



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #201

Frank Somma

Frank Somma is a sought-after motivational speaker, workshop leader, coach, and author. He is a certified practitioner of NLP, the communication science that made Tony Robbins famous. He has taught audiences in varied industries how to gain instant rapport, build great relationships and create customers for life. His training centers around the belief that people do business with people they like and with people they trust. The focus is on helping people to be more engaging, persuasive, trustworthy, and professional.

As you'll see in this interview, Frank's energy is infectious and his techniques are quickly absorbed and immediately usable. As I always do with my interviews, Frank and I will talk about how to implement what he teaches whether you're a salesperson, manager, entrepreneur, teacher, coach, parent, or just about anything else. After all, Frank and I both believe that we're all selling something.

Quotes

"The people who do well at things are people that are really open and flexible to learn more."

"Nobody ever says, 'Hey, I hate that guy. All he does is listen to me.'"

"Hard work beats talent all the time. If you don't know enough about something, you can definitely learn more but while you're on your way to learning, just outwork everybody else and you'll do better."

About Neuro-Linguistic Programming 21:05 - 23:05

Neuro-linguistic programming is a science put together by two guys in the early '60s, Bandler and Grinder. What these guys were doing was trying to create better therapists. They had these group of therapists and what they did is they broke down communication to the most infinitesimal levels. There's a study back in the '60s by

[inaudible 21:39] who said that 57% of our communication is what we see and 37% is the tone of our voice and only 7% is the words that we use. If you think about it, that's the basis of satire. If I say to my wife, 'I'm going to leave on a business trip and I'm going to have to miss your mom's birthday party on Sunday, and she says to me, 'Oh, that's great.' Does she mean that it's great? So the words don't mean anything. NLP teaches all of these things, like watching facial cues and coloration, breathing patterns, tone, the pace of the speech, predicate words that people use - do they speak in visual terms or auditory terms - where are their eyes accessing as they're speaking to you. I couple that - for myself, anyway - with some great body language learning. There's a program from Joe Navarro that I enjoy. He's an FBI guy who does an awesome program on body language. You combine those two things and you find yourself in conversations with people and rather than focusing on the words and having your own brain running your response before the person's finish speaking, you learn how to listen better and respond more clearly."

About Creating Deep Relationships By Listening 23:51 - 25:00

"I believe that deeper relationships create better results in our lives. The way to a deeper relationship is to understand the other person. If you think about what ego is, we're all trying to set ourselves apart and be different. Ego is about self and it's about how do you differentiate. Dale Carnegie who wrote *How To Make Friends and Influence People* wrote something stunning in that book. He said, 'The man you're talking to has more interest in his own toothache than an earthquake that killed 10,000 people.' If you want to be well-liked, well-trusted and relied upon, you do that from being a great listener and drawing people out. You'll get your turn. Check your ego a little bit and start to really tune in to someone with nothing in mind, no game, it's just to listen to someone and draw them out and ask better questions. Over time, that will give you deep relationships."

About Being Present And Drawing Out Conversation From Hesitant People 27:27 -28:57

"The ability to be present is becoming more and more challenging because of the number of distractions around us. It sets you apart even further. There's this myth about multitasking. If you talk to people, they'll talk about their ability to multitask. If I were sitting right now talking to you and I'm on my computer, answering an email, I would not sound the way I sound. You just don't. So you got to do what you're doing while you're doing it. You've got to focus on that person in complete uptime. It just makes things more smooth. One of the things I can share with the folks listening, sometimes, you don't really know where to go. You're talking to somebody. How

does that conversation get better? One of the things to do is employ a technique called backtracking. If you find that someone's reticent to speak to you or they're just very one-word answers, one of the things you can do is repeat the last couple of words that they said with a vocal intonation that's a question at the end. So if you said to me, 'Frank, we went to the park on Sunday,' I could say, 'The park?' When I repeat your last two words with a question in my tone, it implores you to explain further."

About The Steps To Meeting Someone 29:43 - 21:47

"When you're meeting somebody new, you go up and shake their hand and say hello, how many times have you ever met someone and at the moment that you met them, thought, 'I don't know if I really like this person'? Nothing's happened yet, except that you met them. What has happened is that you added up a bunch of little facial and body cues and came to a conclusion. This is our lizard brain stuff. This is the stuff in your DNA. This is caveman before we had language. So when you meet somebody, you've got to be open, you've got to be heart-to-heart. So the center of your body is facing the center of their body. It can't be side-saddled in, half-turned, looking the other way. Sometimes when you feel as though you didn't like somebody right away, they violated one of these moves.

Number two is you've got to make soft eye contact. You have to think, "How nice it is to meet this person." When you really think that when you make eye contact, your eyes will say that. They'll be soft. So you're centered, you make soft eye contact, you smile, you offer greeting, 'Hello, how are you,' as you reach out to shake their hand. When you shake their hand, don't try to break all their bones and show them that you've been hitting the gym. A little commercial for the ladies out there, we're all business people and equal. How many times you've had a guy shake your hand and just grab the tips of your fingers like you're the Queen of England? It's condescending. It's borderline misogynistic. Guys, don't shake a woman's hand like it's a man but shake it.

The final thing is you lean in just slightly at the end and it conveys just a bit of intimacy. Not so close like it's a Jerry Seinfeld Close Talker episode. It's just a slight lean-in that conveys a bit of intimacy. And then I say their name out loud, say it again in my head, and say it out loud again. It helps you remember names better."

Action Item

"Stop and think. Take the productive pause. As Earl Nightingale most famously said, you become what you think about most often. So if you just stop and think about

whatever your dissatisfaction is now, whatever your better satisfaction would be in the future and just put it in the front of your mind, it'll begin to happen for you."

Top 20 Productive Pause Questions

<https://jimharshawjr.com/wp-content/uploads/2018/04/Productive-Pause-Questions.pdf>

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