

MAGIC MOMENT MASTERY

Finding Magic Moment Situations

What are some “Magic Moments” possibilities in these common scenarios?

PERSON	CONNECTIONS	CHALLENGES/VICTORIES
Young Single Woman	Dad & Mom in South Dakota	Got new HR executive job, moved from out of state. Dad used to help her w/mechanical projects like this. Lives alone.
Senior Couple	Kids Moved out of state – They are a big part of their church’s ladies aid	Wife has cancer is going through chemotherapy – Hubby just had both knees replaced
Middle Aged Couple	Husband runs a hobby model airplane shop – Two sons both in H.S. baseball	Woman is starting a new hair salon business – High activity with the kids ball
Middle Aged Woman	Husband works on military base. Family is out of town	Husband is away doing training as part of his service in the army. Repairs left to her.
Single Dad	Has custody of his daughter & son – Has brother who is a contractor	Has to go work long hours as a consultant. Leaves kids home with caretaker a lot.
Older Woman	Teaches at the middle school – Belongs to poor Children’s charity group	Works late to help students that need extra work. Has two dogs to care for.
Young Married Couple	Has large family nearby. Both have friends they go out with on weekends.	First home never had service work done. Both work in a restaurant.
Young Single Man	No family in town. Goes out with work friends. Has job in financial planning	Spends most of his time working. Never did any work around the home.

Magic Moments

Magic moments are opportunities to raise the esteem of your clients. Find an authentic moment where you discover something special about your client or their family. Then let them know how you feel about their courage, care, sacrifice, dedication, bravery or determination so that they realize you are listening not just to the words they say but also to the intangibles that make them and their family so special.

When clients feel good about themselves, they feel more entitled to better quality solutions and they are magnetically drawn to you. They look at you in a different light. Someone who makes them feel good.



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Magic Moment Occasions - Occasions & subjects that allow us to create “Magic”

Home	Family	Pets	Military Service	Loss/Death
Work	Fun Activities	Travel	Charity Work	Sickness
Education	Hobbies	Current Events	Any service Job	Challenges

Elements To Magic Moments

Listening - “Tell me more about that...” OR “I didn’t know that, could you share more about that?”

Impact - “How did you deal with that?” OR “How did that impact you?” OR “What’s that like?”

Certainty - “One thing I know for sure is that ____ is fortunate to have you...”

Admiration - “Because not many people would sacrifice (time-effort-themselves) to do that...”

Honor - “I’m honored OR Inspired OR Happy to help someone like you who _____ “

Gratitude - “Thank you for giving me the chance to help you OR Thanks for sharing that with me.”

Friendship & Scarcity

Remember to share gratitude at the end of a magic moment so that you are allowed to end the moment and move on to the next segment. Magic moments help to use the law of scarcity and also affect and amplify the impact of trial disqualifications. Basically, you are giving the client something to lose besides your prices if they choose to disqualify you. They lose your friendship as well.

Obligation

One other significant impact of magic moments is that a level of civility is established between you and the client. Essentially having made them feel good by honoring them and shedding light on the unique and positive traits they have shown, they are in a sense obligated to continue the civility throughout the call. This can be especially helpful during the presentation when showing the prices.

Admiring Not Judging

Remember that Magic Moments are about showing admiration for the person you are with right now. They are NOT about you judging your customer. They are about showing sincere admiration for your client.





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Magic Moments - Examples

STEP 1: Listening - For “Magic Moment” opportunities

Example: “I’m coaching my son’s soccer team this weekend.”
“I have my family coming over for a reunion tomorrow.”
“I moved here to be closer to my wife’s family.”
“My son is fighting over in Afghanistan in the marines.”

STEP 2: Impact - Finding the impact – Challenges Or Victories – Creating Relevance

Example: “How does that feel to be the coach?”
“Are you looking forward to that?”
“Is family time important to you?”
“Are you proud of him?”

STEP 3: Certainty - Being certain that someone is fortunate they exist

Example: “John, one thing for sure, your son is lucky to have a Dad like you who participates in his fun activities and is there for him.”
“Bill, one thing I can tell, your family is fortunate to have a guy like you to open their home and invite them over for the holidays.”

STEP 4: Admiration - Admire how rare they are

Example: “Because not many parents work all day and then find the time and energy to spend with their kids like you do John.”
“Not many people would do that for their family.”
“It’s rare to see someone so involved with their family like that...”
“Most people never take the time to care for others like you do John. Taking your time and giving to others is so kind.”

STEP 5: Honor - Tell how you feel about them

Example: “It makes me feel good to work with people like you who appreciate their family like I do.”
“I really admire the sacrifice your son and your family has made by fighting for our freedom.”
“I just got a chill down my spine right now after hearing you share that with me. It’s so rare to see someone so kind with the kids.”

STEP 6: Appreciation – Thanks for sharing or for the opportunity

Example: “I just want to say thanks for sharing that with me and thanks for calling me out here to help you get the air back on.”
“Thanks so much for your kind comments. You certainly make me feel inspired to help you here today. Again thanks so much.”

