

The secret Abraham Lincoln used that enabled him to overcome every objection and win nearly every case

Abraham Lincoln hardly ever lost a battle in the courtroom. How did he do it? His techniques have been carefully analyzed and he had a simple framework for building his case. Once you learn how easy it is to apply you will be able to work it into your program and handle some of those tough objections.

Abraham Lincoln had a reputation as a lawyer for hardly ever losing a case. His strategy was to unknowingly use the feel/felt/found formula to perfection, however, he probably never heard of it.

Lincoln would never argue or attack an opponent. In fact, Lincoln, at first, would argue his opponent's case telling all the reasons why his opponent was right. He'd appear to agree to all the things his opponent said.

As his opponent was stating his case before the jury, Lincoln would write down everything that was said. Then he would begin changing the minds of the jurors by saying, "We all feel these things are true, and my opponent has skillfully presented them in a way that anyone hearing them would have felt the same, however, there are a few other things that influence this case and when I present them you will find that the way to vote will be obvious."

Then he'd begin slowly with his own arguments. He was a master at diplomacy, at getting people to change their minds and feel good doing it.

Lincoln probably invented the "feel/felt/found formula even though he never heard of it. The feel/felt/found formula can become one of your most valuable tools. Try this response when you get a

negative reaction to the price you are presenting or the program you are trying to push through.

"I can certainly understand why you feel the price seems a little high".

"I don't blame you for wanting to get the best value for your money and at the same time keeping your cost down to a minimum."

"Every person I talk to has felt the same as you do when they first looked at the program".

However, after they found out that the small difference in price for the higher quality product was actually the best investment they ever made they saw it from a completely different view."

"Why should I pay you all this money?" This is how I would answer using F/F/F...

"At first glance you are right, it may seem like a large investment. I have served hundreds of clients over the years Bill, and when I first presented my program they also showed a slight concern, just as you are now. Once they realized the amount of value they were receiving in relation to what they were investing, it all made sense. Would you like to review the benefits both to you and your company? For example, how much bottom line profit would a 20% sales increase amount to in actual dollars? Etc."

The key to successfully using this tactic is to try and NOT use the words feel/felt/found, only the structure. It will come off sounding a whole lot more sincere.