

# Get Em' Across the Finish Line



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Which CAR GOES with WHICH VALUES SET?



Which Type of WATER GOES WITH WHICH VALUES SET?

# Meta Programs: Unconscious Filters



Meta Program are scarcely conscious, yet enormously influential filters that individuals use to process, make sense of and respond to information from the world around them.

# META PROGRAMS

Sally's Mental Filters

## Use Carrot

- Towards Pleasure
- Goals
- Rewards
- Benefits



### Decision Making: **Procedural**

- Efficient; one to three options
- Criteria, processes or checklists
- Doing the process right important
- Which one is the best?

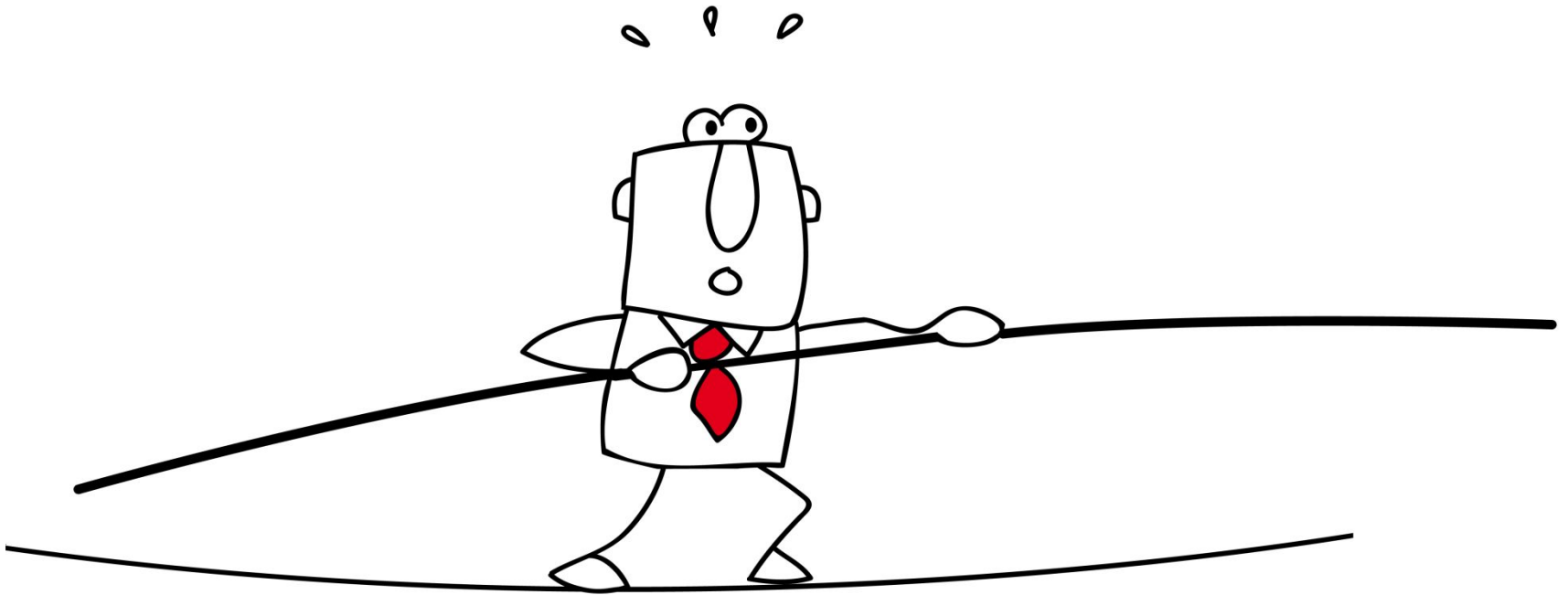
### Relate: **Difference w/exception**

- Will search for what is unique or different
- Might see some similarities
- Has high capacity for change

### Frame of Reference: **External**

- Decisions based on facts and evidence
- Stressed when there is a lack of feedback
- Needs feedback to make progress
- Indecisive if there is a lack of feedback

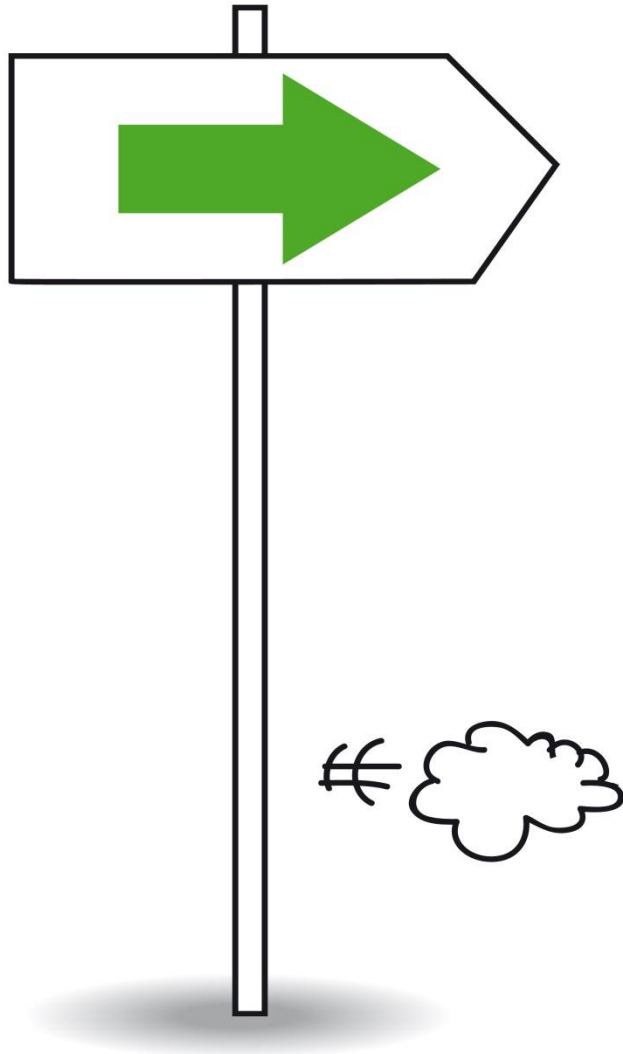
# Comfort Zone

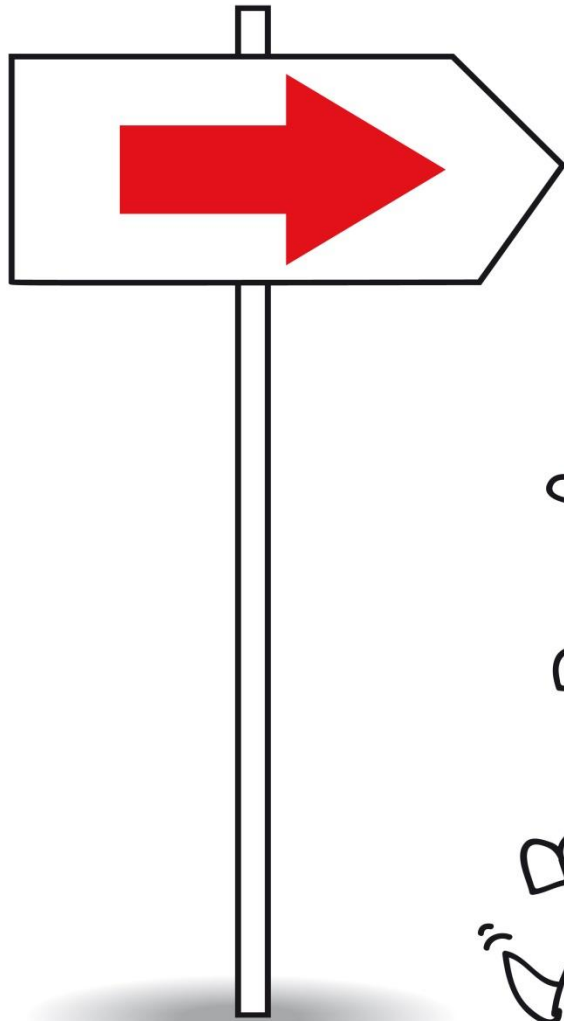


Much behavior is the  
result of fear, pain or  
fear of pain.



Person's attention is directed either  
Toward what they want . . .





... or Away From what  
they don't want.



# Direction Sort

## **Away From**

- Avoid risk or loss
- Pain – the stick
- Cautious
- Slow to change
- Calculated
- Problems

## **Towards**

- Rewards, benefits
- Pleasure – the carrot
- Open-minded
- Quick to change
- Spontaneous
- Goals

# Towards Sort - Advantages

Forward-thinking,  
goal-oriented,  
positive energy  
and drive.

Benefits

Rewards

Carrot

Forward

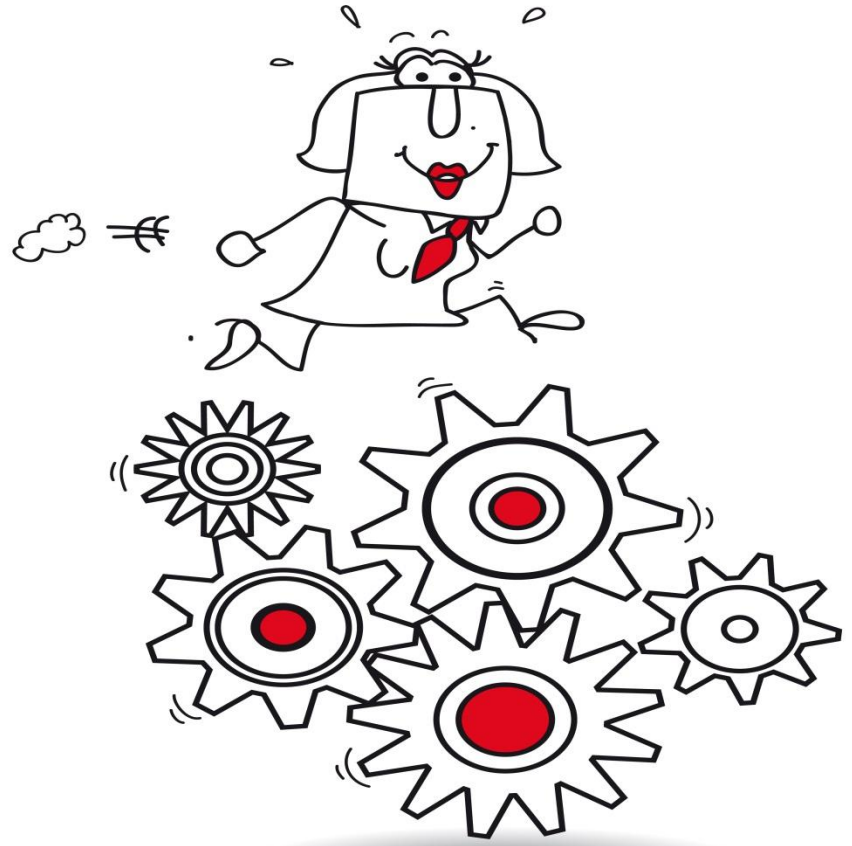


Future

Goals

# Towards Sort - Disadvantages

May get entangled by too many new initiatives at once; may be perceived as 'gung-ho'; has a tendency to leave things unfinished.



# Towards Sort

Optimistic in their perceptions.  
Sometimes ignoring potential pitfalls or learning opportunities that could serve them in the future.



# Away From Sort - Advantages



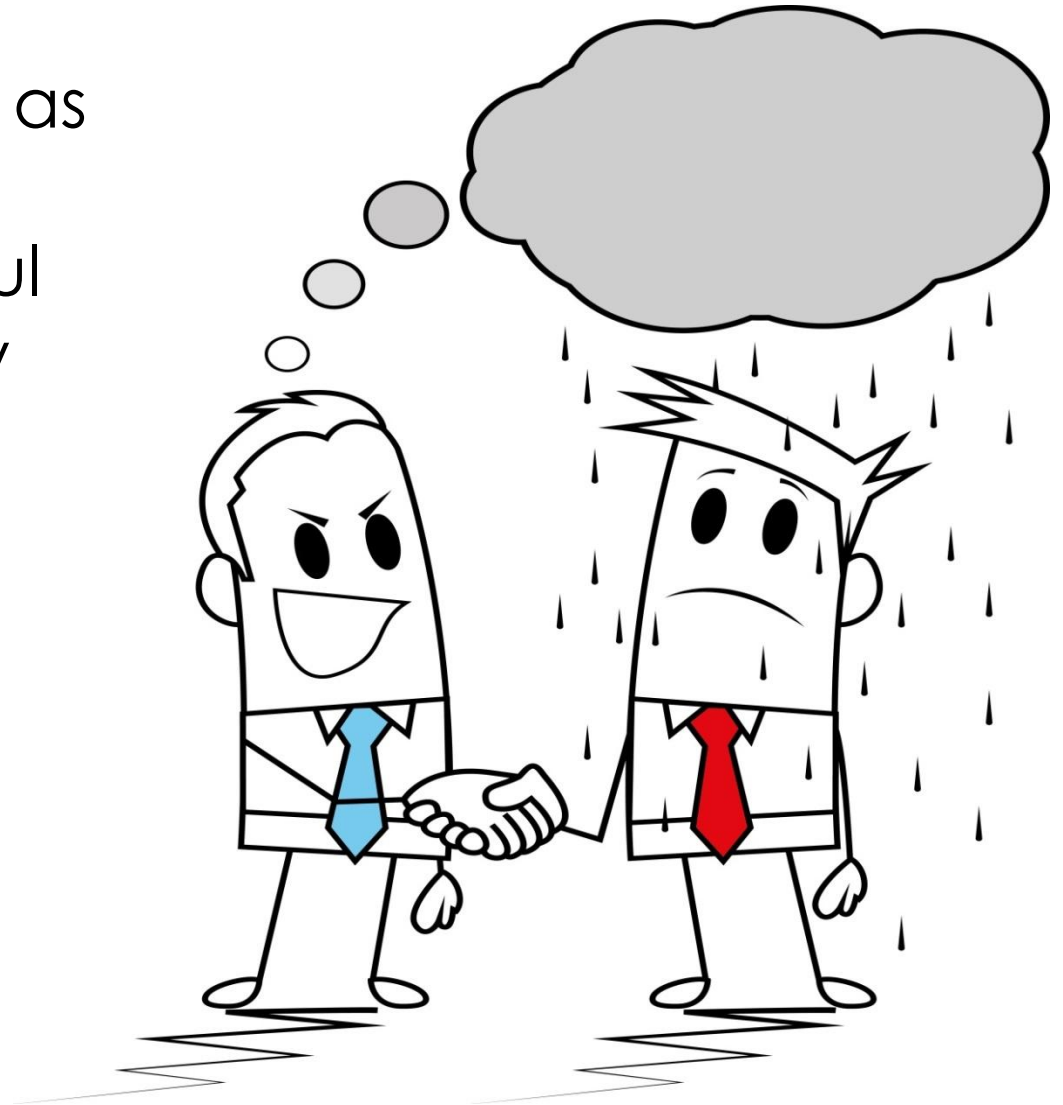
# Away From - Disadvantages



Overly cautious with a tendency to focus on the downside; may appear negative and unwilling to try new experiences; makes choices based on avoidance rather than a desire for something new.

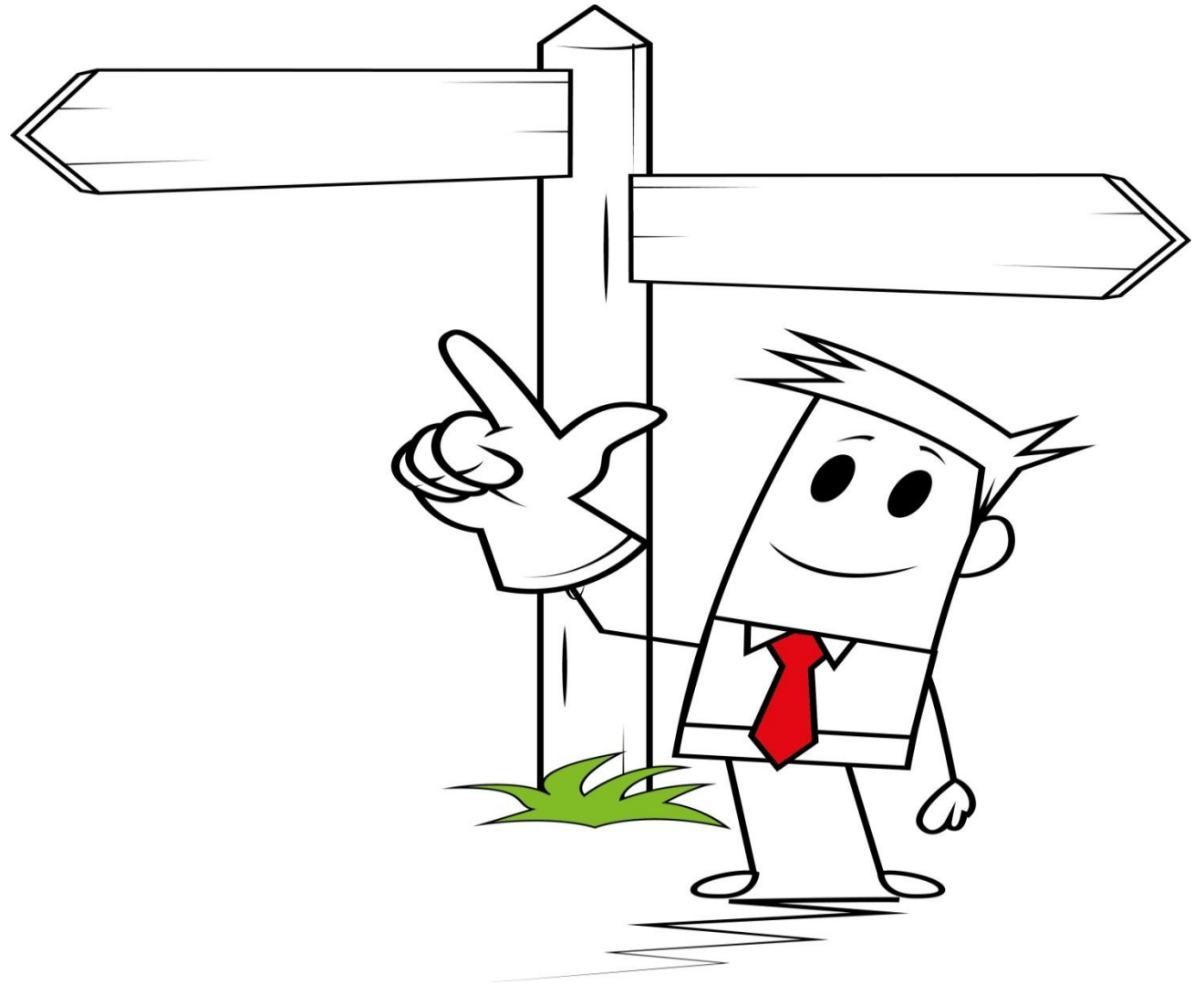
# Away From Sort

Can be interpreted as a pessimistic view. However, a powerful Away From strategy can be used to propel someone towards a goal.



# Direction Sort

What is important to you in a business?



# Trade Secret

The smaller the comfort zone the faster the action.  
Want more deals? Reduce your client's comfort zone.



# How do I do that?

- Leverage Values
- Leverage Fear



# Carrot or the Stick?



Ricardo

## Business Profile

### Vitals

Summary

Values

Stage of Growth

Culture

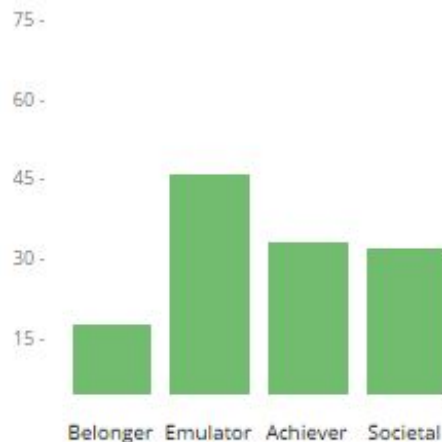
Work Style

Competencies

Business Path

Needs & Wants

Meta Programs

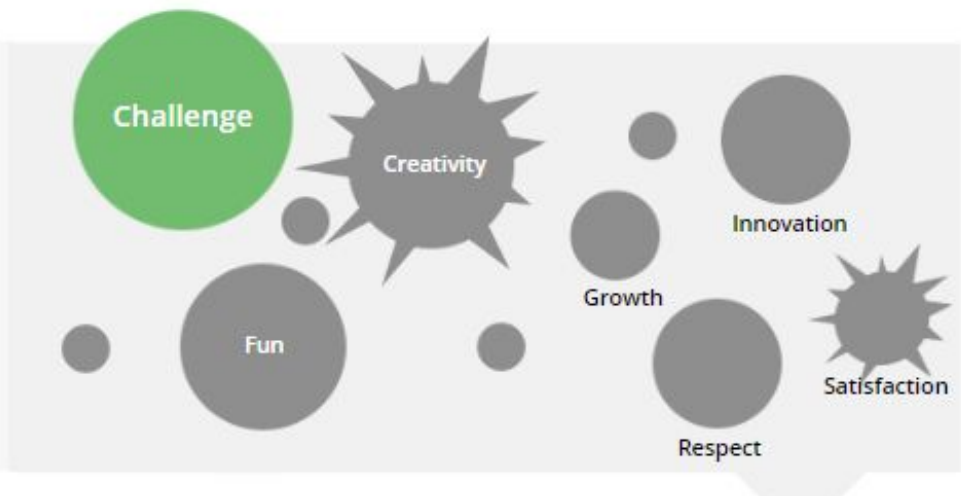


## Emulator

Emulators are independent thinkers and quick to make decisions. They demand a high degree of flexibility, diversity and control. They will question old ideas, authority and systems while looking for unique methods to grow their businesses. Autonomy and the promise of quick profitability are key factors in selecting a business and risk does not deter them.

You are competent, assertive and driven to perform in any challenging or competitive environment. You are well connected, and have an ever increasing sphere of influence. Often opinionated and outspoken, you are personable and social with endearing chameleon-like tendencies.

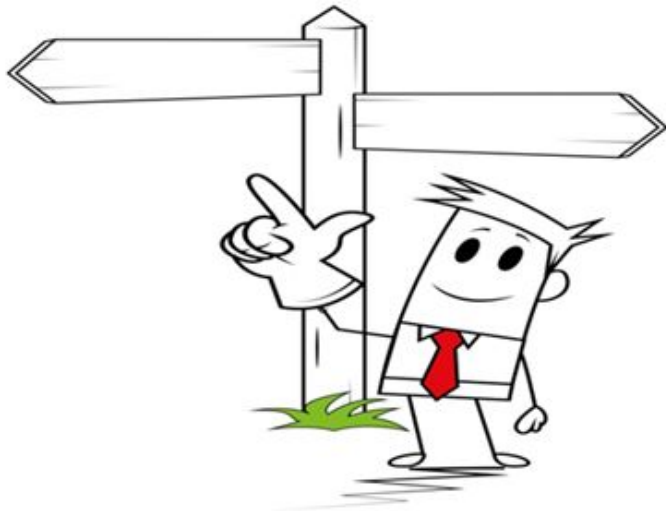
Flexible business formats will prove a good fit for the Emulator. Opportunities which offer recognition, aggressive growth and ability to leverage will attract them. Businesses where there is an opportunity to edge out competition and quickly gain market share will suit your "go-get-'em" nature.



# Bigger the Comfort Zone the Bigger the Stick

## Carrot & Stick

- Away From Pain
- Toward Pleasure
- Risk & Reward
- Goals & Problems



# Belonger: Toward

- Proven, practical, hands-on service or solution based business.
- Team and/or family-type culture
- Can include family and friends in business.
- Loyal, dependable employees and customers.

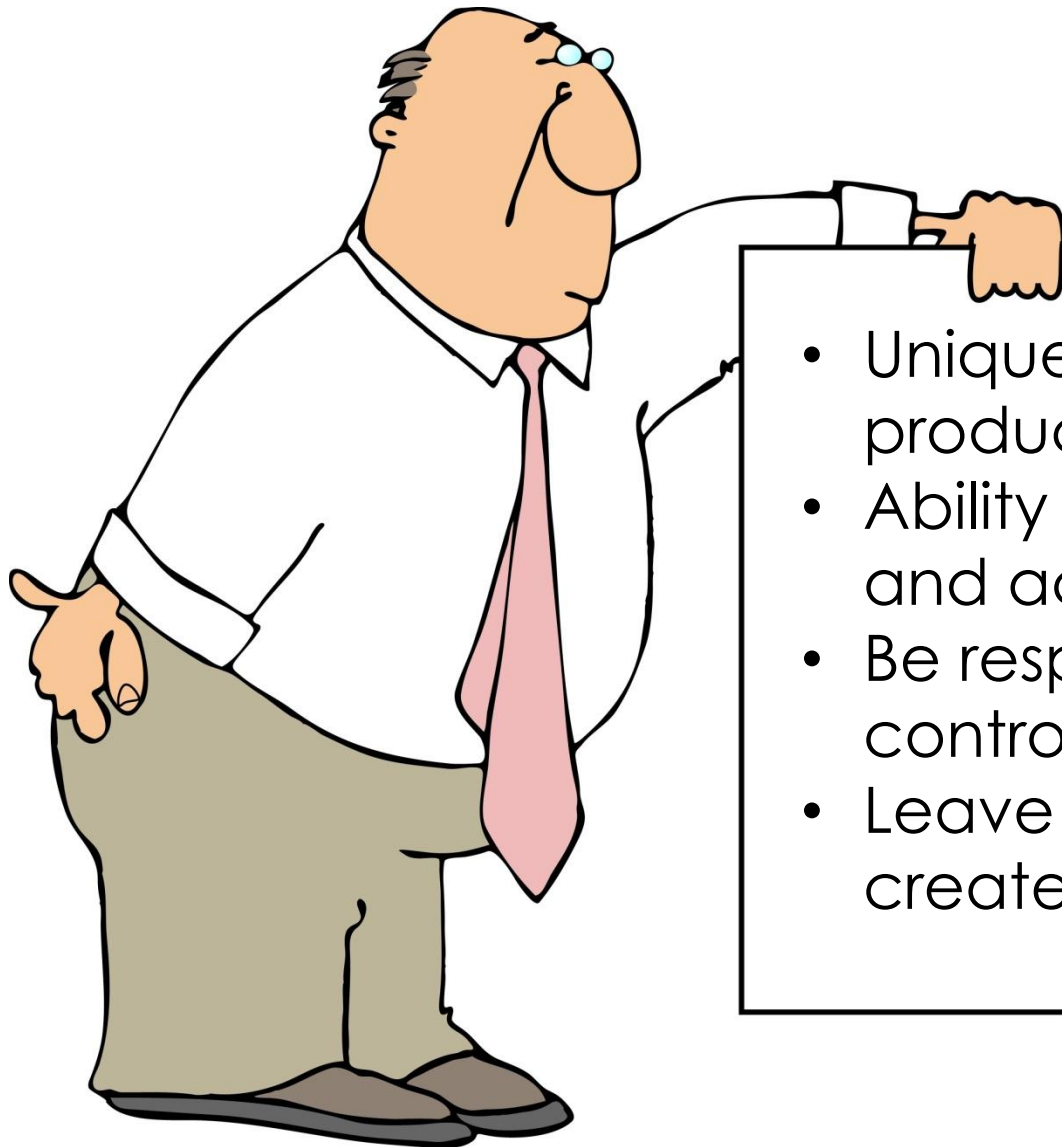


# Belonger: Away From



- Separation from family
- Insecurity of job market.
- Inability to provide for or protect the family.
- Disappointing spouse.
- Work environment which is disloyal, unfair, inconsistent or lacking a sense of team.

# Achiever: Toward



- Unique, quality company, product or service.
- Ability to replicate, grow and achieve success.
- Be respected and in control.
- Leave a legacy and/or create residual income.

# Achiever: Away From



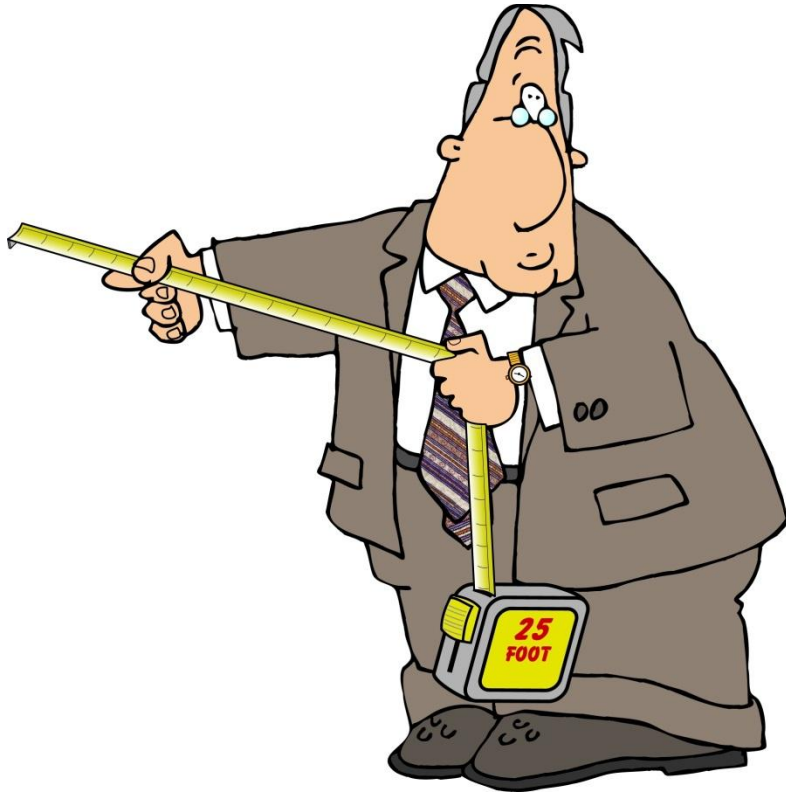
- Hitting the corporate ceiling.
- Unable to leave a legacy or create residual income.
- Having little power or success.
- Being disrespected.
- Working with individuals who don't care about quality, results, growth or winning.

# Societal: Toward



- Innovative, change, or cause-based concepts that promote others' growth and success.
- Ability to contribute and have an impact.
- Educational, transformational, inspirational.
- Ability to create and express.

# Societal: Away From



- Can't make a difference or have an impact.
- Working with individuals who lack integrity or principles.
- Can't express or innovate; no longer learning.
- Environments that lack harmony; have drama.
- Ineffective situations limiting freedom and creating redundancy.

# Emulator: Toward

- An innovative prestigious and/or sexy business.
- Adventure, fun and challenge.
- Quick return on investment.
- Flexible situation with lots of recognition.



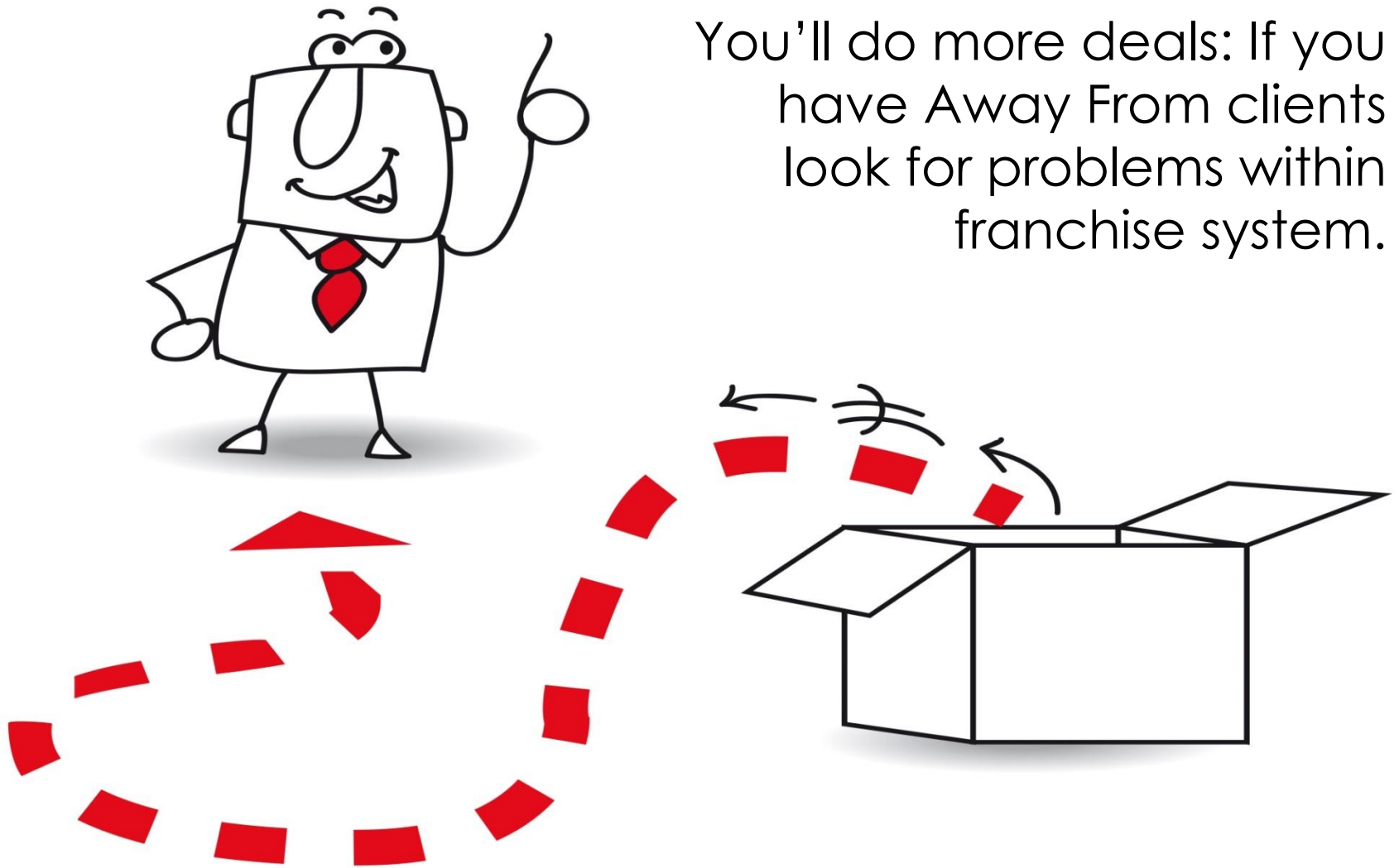
# Emulator: Away From



- Being micromanaged.
- Being unappreciated, or unrecognized.
- Boredom; lack of challenge.
- Limited income; being seen as not reaching potential
- Lack of prestige e.g.: title, status, money.

# Trade Secret

You'll do more deals: If you have Away From clients look for problems within franchise system.



Are you and your  
client going the  
same direction?



The Higher the Value the Bigger the Carrot



When in doubt  
leverage several  
of your prospect's  
values!

# The Bigger the Fear the Bigger the Stick

When in doubt  
leverage several of  
your prospect's  
fears!



What questions  
do you have?

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