

CAREER HEALTH

What it Really Takes to Influence Human Behavior

By Anne Bachrach

The purpose of this article is to stimulate your thinking about what really influences human behavior and, if it's not working, to get you to think beyond your current approach to building long-term business relationships.

There are three ways to influence human behavior. The most common and least powerful way is by addressing needs. More, but not the most, powerful are wants. And, by far, the most effective way to influence human behavior is through core values. Values-Based Selling is the key to deliberately getting people emotionally involved and creating trust. Don't confuse **values-based** selling with **value-added** marketing.

I am not suggesting that you ignore needs; however, we no longer live in a needs-oriented society. Why are needs the least powerful way to influence human behavior? Needs are tied to **shoulds**. For instance, take statements like, "I should save money"; "I should make more investments"; "I should make better decisions"; "I should get a financial plan"; or "I should have more discipline". The key to guiding people toward smart choices is to get them to want to.

Tangible wants are a step in the right direction. Tangible wants, such as early retirement, vacation homes, good schools for the kids, new car, estate protection, travel, and other goals are incentives to seek advice.

But, in truth, even wants don't have the emotional pull that values do. Values are intangible feelings. Intangible, pure, undiluted feelings like love, pride, security, freedom, making a difference, independence, accomplishment, self worth, and so forth are key factors in influencing behavior. Values illuminate people's emotional motives so clearly, they must take action ... for their own reasons. Needs have the power to illuminate emotional motives as much as the penlight on your key ring, while wants work like your average flashlight.

Values, however, illuminate emotional motives like a row of halogen high-beams on the front of a Mercedes on the Autobahn. Your prospects and clients are most likely to take action on your ideas when they feel a strong emotional connection to

them. Your job is to illuminate their emotions so they fully understand the relationship between smart decisions and fulfilling their life values. Your job isn't to be a traditional sales person and sell the **old school** way.

Everyone has a unique **values hierarchy**. Just like fingerprints, no two values hierarchies are alike. When you stimulate a conversation with current and prospective clients about their values (what is truly important to them), they will become emotionally involved, you can touch on their ranking of values, understand them at a deeper level, and you can dramatically shorten the time it takes to gain their trust. Emotional involvement and trust are two critical elements in creating profitable client relationships.

Without realizing it, you project your own values when you promote yourself. How do you feel when people project their values on you? Do you like it? Are you anxious to do business with people who project their values on you? You can't get people emotionally motivated when discussing your values. You do it by talking about their values. The first logical question to ask yourself is, "How do I get people to talk about what is important to them (their values)?"

Then, ask yourself, "How do I use that information in a positive way? How does this create trust?" Listen for words and phrases like freedom, control, satisfaction, making a difference, independence, feel really good, pride, achievement, contribution, oneness with God, etc. These are indicators that you are on the right track, because they represent values. And values are emotional and they create positive emotional feelings in the person you are speaking with. The thing to remember is that when needs-oriented planning leaves your client flat, try focusing on your clients values instead. Needs simply don't have the emotional punch to influence human behavior.

Remember, the least effective approach is to try to satisfy client needs. A better approach is to help clients get what they want and desire. The most effective sales professionals help clients fulfill their values in life. Differentiate yourself! Don't be a traditional salesperson, become a Trusted Sales Professional.

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Healthy Foods for Brain Function

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Avocados also help to lower blood pressure, which in turn can help to improve cognitive abilities. Ann Kulze MD, recommends eating a quarter to half cup a day only, due to its high fat and caloric content.

Good Stuff ... Chocolate, especially dark chocolate, is chock full of antioxidants to protect the brain. It also contains substances that are natural stimulants, such as caffeine, that help improve focus and concentration. Chocolate also stimulates the production endorphins to enhance and improve one's overall mood. Dr. Kulzer suggests no more than 1 ounce a day is needed for its protective benefits.

Other foods mentioned in Dr. Pratt's Book include freshly brewed tea, beans, citrus fruits, pomegranates and whole grains. All these foods will help protect the brain as well and consistent use of all these foods will provide the maximum benefit achievable.

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"Reach high, for stars lie hidden in your soul. Dream deep for every dream precedes the goal."

-Pamela Vaull Starr

VALUES - BASED QUALITY OF LIFE™ Newsletter

Because Making Smart Choices About Your Money Impacts The Quality of Your Life

Over the years, we have found that there are elements of your life that are more important than money.

These elements - Physical Health, Relationship Health, Inner Health and Career Health - cannot be delegated.

We hope that you find these articles to be of value in improving the quality of your life.

PHYSICAL HEALTH

Healthy Foods for Brain Function

By Cyrus Dekhan

Healthy Foods for Brain Function - Blueberries, Salmon, Nuts, Avacado and other Antioxidant-Rich Foods.

Certain foods have been found to improve brain health and function. This article names and explains the benefits of each.

In a book named *Superfoods Rx: Fourteen Foods Proven to Change your Life*, Steven Pratt MD (the author) discusses ways of bolstering brain health via simple dietary changes. He explains that of all the tissues and organs in our body, the brain is most susceptible to damage from free radicals. As we age, our bodies grow old with us. The trick is to keep the brain functioning smoothly throughout our life. The following foods, according to Dr. Pratt, will help do just that.

Berry good! Blueberries it seems help in several ways. Dr. Pratt states that studies done on rats, by various animal researchers, show that blueberries help slow down the oxidative stress that is found in the brain. This in turn can help to relieve diseases such as Alzheimer's and dementia. Further studies showed that learning and motor skills improved in rats given the blueberries. Ann Kulze MD, author of Dr. Ann's *10-Step Diet: A Simple Plan for Perma-*

nent Weight Loss & Lifelong Vitality, recommends that 1-cup of blueberries a day, taken in any way or form, will provide these benefits for individuals.

Go fish! Another food item to include in one's diet is wild salmon. These fish are rich in Omega 3 Fatty Acids, which are needed for a healthy brain. Omega 3 Fatty Acids contain anti-inflammatory elements, which help protect the brain. Although there are other fish that are available with these fatty acids, salmon is preferred due to its cleanliness and low toxicity level, as well as its abundance. It also costs less than other fish. One four ounce serving 3 to 4 times a week is recommended.

Go nuts! Nuts are high in vitamin E, which helps to decrease memory loss as we age. It's recommended that we eat 1 ounce a day. In general, all types of nuts in any form provide this benefit. However, the ones that are best include walnuts, peanuts, almonds and non-hydrogenated nut butters. For those with hypertension, non-salted nuts are best.

Guacamole ... Avocados are filled with fat. That's the good news! The fat is monounsaturated fat and it helps to promote a healthy blood flow. Better circulation makes for better brain function.

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RELATIONSHIP HEALTH

Situations When You Need Assertive Communication

By ArticleStreet.com

There are two groups of scenarios where having the assertive communication skills to say “no” while being respected are much needed. I’m sure you would like to say “no” in both of these common scenarios, yet you just cannot bring yourself to say it for several possible reasons.

The first group of scenarios involves someone asking for a favor that requires a type of resource from you such as money or time. This situation is non-threatening and often gets you to carry out the task because of your guilt, passiveness, or inability to take a stance. Here a few examples of these scenarios:

- A charity worker has called you up on the phone, knocked on your door, or stopped you on the street and kindly asked you for a donation. You don’t have enough money to give them a donation.

- You have been asked to put in some overtime at work but you need to be home before your partner leaves the house so you can take care of the kids.

- Your child who is struggling with an assignment that is due tomorrow asks for your assistance. You are in the middle of an important conference call and afterwards you need to write a follow up report for the meeting tomorrow morning.

This first type of scenario involves you having the incapacity to fulfill what is being asked of you. It is not that you would not like to help someone else,

but it is that you simply cannot help because of poor time, financial resources, or mental incapacity. Despite our lack of emotional and physical resources we still have a tendency to try and do-it-all.

The second common scenario where it is extremely helpful to say “no” is in a more threatening situation than the first type of scenario. It involves your unwillingness and reluctance to carry out the action that is requested of you.

“Your ability to get along well with others will determine your happiness and success as much as any other factor.”

-Brian Tracy

This common scenario is about being coerced into doing something against your will. The follow examples are similar the first scenario, but your personal situation this time is different:

- A charity worker is in contact with you requesting a donation, yet this time you are unwilling to give them a donation because you dislike how they use donations in their work and giving a contribution feels like a waste.

- You have been asked to put in some overtime at work but you really don’t want to. Maybe your partner has asked you to take the kids out or you have got so much paper work to sort through at home and it is piling up like the Eiffel Tower and tilting like the Leaning Tower of Pisa. You have other things to do but

they aren’t important.

- Your child who is struggling with an assignment that is due tomorrow asks for your assistance. You have spare time on your hands but you feel you need to let your child take responsibility for not having worked on the assignment at an earlier time.

In the second group of scenarios you have the time and monetary resources to donate but you say “no” because of your unwillingness to engage in the activity. You find saying “no” is extremely difficult because of peer pressure, intimidation, fear, or a concern for being seen as a weak.

Now that you have learned the most common scenarios you need to assert yourself, you can learn the appropriate communication skills to safely express yourself in those situations.

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INNER HEALTH

Establishing Dreams & Goals

By Jim Rohn

One of the amazing things we have been given as humans is the unquenchable desire to have dreams of a better life, and the ability to establish goals to live out those dreams. Think of it: We can look deep within our hearts and dream of a better situation for ourselves and our families; dream of better financial lives and better emotional or physical lives; certainly dream of better spiritual lives. But what makes this even more powerful is that we have also been given the ability to not only dream but to pursue those dreams and not only to pursue them, but the cognitive ability to actually lay out a plan and strategies (setting goals) to achieve those dreams. Powerful! And that is what we will discuss in detail this week: How to dream dreams and establish goals to get those dreams.

What are your dreams and goals? This isn’t what you already have or what you have done, but what you want. Have you ever really sat down and thought through your life values and decided what you really want? Have you ever taken the time to truly reflect, to listen quietly to your heart, to see what dreams live within you? Your dreams are there. Everyone has them. They may live right on the surface, or they may be buried deep from years of others telling you they were foolish, but they are there.

So how do we know what our dreams are? This is an interesting process and it relates primarily to the art of listening. This is not listening to others; it is listening to yourself. If we listen to others, we hear their plans and dreams (and many will try to put their plans and dreams on us). If we listen to others, we can never be fulfilled. We will only chase elusive dreams that are

not rooted deep within us. No, we must listen to our own hearts.

Let’s take a look at some practical steps/thoughts on hearing from our hearts on what our dreams are:

Take time to be quiet. This is something that we don’t do enough in this busy world of ours. We rush, rush, rush, and we are constantly listening to noise all around us. The human heart was meant for times of quiet, to peer deep within. It is when we do this that our hearts are set free to soar and take flight on the wings of our own dreams! Schedule

“Happiness is not an accident. Nor is it something you wish for. Happiness is something you design.”

-Jim Rohn

some quiet “dream time” this week. No other people, - no cell phone, no computer, just you, a pad, a pen, and your thoughts.

Think about what really thrills you. When you are quiet; think about those things that really get your blood moving. What would you LOVE to do, either for fun or for a living? What would you love to accomplish? What would you try if you were guaranteed to succeed? What big thoughts move your heart into a state of excitement and joy? When you answer these questions you will feel **great** and you will be in the **dream zone**. It is only when we get to this point that we experi-

ence what our dreams are!

Write down all of your dreams as you have them. Don’t think of any as too outlandish or foolish - remember, you’re dreaming! Let the thoughts fly and take careful record.

Now, prioritize those dreams. Which are most important? Which are most feasible? Which would you love to do the most? Put them in the order in which you will actually try to attain them. Remember, we are always moving toward action, not just dreaming.

Here is the big picture: Life is too short to not pursue your dreams. Someday your life will near its end and all you will be able to do is look backwards. You can reflect with joy or regret. Those who dream, who set goals and act on them to live out their dreams are those who live lives of joy and have a sense of peace when they near the end of their lives. They have finished well, for themselves and for their families.

Remember: These are the dreams and goals that are born out of your heart and mind. These are the goals that are unique to you and come from who you were created to be and gifted to become. Your specific goals are what you want to attain because they are what will make your life joyful and bring your family’s life into congruence with what you want it to be.

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