



#470 - Mirroring

1. A lot of sales folklore, but this one is TOTALLY TRUE
Humans are natural mimickers.

2. How to be use it wisely
 - a. Observe (actions, words, body language, dress)
 - b. Chill
 - c. Mirror
 - d. Repeat

3. It's how we understand another's point of view.

4. Two Effects
 - a. You create empathy for yourself.
 - b. Common Ground

In university studies, when people asked if they were being mirrored they overwhelmingly said that they were not.

5. Language
 - a. Body
 - b. Verbal

A university in Holland studied restaurants. Servers who repeated back, word-for-word customer's order received.... Are you ready?..... 70% higher tips than those that did not.

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