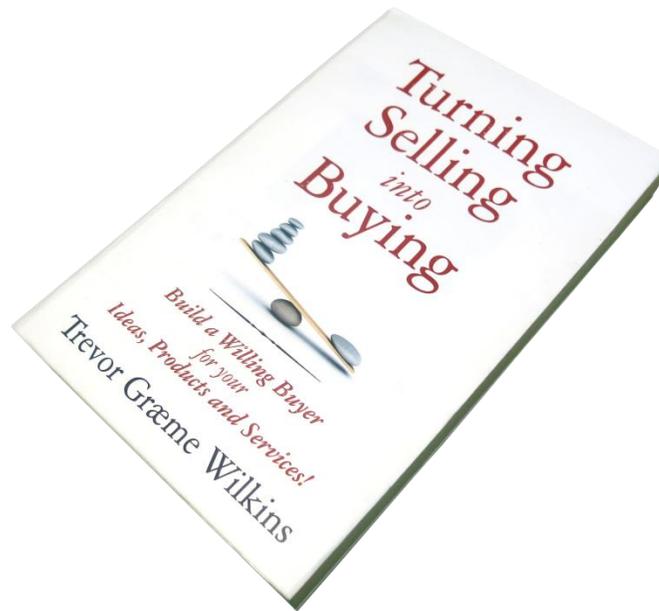


TURNING SELLING INTO BUYING[®] WORKSHEET



Four-See Script



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v2.3



Tell me and I may forget

Show me and I can remember

Engage me and I will understand

Confucius 5th Century BC

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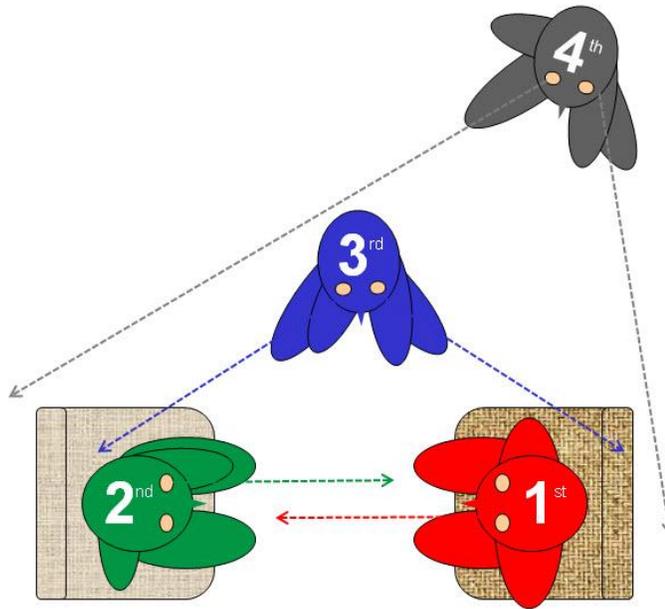
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THE FOUR-SEE EXERCISE SCRIPT



In summary, these are the four positions:

- **1st Position:** The perceptual position of oneself. What one sees, hears, feels, tastes, smells; plus what one believes, one's capabilities, behaviours, etc.
- **2nd Position:** The perceptual position of another. Another can be a person, an animal, vegetable or mineral. Another can be real, imagined or remembered, a character from a novel or movie, a supportive mentor or a critic, a future or ideal self, or any number of archetypal roles.
- **3rd Position:** The perceptual position of an observer. An observer can be a customer, a supplier, a scientist from another planet, a fly on the wall, or any uninvolved entity, real or imagined, with the ability to perceive in a disinterested and well intentioned way. They also have a 'magical power' to know the filters being used by the two people in 1st and 2nd positions.
- **4th Position:** The perceptual position of the larger system or systems. The system can see and can be affected by all of the other positions at once, as a whole, and use all of the representation systems to perceive such things as relationships between other positions, effects on the system itself, and systems within systems to any level of magnitude

“Relax and sit in a chair and let your mind go to the situation that you want to do your best to Four-See. Replay *in your head* the last time you had this conversation. See the things that *you* saw, hear the things *you* heard and feel the things *you* felt. Run the words that were said by the other person through your head and experience again the reaction it had on you”

“Do this until you're completely ‘in the state’ that you were last time. Maybe try it with different situations and people. (and remember these people can be completely imaginary). Do this until you're completely ‘in **Second Position**’”

“**Now** [as a firm command] **stand up and count the number of lightbulbs that you can see in the room**”

(this, or or something else banal, detailed & specific, is to ‘break the spell’ and move out of a possibly intense State)

”Next, stand up and move to sit in the other chair. Start to take on the persona of the other person and, most importantly of all, leave yourself, and all your ‘mental baggage’ behind”.

“It’s easy for me to say, but less easy to do. So help yourself with a few techniques that will allow you to see the world through their eyes...to use *their* filters and *their* models of how the world around them works. Think yourself completely into *their view of the world*”.

“So let’s start with the easy things...sit the way they sit. Even, if you want to, walk up to the chair the way they do. Do it with *their* body angle, their neck position, their head tilt, their facial expression and body tension. What do they do with their hands? Do they slouch in the chair? Do they lean forward?”

“Then think of what brought them to that meeting with you. Imagine or remember their background, their business pressures, where they live. Do they have kids, what is their lifestyle likely to be? What are their beliefs and values that you know, the business and personal pressures that you perceive them to have? Most importantly - *take on their thinking and motivation completely & to the best of your ability*. You may know them well. You may just be speculating - in either case, it’s valuable. **NOW** think about their problem as they see it. Keep thinking as them for as long as is needed for you to experience what they want to take away from the solution - what is their motivation to buy into what you’re saying?”

Do this until you’ve completely sucked the value out of **‘Second Position’**”

“Now [as a firm command] stand up and count exactly how many panes of glass there are in that window”

(another ‘Break State’ command)

”Now stand to the side of the two chairs, facing between them and take on **‘Third Position’**. This is someone with ‘no axe to grind’ who can observe the interaction neutrally and give advice on how well the communication is flowing. Is it a two way street? What rôle is each person taking? Dominant, supplicant? Parent, child? Clinical or passionate etc? Is one long on information and short on enthusiasm or vice versa? Is each person hearing as well as listening? Just go with the flow...

(Do another ‘Break State’ command here)

Finally, move away from the chairs at an angle, but still facing them and go into what we call **‘Fourth Position’**. This is a person or people (real or imaginary) who will actually be affected by the outcome of the decision. Watch the interaction between the two people and see, hear and (most importantly) *feel it from that person’s point of view*. If there are different people, take on each of their personas and observe what they would want take away from the decision or resolution. When you feel you’ve learned enough from this, walk round the room twice and sit in the First Position chair again.

Now think about that problem again. Now experience the insights this exercise has given you. Now observe the new options that have opened up. Now realise that you CAN understand that others can buy into an idea if they can take something useful away from it.

