

Employment King

**SPECIAL
REPORT**

INTERVIEW MANIPULATION AND INFLUENCE

What is a Job Interview?

A job interview has one purpose and one purpose only, to secure you a job offer. Generally you will have around 5 competitors that you need to annihilate, who have also been requested to attend the job or promotional interview. Some will be seen as an equal - on your level of ability, some you will be able to outshine and there will be some that will outshine you, due to their experience and skill base.

I have taught interviewees to beat the competitors that outshined them in skills and experiences, how? By getting them to understand the power of influence and Persuasion Techniques. A job interview is split into several sections and you can learn to influence your way through each section.

1. **The Induction;** the employer will introduce you to the organisation, their business style, and the company values and mission. In this section the interviewer will create 'small talk' with an aim to get you conversational and relaxed.
2. **The Sale;** don't be mistaken the interviewer is interested in you! You have been picked from on average out of 300 applicants; to encourage you to accept their offer of employment they will sell you the benefits of the organisation to manipulate you to choose their business over their competitors.
3. **The Interrogation;** the interview may want you, but they also like the sound of the other 5 applicants to. To ensure they choose the best employee the interviewer will have planned a list of questions designed to pull out your strengths, skills and knowledge base.

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4. **The Wrap Up;** at the finish of the interview the interviewer will allow you to ask any questions and will then show you out, while attempting to work out if you're the best person for the position – often a hard choice.

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How to Influence

To influence you need to possess a certain set of skills, once acquired you can use the rest of this special report to master influential language

- **Rapport;** able to build a quick friendship with the employer, to find a common ground and to increase likability.
- **Confidence;** able to speak up and to talk about your own strengths and skills. Happy to listen, probe and ask questions.
- **Having an end game in mind – the job offer;** understand what your key selling point is, that key piece of information that will outshine the competition adding value to your sales pitch
- **Belief in yourself and the value you can bring to the organisation;** Have the confidence to believe that you will add value and without you the employer will be missing out. Try not to sound too arrogant but you will be doomed if you under sell yourself
- **Knowledge of influential language;** knowledge is power and influential language patterns only work when you understand the breakdown and adaptability of each pattern

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What is influential language?

Influential language bypasses the employers conscious mind and speaks to the subconscious, in a way you will be hypnotising the employer, demanding them to offer you the job.

I know this can seem outrageous; I would be sceptical to if I haven't seen first hand how powerful these techniques can be. They are so powerful that they are used by pick up artist, manipulators and powerful business people.

On a low level you already use hypnotic language that influences people when you tell your child "don't eat those cookies" hidden in this short sentence is a command telling the child to EAT those cookies.

If I tell you Not to notice the rate of your breathing, you have probably already started to notice your breathing, even though you have been breathing all along without thinking about it. We will take this one step further and use influential language in a job interview.

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Gaining Compliance

The first influential language pattern is design to gain compliance by turning your interviewer into a YES man – basically, if you encourage your interviewer to answer questions that can only be answered with a yes you can add on a statement at the end of this “yes set” that you also want to be answered with a yes such as “do you want to offer me a job?”

This technique is famous among sales people, in the old days of door to door sales. After WW2, sales people would knock on the door of housewife’s they would like to influence, they would start with a line such as “do you want to have a cleaner carpet?” well, everyone would like to have a cleaner carpet so the housewife would answer “yes” Do you want to save time on chores, so you can spend more time with your children?” again a no brainer, so the house wife complies with a second “yes” Finally “do you want a Hoover the can clean your carpet in half the time with better results?” the final yes brings the customer on your side, you have opened the customer up to being influence, after a quick demonstration the sales person would push for a quick payment before a quick get away.

To gain a yes you need to ask a truism - a question that can not be answered with a no. As a live example, as you are reading this report (this has to be true)...you are sat down (this may a guess but probably right for around 90% of you) you are thinking about how you can use persuasive language in your next interview (this last statement was my lead – what I wanted you to start thinking about, and again for around 90% of you probably started to think about how you can use these techniques to pass more job interviews.

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Interview Manipulation and Influence

This technique doesn't have to be verbal to work; I was recently working with a coaching client for weight loss. She had been to several similar weight loss clubs and had only received negative outcomes, as we were

discussing her new options I noticed she had a weight club leaflet and asked to read it. The opening line asked "do you want to be thin, fit and healthy? Have you always dreamt of dropping a dress size? Do you want to live longer? Do you want to join a weight club that actually helps you lose weight?" this client was hooked even though she had been to several similar clubs which hadn't helped her. Never underestimate the power of gaining compliance.

Gaining compliance is highly powerful in sales and interviews, as the interviewer response yes to you they will start to visualise your suggestions such as "Employ me" Don't believe people are strong, they are not most people are weak and easily manipulated, like sheep most people follow rather than lead. In the interview, most interviewers see this task as a chore, they want you to lead them to recruit you, because if you don't someone else will.

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Demanding Job Offers

With the interviewer's compliance you can get down to the task at home demanding job offers. We are all influence everyday, even those of you sat here, reading this report saying your not! How many times have you nipped into a supermarket to buy a bottle of milk and 30 minutes later you walk out of the supermarket with a bottle of milk and a bag of impulse purchases. But why did you impulsively buy these products? Because the supermarket influence you. Have you ever noticed that supermarkets stock their pasta next to the pasta sauce? Have you ever eaten a free sample sausage? Or bought a two for one bargain? All these techniques come from the psychology of sales, designed to influence you to buy.

You can demand a job offer, but you need to embed this demand in a conversation. Use the yes set technique above to gain compliance and then add in an embedded command. Hypnotists use this technique all the time "as you're sat in the chair, breathing at a steady rate.... (Two yes's) you are starting to feel sleepy (erm yes I am!)

In an interview you can use this technique to encourage more compliance and offers of jobs "you recently won a new contract, which means you are expanding your team (yes, yes)...you want to employ someone like me with the experience to manage a team..Etc, etc"

You want... is the command, we hear commands all the time in advertisements "Buy now" "you want to be fit and healthy" and "You feel like taking a brake" all these are commands.

Commands hidden in conversation will have a command word such as "feel" "want" or "buy" these are the words that tell you what to do; these are quickly followed by what ever it is the influencer wants you do.

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New Book Release the 73 Rules of **Influencing the Interview** – using NLP, Psychology and Hypnotic Persuasion techniques **Available on July 13th 2012**

Disguise No Choice

People always think they have choice, but in many situations the choice seems real but is often faked. I recently took some friends out to a restaurant, after choosing our starters and mains, the waitress asked “would we like to see the dessert menu now or later?” This question seems like a choice question, but isn’t as the waitress’s main aim is to show us the menu as restaurants understand the psychology of sales and how more people buy a dessert if shown a dessert menu. This is a different question to “do you want to see the dessert menu?” as we can say no to this question. The question “now or later” takes our brain on a small journey; we quickly weigh up the now and later option, but generally in most cases we choose to see the menu at some point – great news for the restaurant

The same psychology can be used in job interviews; you can offer the employer no choice disguised in choice. For this technique to work you first need the end game, what is it you want the employer to know/see/do? Let’s say you want the employer to read some fantastic statistics you have brought with you, as these statistics will highlight the value you will bring to the organisations – your key selling point. You can add choice to one of your interview answers “...the project was such a success we doubled the annual profits. I have a copy of the statistics for March-Dec, would you like to see them now or later?”

This is such a powerful technique that can be used throughout the interview in a variety of ways. Using the same example above, but with a change of direction you could say “...I recently led a highly profitable project, do you want me to discuss the details with you or show the statistic that I brought with me?”

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Give an either/or that both lead down the same path. As with all persuasion techniques, this technique is used daily by people without them knowing it. I was recently in a famous furniture shop and overheard a wife talking to her husband, who from his body language I could tell didn't really want to be there. The wife after testing out a new bed turned to her husband and asked "I really like this bed, would you prefer to buy the bed in one go and to pay by instalments?" with the husband still hesitant, the wife continued "you could think about it for a while before deciding which option to take, or you can choose right now so you can still make the start of the football game" the husband quickly pulled out his wallet.

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Taking it Further

Influencing job interviews is easier than you may realise, our latest book release **73 tricks of influencing the interview using NLP, Psychology and Hypnotic Persuasion Techniques** published by **MX Publishing** will give you the tools and techniques to increase your job offers. Not only will you learn influential language patterns, you will learn the psychology of sales and how to boost your interview confidence levels.

You can pre-order your book NOW or LATER – did you spot that!, and receive one of two free expensive gifts. This offer ends soon and is only available for a limited number of customers.

For more details click this link now:

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