



## How to Influence VITO, Your Parents, Friends and Relatives

**Announcer:** Club Vito is on. Your only connection to the very important top officer and unlimited sales success. Your host Anthony Parinello is a bestselling author. He's trained over 2 million sales professionals and 65 of the Fortune 100. This program will take you to sales heaven and keep you out of sales hell. So turn it up. Now here's your host, Tony Parinello.

**Tony:** Yes, it is Tony Parinello, your next best friend and your competition's nemesis. And today is a special day because our head business building coach Steve Daily joins us. Now Steve is jet setting around from his pineapple ranch in Hawaii to his cabin up in the Rockies to the Snake River in outside of Boise, Idaho. So earth to Coach Steve, earth to Coach Steve Are you there?

**Steve:** I'm here I'm all here, and yeah, it's been quite a while the last couple of months here as I explore all climate and weather patterns I'll guarantee ya.

**Tony:** Yeah, yeah. And so, so what's the weather like now where -- you're in Boise now, right?

**Steve:** I'm in Boise now and had a blistering 15 degrees, snowy and it's actually just absolutely beautiful, you know, fresh mountain air and I love it.

**Tony:** Good for you, good for you. Well, I'm in Southern California where it's nice and toasty. Although this morning it was 50 degrees. I went surfing this morning some nice big overhead waves, man it was it was an adrenaline rush. Caught a couple of nice waves got my clock cleaned on a couple of them, which is always fun, you know how that goes. But you know, here's what I'd like to chat with you about today. And for you to enlighten us about. I spend a lot of time teaching people how to get equal business stature, create it, maintain it and work it with this person I call VITO the very important top officer, the person with the ultimate VITO power -- presidents, CEOs, owners and other privileged C suite executives. And so I talk about the importance of having equal business stature and, in the interactions with VITO, take the right to influence them and change their thinking patterns, introduce new ideas, new thoughts, stuff that maybe they haven't thought of before, but if they had, they haven't taken action upon and express all of this, of course, in a way that they understand using a language that they can lean into rather than push away from. So what I'd like to throw on your lap today, and is what is the best way to have the mindset of someone who can influence another individual who has a lofty title like CEO, president and owner?



**Steve:** This is awesome, Tony, and you, you hit several of the things already just in the framing of the question, you said several things that are the answer. But let's pick it out here. Let's be clear about what it is we're trying to accomplish and how to do it.

**Tony:** Yeah, and by the way, that was unintentional, I had no idea I was hitting upon...

**Steve:** No, you're a master of the method here. And, sometimes you just have a reflexive or automatic mindset, and so let's translate that, let' help our listeners, you know, kind of dissect this just a little bit and then assimilate it, bring it into their own way of interacting and so forth. So, first and foremost your concept, your principal of equal business stature is essential to grasp. I know, Tony, you do go into great detail about helping sales professionals see that they really have a full right and, what would you call it, you know, position, experience, outlook, perspective to relate to VITO as appear. And you cannot be an influence or you use the term lead -- you can't be a leader unless you feel like that you own that position, that perspective, that experience that you know, posture stature, if you will. So the first thing from a mindset perspective is to recognize that you have something of value that you're presenting to VITO, it's something that you know, and hopefully you're not even, you know, I'll let me say it this way, if you're not passionate about what you're selling, and what you're presenting and the solutions that you're providing, then you probably need to think about, you know, going to work someplace else. So, we want to just embrace that as an attitude of mindset of authority that we will now use as influence. So we'll start there. Does that make sense?

**Tony:** Yeah, Yeah, it does. But this cannot be an empty, an empty suit, so to speak. You know, just being passionate and thinking you -- well, I think I own authority -- you can't show up as an empty suit about this stuff.

**Steve:** No, no, absolutely not. So well, we'll spend a minute on that. So how do you, how do you -- what do you know about what you're selling? And what do you know about the solution that it provides and the value that it brings, and the problems that it solves? Every single successful product in the marketplace and even company in the marketplace has a specific target that they know has a specific problem and that they know they have a specific solution. So what do you know about that matrix, the target the person, the company that type of the industry that you're serving? What do you know about that? What do you know about the problems that they have, the specific problems that they have that are significant and impact their own overall business success? And then finally, what do you know about your solutions in that regard? And that's what fills up the suit, so to speak.

**Tony:** Yes, and I like that Coach Steve because you touched on product, company, industry -- the problems that the companies in the industry that you're serving have. I'd



like to - and doing research of course on on the prospect and on the very important top officer before you pick up the phone so all that knowledge gives you authority. I'd like to add something else here and that is the why. Why is VITO in business? What is there why? Because many times we don't think about that, we don't think about the why of VITO. Now what I mean by that is that understanding VITO, understanding their company, and doing a little bit of research, you might find that they're in a high acquisition mode of acquiring competition. Or you might find out that they're building their company to sell it or whatever. So their why, VITO's why is important. Now, you're not going to find that out most of the time by reading the local business journal, although maybe you can, you know, when it comes to acquisitions, or buyouts or whatever. But understanding VITO's why is very critical in the early stages of all this. And so I just wanted to throw that into that mix. Yeah.

**Steve:** I think that's perfect, that's absolutely perfect, Tony. And, another word, another, I guess, angle is motive. What's the why? What's the motive?

**Tony:** Love it.

**Steve:** The driving, VITO's behavior, VITO's, priorities, VITO's outlook, and you stepping into that with a well-informed posture, a well-informed perspective of, of all the things we've mentioned, and the problems that they're trying to solve. And, therefore the solution that you can present, and that that fills up that suit that we just talked about. Okay?

**Tony:** Yeah, makes sense, makes total sense. Okay, good.

**Steve:** So that's our foundation. You are now if you don't, I want to say it positively. If you can embrace all of that then you now are at the threshold of equal business stature. The second piece is what I like to call the invitation. Influence can only be received if it's invited. You know when, let's just use an analogy here, you know, when you're trying to discipline your kids and you're trying to get their attention. And you have a command directive sort of thing that you're trying to get across, this needs to happen, and this needs to happen, now. It's going to fall on deaf ears unless there is some sort of an invitation. Now as parents we learn how to, you know, yeah you can be so directive, and we'll call it managerial that we create friction that over time, pretty much turns into all our resistance. But if we are clever as parents and we're effective as parents, we eventually learn how to create an incentive for that person to, or that young person to pay attention. So listen, let's clean up your room so that you can go out to play, for example. Alright, so implied there is an invitation. What do I get, you know, yeah, I'll do what you want if I get something for it. And when we're dealing with VITO, we want to take a look at what is going to incentivize an invitation?



And so that comes from, you know in selling vernacular, it's understanding the value of what it is that you are presenting as a solution. So if you're clear about the value that's an incentive for VITO to invite you to, for you to exercise influence.

**Tony:** Yes, I'm totally following you, now I want to listener to understand cause this is what I'm not equating to an invitation, I'm not equating a meeting or an appointment with the invitation. We're talking about here is a, is an acceptance, a mental and physical awareness and acceptance of the value and your experience, and your understanding, and your interest, and all of that for VITO to invite us to have equal business stature. Am I right?

**Steve:** That's - you're right on.

**Tony:** Perfect.

**Steve:** You do this brilliantly Tony, with your instruction, your methodology, when we put together a VITO letter.

**Tony:** Yes.

**Steve:** A letter to VITO, you've got those bullets in there. They basically are saying here's the potential value that I can provide, that I have provided to others that I believe can be of interest to you.

**Tony:** Yeah, and I never thought about this and the way you're presenting it that we must first be invited, because if we start making early assumptions that Oh, they're just gonna really gobble this stuff up. And I'm the greatest thing since sliced bread, you're going to start sounding like every other stupid salesperson.

**Steve:** Every other salesperson.

**Tony:** Yeah.

**Steve:** Which is, yeah, go ahead.

**Tony:** Is this even like a subliminal perhaps, not a subliminal, but it becomes authentically obvious to VITO that they're being invited versus pushed into something.

**Steve:** Yeah, exactly. Actually, let's flip it around. They're inviting you. Oh yeah. Okay.



**Tony:** Yes, yes, yes.

**Steve:** They're inviting, VITO is inviting you to exercise influence essentially. But you won't be, to amplify your point you just made Tony, you won't be invited to provide influence if you just sort of barge in --excuse me VITO, let me introduce a perfectly productive day to tell you all kinds of stuff that's important to me. Because I know you're gonna love it, because you're going to love me because I'm so clever. And by the way, I know you have a whole bunch of money sitting over there under your desk. And I just love to get my hands on -- you know, that's just not going to work. And that's what 99.9% of all sales professionals attempt to do.

**Tony:** Yeah, maybe not in those exact words, but something pretty darn close. It's ridiculous, yeah.

**Steve:** Give me a break, I've got some other things to say. Okay.

**Tony:** So I love it. Okay, so now we're on a good pathway, here's a solid foundation for VITO to invite us.

**Steve:** That's right.

**Tony:** And I often say, you know, VITO's response to this is, "Tell me more," and so that's the beauty of what we do is we kind of set this, we cue it up for the invitation. And it could sound like something pretty darn close to tell me more. Yeah, yeah. Okay. Perfect, got it.

**Steve:** So now we have just one more step to go and that is to make sure that the you know, we're talking about exercising influence here, we want to make sure that we're speaking the language of the individual that we want to influence. So first off, we have to have equal stature. Second, we said we've got to get the invitation, and now we have to speak the right language. You're not going to influence anyone, let's go back to the to the kids' example, right? If you know the example I used is let's clean up your room, so you can go out to play, that their language, clean up the rooms so that you can help me clean the house in their language.

**Tony:** Now, Coach Steve how specific -- so I just thought of this, when you say to a child you know clean up your room so you can go out to play, would you make it so specific like, clean up your room and you can go play with the new bicycle that you have or you can use the new bat or we'll go do to the batting cage. The more specific you make the you can do, just like the more specific you make it for VITO, what's available to them, the more likely they are to say oh yeah, I'll do that. Yeah.



**Steve:** Dead on Yeah. Absolutely right.

**Tony:** Okay. Perfect. Perfect. I'm loving it, loving it.

**Steve:** And so now we want to make it -- you know the language is important here, and then and this is where you know you talk about "F" words -- avoiding "F" words and not sounding like the person that you don't want to get shunted to. You want to speak in a language that relates to VITO, that is compelling to VITO, that he or she understands that is connected to VITO's aspiration back to your comment about why and motive. You know, we want to make sure that how we are articulating what we can provide speaks in the right language and now we have all the dots connected to true influence.

**Tony:** Yes, yes, yes. And note to self listeners that "F" words are facts, features and functions that are unfamiliar to VITO. One nasty little "F" word to a VITO and it's an immediate un-invitation to spend any time with VITO or have any access to VITO. Yeah, perfect. Perfect.

Wow. Okay. So, what is the umbrella - the mindset umbrella, you mentioned passion earlier. What is the other mindset that we need to totally embrace to have -- to receive VITO's invitation?

**Steve:** I think fundamentally, Tony the answer is confidence, the commitment to resolving or solving the problems that you know VITO is, is experiencing. And, you know, when, when you spoke about the why, and what I call the motive, this is -- you either need to learn this or discover it. And once you have that firmly in place, I'll give you an analogy here in a second. Then you have you're going to go into this with the right mindset. So let's say that I'm driving home from work. I pull up to my -- pull around the block to pull into my driveway and I see that the neighbor's house across the street is on fire. Well, I know the neighbor, I'm concerned about the neighbors, the houses in my neighborhood. Certainly, there's a personal impact here. But moreover, I don't want anybody to get hurt over there. And so, I'm not going to like pull into my driveway and walk up to my wife and say, you know, hey, did you notice the neighbor's house is on fire? What do you think we should do? Hell no. What I'm gonna do is I'm going to jump out on my car, I'm going to run over there to make sure that I can see whether or not anybody's in there or not, make sure everybody's okay. I'm going to be -- my passion is going to turn into action because I understand the problem and I can't bear to see it impact in a negative way the lives and the livelihood of somebody right across the street. Well, you have to have that same mindset about what you're providing and bringing into the marketplace. Holy crap, I can hardly sleep at night because I know that there's businesses on fire CEO's offices are on fire, their desks are on fire and I've got a



fire extinguisher. I've got a cell phone I can call 911. I've got solutions for that problem and I want to make sure that I get that solved. That's the kind of passion that we want to have.

**Tony:** And you know it's -- okay, I'm on my second page and notes here, so it's very non-self-serving. The umbrella that I'm holding up over my head and -- allows the non-self-serving allows me to act or take action on my passion to the best interests of the people that I want to serve, in this case to be clear.

**Steve:** That's right, yeah. And let's keep it another second. Tony, it's not about, I'm going to go knock on the door because I might win a medal from the mayor for being a community hero. It is all about the other person and my concern for their problem. And so let's get really specific. Your motive, your motive, your passion should not be about your quota, should not be about what your boss is telling you that you need to go out and do. Should not be about, you know some sort of ranking among your sales team. It must be about you being passionate about solving problems and all those other things - - quota, what the boss thinks, your ranking among the team, that will take care of itself. That will happen, you don't have to, you don't have to use that as an extrinsic, unhealthy motivator. To have you -- otherwise it'll mess up your mindset, let me just bottom line it.

**Tony:** You know Coach Steve, this is so true and back to the very dramatic word picture and story about a house on fire, when you see this happen and they're interviewing the person that went over there first and helped someone out the window, went in and got their dog, whatever, is why you're a hero and unequivocally across the board the person say, No, I was just doing what needed to be done. Yeah, it gives you goosebumps when you hear that because they and just like service men and women and police officers and early responders, when I'm at a Starbucks and I see any of these, I'll buy them a cup of coffee and say thank you so much for what you do. And they just doing my job. And it's just amazing. So Coach Steve, let's leave the listener with a question maybe that they should ask themselves about all of this before they make their next sales call. What do you think?

**Steve:** I've got to ask two questions, self-reflection, right? Two rhetorical questions for the listener, you know, spend a little bit of time with. Number one, what is driving your passion, your focus, your desire, to influence the people that you're selling to? What's driving that? And obviously, if you listen to this again, you know, you'll pick up that a great motive, a great driver should be, can be, your passion to solve a problem that you really understand.

The second question. What is it that you need to know or learn more about, that will put you in equal status, equal posture, equal pure position with VITO? If there's anything



about if you're reluctant to pick up the phone, if you don't think that you qualify, if you're not comfortable with it, you have fear about all this stuff about talking to VITO, it's because there's something you need to understand better, something you need to learn, something you need to do some research on -- to feel more confident, more empowered, more capable to have that conversation. What is that? When you can answer that question, get to work on it. You're going to have the foothold that takes you through this continuum we just talked about today.

**Tony:** Coach Steve, in the business we call that a wrap. Thank you for who you are and what you do and everyone have a masterful rest of the day. Bye bye.

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