

# Mirroring

## Coaching Questions

### “Why does mirroring work?”

#### Topic Introduction

The concept of mirroring can seem even creepy when you first learn about it. But there is some justification of why it happens naturally.

#### Discussion Questions

- When someone tells you a great story, what do they often do with their body language? How does this make you react? Are you both leaning in?
- When someone is chatting to you standing up and has their arms crossed, where would your arms feel natural to be holding them?
- When someone is sitting down at a coffee shop and leans back after a long day, how would you position yourself?

#### Key Learning

When two people are using the same body language, they are putting themselves in the same frame of mind. This overall helps people communicate with each other, especially when we remember that 70% of communication is body language!

### “Is there a time where this shouldn’t be used?”

#### Topic Introduction

Even though mirroring is a natural thing to occur between two people who are in sync with each other, there are some times where it is not beneficial.

#### Discussion Questions

- If you are feeling uncomfortable with someone being in your personal space, how could you let them know?
- If you are unhappy with something that someone is saying, how could you let them know?
- If you not having a good day, how could you let them know?

#### Key Learning

Part of being emotionally intelligent is to actually show your negative emotions in a strategic way to relieve a situation.

### “What are other advanced selling tactics?”

#### Topic Introduction

Mirroring is something that should be considered only when you are comfortable with the basics. It is more challenging to do mirroring and make it natural. If you get caught copying your client, it could be uncomfortable.

#### Discussion Questions

- Are there other selling tactics that you’ve heard of and wondering how to do them or if they work?
- Are there other sales tactics that you felt were used on your previously? And want to confirm your suspicions?
- Who is the best sales person you’ve ever met? Did they do anything above and beyond that comes to mind?

#### Key Learning

There are 1000s of different things that people can do to help sell in different scenarios. The key is finding the tactics that work the best for you. That was shown in the Closing module, but all sales tactics are not good for all people. Keep this in mind. You want to always feel comfortable and natural. So if the advanced tactics don’t feel comfortable for you, you probably shouldn’t be using them.

## Examples

### Real Life Example: Why does mirroring work?

Think about the last time that you have been in the same room as your best friend telling them a funny story. What happens?

You probably both lean in close, especially if you are at a table in a restaurant or café. Or if you are sitting on a couch together.

They are nodding and getting excited about the next part of your story. You both have similar expressions on your faces, as your friend can't help but empathize with you.

You might notice that you put your hands in a relaxed pose, and you find it interesting that a few seconds later your friend does the same thing.

Mirroring happens all of the time! Watch for it.

### Real Life Example: Is there a time where this shouldn't be used?

Mirroring happens naturally. Anytime that it isn't feeling natural, it probably starts to feel awkward. This can happen when a sales person is trying too hard to build a relationship with you and uses mirroring ineffectively.

### Real Life Example: What are other advanced selling tactics?

#### Storytelling

Storytelling is an advanced sales tactic. Why is it so effective? Humans have been storytellers since the beginning of our existence. Our minds have been wired to recall stories more than any other form of communication. So by telling a story, we are instantly being memorable.

Stories also have the added impact of being emotional and personal. People can put themselves into the place of the 'hero' in the story. A story can evoke emotions in someone, and we know that sales are emotional rather than logical.

Stories are also a great way to get referrals. For example, when a consultant first started his business, he was younger and didn't have experience. But he had a great track record on the work that he had done. He started telling these stories of his past projects, making sure that the 'hero' was the past clients for hiring him. He ended up getting a very large client when someone retold his story during a networking event.

#### Be Human

Often we get in our own way in sales. We try to be professional or structured, rather than focusing on being real. If sales are emotional, rather than logical, we need to be human first. The best sales people focus on being natural and themselves. You don't have to speak about the top 5 'safe' subjects, you are allowed to talk about topics that matter. You are allowed to be funny. You are allowed to be yourself.

One lawyer at a networking event went against the grain by being human. Everyone at her table ended up thinking she was approachable, rather than a daunting lawyer. She ended up getting referrals and a customer from a single event by being human.