

# TECHNIQUE OF PLEASURE OR PAIN



THE COACHING MASTERS

# TECHNIQUE OF PLEASURE OR PAIN

Everything we do is for a reason. We are motivated by pleasure or stimulated by pain. And if we learn to master these two ways that motivate us, then we will be in control of our lives. Definitely, what gives us reason to act is the pleasure or pain that we bind in our system.

Believe it! Your client only does what he does because he believes in the pleasure that result will give him or the pain that inaction will cause him in the future.

Imagine a customer defining the following objective: "I want to double my monthly billing" or "I want to be a better father" or "I want to lose 5 kilos".

## **QUESTIONS THAT AWAKEN ACTIONS FOR PLEASURE:**

1. What do you gain by achieving the result you want?
2. How will you feel getting the result you want?

Do you want reasons to act? Make your customer have a very pleasurable visceral association. Write down all your pleasures as you take each of these actions. Make a big enough list that moves your customer and helps them leverage quickly.

Everything we do is not due to what we know but to the pleasure or pain we associate with it. You can still proceed to the following questions:

## **QUESTIONS THAT STIMULATE THE CLIENT BY PAIN:**

3. What do you lose by not reaching the result you want?
4. How will you feel not getting the result?

Examples from coaching sessions: How much will it cost you if it continues like this? What happens if you don't earn more than you already do? What will it cost if you don't lose five pounds? What will happen if you don't stop putting things off for later? What will it cost you if you don't learn more from your field? What damage will you have if you don't know the market better, if you don't update yourself, if you don't specialize, if you don't save money, if you don't thank what you already have, if you're not charitable, if you can't be generous, if you don't think aloud, if you don't improve your service and that of the company?