

Title: 3 Dynamics to Overcome Client Inertia

What, not who, is your biggest competitor?

It's inertia. (*pause*)

Things in motion tend to remain in motion and things at rest tend to remain at rest.

Applying the **3 Dynamics** in conversation can create motivating environments that help clients become more open to working with you and receptive to your advice.

Let's take a look.

The first dynamic is Communicating Empathically, seeking to understand the other person's perspective.

The second is Collaborating Consciously, listening to your clients so you can partner with them in the decision-making process.

And finally, there's Inspiring Action, using words and phrases that inspire clients to make a change.

Apply the 3 Dynamics of Chasing Positivity in all conversations to create motivating environments that inspire clients to work with you.

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