

WHY
PEOPLE
DON'T
BELIEVE
YOU...

Building
Credibility
from the
Inside Out

Rob Jolles

Author of *How to Change Minds*

Foreword by Brian Tracy



Praise for *Why People Don't Believe You...*

"I have read many books on the topic of selling skills. Many are an entertaining way to spend an afternoon. Rob Jolles never fails to make you better! You will see results! You can't afford *not* to read this."

—**Ron Pratt, Head of North American Field Sales, Janus Henderson Investors**

"We seem to obsess about trying to find the right words to use. It's time to obsess about finding the right tune behind these words, and that's just what Rob Jolles has done. Bravo!"

—**Kathy Richman Wallace, VP Director of Sales Development, Ivy Distributors, Inc.**

"In a world awash in 'fake news' and 'alternative facts,' presenting yourself as a trustworthy source has never been more important, no matter what field you may be in. And the surprise in Rob's book is that *it's an inside job*. This is a must-read for anyone in a position of leadership."

—**Orvel Ray Wilson, CSP, CEC, coauthor of the legendary Guerrilla Marketing series**

"What always shines through is Rob's genuine passion for helping people succeed—whether they're sales professionals or the long-term unemployed. Now Rob has brought his wisdom and ideas together into an easy-to-read, immediately actionable book, *Why People Don't Believe You...* From learning how to believe in yourself to adopting the right tone and demeanor to back up your words, Rob has developed a playbook for sustainable, long-term success."

—**John Golden, Chief Strategy and Marketing Officer, Pipelinersales Inc.**

"Credibility is an elusive trait so many of us strive for, yet we find others may not see it in us. I've known and worked with Rob for over twenty-five years. No one understands the elements of credibility better than Rob Jolles. His perspectives on how we can improve the way we're perceived and our credibility are peerless."

—**Dana Klein, Vice President, Sales Strategy and Planning, American Beacon Advisors**

"Rob can take an everyday situation from his past and turn it into an extraordinary and valuable lesson in sales *and* life. His newest effort is the key to unlock a belief in your inner self to achieve unbounded success."

—**Douglas Heikkinen, Publisher, IRIS.xyz**

“Selling is both art and science, and successful professional selling is knowing how to blend just the right portions of both to create a customized story for each prospect. Rob Jolles has been teaching people how to do this for years, and now he’s put this wisdom in a new book, *Why People Don’t Believe You...* Unless you have more business than you can handle, get your hands on Rob’s new book. You’ll thank me later.”

—**Jim Blasingame, award-winning author of *The 3rd Ingredient* and *The Age of the Customer***

“Part Zig Ziglar, part Dr. Phil, and part Jerry Lewis, Rob has impacted the ‘tune’ of those in career transition from unemployed to confidently employed! His practical yet powerful advice is easy to digest and can be implemented by anyone looking to develop more impactful relationships.”

—**Bob Korzeniewski, Executive Director, Career Network Ministry, McLean Bible Church**

“I’ve watched Rob work his magic time and time again with folks who have taken the worst kind of blow to their confidence—the loss of their job. The tune they sing beyond his process is one we can all learn to carry in any role or situation. It’s the undeniable tune of confidence.”

—**JV Venable, speaker, author, leadership coach, and Principal, Drafting, LLC**

“Why read this book? Read it because every interaction you have with others matters, and Rob’s thoughts will give you the understanding of what it takes to ensure you make and leave your mark with believability.”

—**Brian Walsh, Senior Director, Force Management**

“Rob Jolles once again knocks it out of the park with this book. *Why People Don’t Believe You...* takes a much closer look at the how-tos of communicating and really has opened my mind and my heart to improving this skill set. Read this book, apply the strategies, and enjoy the results—period!”

—**Doug Sandler, bestselling author of *Nice Guys Finish First***

“Sight and sound function differently in the mind. Win the ears of the people, and their eyes will follow. Rob Jolles uses the energy of words and the sounds of words to show us the steps to being both believable and memorable.”

—**Robert E. Silvani, Executive Director, Mercury Capital Advisors**

Why People
Don't Believe
You

This page intentionally left blank

Why People Don't Believe You

*Building Credibility
from the Inside Out*

Rob Jolles



Berrett-Koehler Publishers, Inc.
a BK Business book

Why People Don't Believe You...

Copyright © 2018 by Rob Jolles

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the publisher, addressed "Attention: Permissions Coordinator," at the address below.



BK

Berrett-Koehler Publishers, Inc.

1333 Broadway, Suite 1000

Oakland, CA 94612-1921

Tel: (510) 817-2277, Fax: (510) 817-2278

www.bkconnection.com

Ordering information for print editions

Quantity sales. Special discounts are available on quantity purchases by corporations, associations, and others. For details, contact the "Special Sales Department" at the Berrett-Koehler address above.

Individual sales. Berrett-Koehler publications are available through most bookstores. They can also be ordered directly from Berrett-Koehler: Tel: (800) 929-2929; Fax: (802) 864-7626; www.bkconnection.com

Orders for college textbook/course adoption use. Please contact Berrett-Koehler: Tel: (800) 929-2929; Fax: (802) 864-7626.

Distributed to the U.S. trade and internationally by Penguin Random House Publisher Services.

Berrett-Koehler and the BK logo are registered trademarks of Berrett-Koehler Publishers, Inc.

First Edition

Paperback print edition ISBN 978-1-5230-9589-6

PDF e-book ISBN 978-1-5230-9590-2

IDPF e-book ISBN 978-1-5230-9591-9

Digital audio ISBN 978-1-5230-9593-3

2018-1

Cover design by Ian Koviak, The Book Designers. Interior design and composition by Gary Palmatier, Ideas to Images. Elizabeth von Radics, copyeditor; Mike Mollett, proofreader; Rachel Rice, indexer.

*This book is dedicated to every person who
at some point in life lost his or her way and was misled
into believing they just weren't good enough.*

*I'm quite sure you are,
and if you believe it,
others will, too.*

CONTENTS

Foreword ix

Preface xiii

INTRODUCTION

It's Not the Words; It's the Tune 1

CHAPTER 1

Believing in Yourself 7

CHAPTER 2

Fear and Response 27

CHAPTER 3

Getting Others to Believe You 47

CHAPTER 4

Stepping Up Your Game 69

CHAPTER 5

Putting a Lion in Your Heart 89

CHAPTER 6

Positivity! 109

CHAPTER 7

The Politics of Success 131

CONCLUSION

Moving beyond Hope 161

Suggested Readings 165

Acknowledgments 168

Index 170

About the Author 180

About Jolles Associates, Inc. 182

This page intentionally left blank

FOREWORD

Over the past 40 years, I have taught and lectured on success and achievement to more than 5 million people in 83 countries. I have always searched for the answer to the key question: *Why are some people more successful than others?*

Now, Rob Jolles, a talented and skilled author, teacher, and success coach, has identified one of the most important reasons for success and failure, happiness and unhappiness, ever discovered.

Based on his many years of working with thousands of people, he shows you exactly what you need to do to become the master of your life, to achieve your goals, and to break through any barriers (mostly mental) that might be holding you back.

Rob has invested hundreds of hours in study and teaching to conclude that your believability, credibility, and authenticity are the most important qualities you can develop to get people to trust you from the first moment of meeting.

He teaches that there is a direct relationship between how much you trust and believe in yourself and how much others trust and believe in you.

You learn a series of practical, proven techniques and actions that you can practice to be more believable and influential with each person you meet. You learn how to get and keep the job you really want and how to be seen as a leader in your work and personal life.

When I was growing up, coming from a poor and dysfunctional family, I never had any friends, at least not for very long. I spent most of my childhood alone or in the company of other unpopular kids. It never occurred to me that all personality skills are learnable, that by treating people in a certain way, they will trust and believe you from the first eye contact.

Interviews with personnel executives—those who do the hiring for large and small companies—found that their decision whether to hire someone was made largely in the first 30 seconds—from the first greeting, handshake, and response.

Sometimes I ask my audiences, “How much of decision-making is logical and how much is emotional?” They usually guess that the ratio is 80-to-20 or 90-to-10. I then explain to them that in truth it is 100 percent emotional. We decide emotionally and then we justify logically. Rob shows you how to immediately connect with people at a deep level emotionally and then move to logic and reason.

As a professional speaker, I must connect with my audience—often hundreds or thousands people—within the first 30 seconds and then maintain that connection for several hours, right up to the conclusion of the event. You can do the same with the people you meet.

The good news is that all relationship and personality skills are learnable with practice and repetition. You can learn any skill you need to improve the quality of your life. There are no limits.

Congratulations to you for reading this book. It can change your life forever.

Brian Tracy

Motivational public speaker
and self-development author

This page intentionally left blank

PREFACE

Conducting seminars for over 30 years, logging more than 2.5 million miles in the air, and traveling around the world, I thought I understood what every audience needed. After all, when it comes to persuasion, I'd like to modestly put forward the notion that I am considered an expert. I have written books on the subject, I've consulted with countless Fortune 500 companies on the subject, and I've stepped in front of tens of thousands of people to tell them what I know about the subject. But back in the summer of 2012, nothing could prepare me for the audience I met in a church in McLean, Virginia.

I had received a call from my friend Will, who told me about a group that he had been volunteering to help for the past few years, and they needed good motivational speakers. He went on to tell me that the group was called Career Network Ministry (CNM), a nondenominational support group dedicated to helping those in career transition. I wasn't keen on the idea of speaking for free, but Will was persistent, and as the location was only about

25 minutes from my house, I figured I'd get in there, give them a show, and get home.

I heard my father's words loud and clear in my head, telling me, *You don't just give with your checkbook; you give with your time.* He walked that walk, dedicating more than 60 years of his life to the Boy Scouts of America and the Lions Club. Yep, I could give this group an hour or so of my time.

The presentation I planned to deliver was one I had given countless times. I figured teaching this group how to *sell*—with the product being themselves—would be just what the doctor ordered. Besides, it's not as though I don't take the talks I deliver seriously; but just how difficult could it be to teach a dozen or so folks how to sell themselves in a job interview?

The first thing I noticed when I walked into the Career Network Ministry was that the audience was larger than I had anticipated. There may have been 30 or so people milling around, lost in a rather large room. I was a little miffed because the room was way too big for this audience. I wanted a warmer environment, but as my intention was to put on a quick 60-minute show and get out of there, I wasn't going to make waves.

As I tinkered with my audiovisual equipment, I noticed that the group was slowly growing. There were now 60 people in the room. When I asked if the entire audience was present, I was told with a smile, "Oh, no;

most are in training. Some are in résumé development, some are in LinkedIn training, some are learning elevator pitches, some are going through orientation—and those are just the rooms I can think of right now.”

About 30 minutes before I was to speak, the side rooms began to let out, and the audience swelled to about 200. I was floored. There were announcements about networking meetings, recruiters were going over specific job openings, and more. But what really floored me was something called a “victory lap.” This part of the meeting was dedicated to allowing those who had found jobs to come up, tell their story, and inspire the group. Well, it worked all right—on *me*! I was so moved by the stories I heard that I delivered my presentation and instantly signed up to volunteer.

For the first few months, I worked hard at taking the sales skills I had taught and written about for so long and converting them for an audience who needed to sell themselves to an employer. I told them the types of responses to questions they needed to master, along with the kinds of questions to ask, and I proceeded to fail miserably. No one seemed to benefit from a word I was saying.

Assuming that these people just weren’t using the right words, I began to *write* the answers for them. I wrote out the exact responses to questions they needed to master and the exact questions they needed to ask—and I failed

again. What I felt were sharp and believable words sounded anything but when those I was working with used them.

It was like listening to someone try to sing a song, and all the notes were flat. Even worse, I began to realize that those I was working with seemed to not be able to hear the notes at all. In music, when someone cannot reproduce a musical sound, we refer to it as being tone deaf. I was trying to teach the “tune” of the words they were saying, and I realized that, in a sense, they were “tune deaf.”

I began a journey focused on trying to help these wonderful people who were being betrayed by the sounds they were *not* making. Could someone who does not naturally use things like pitch, pace, and pause to create a believable tune be taught a *more* believable tune?

Once I realized that it wasn't the words that were failing these people but rather the way they were *saying* them, I began to formulate a workshop that focused on three things that had nothing to do with words: acting, improv, and overall confidence. To test my hypothesis, I set a requirement for who would be eligible to attend the program: the entire class was to be composed of individuals who were unemployed for a minimum of two years. It turned out that half the class had been unemployed for closer to five years.

I knew this would be a stretch for this audience and would require some time, so I wasn't looking to design a program that lasted a few hours—I wanted a few days. That would allow me to gain the group's trust and enable them to trust one another.

I limited the group to the first dozen people who signed up, and I carefully worked in a longer-than-usual icebreaker, and the group began to bond. It worked! Within a few hours, the participants trusted the environment they were in and began to self-disclose at a deep level.

We started with simple vocal exercises that allowed me to demonstrate my own balanced feedback and my careful control of the group's balanced feedback, as well. No one would be harmed by unintentional but insensitive feedback on *my* watch! It worked. Participants began to open up, experiment, and explore while working through a series of tactics, small-group exercises, and individual presentations—all designed to teach—and then auditioning a tune they had never sung before.

Unencumbered by memorized or scripted words that had held them back and instead focusing on *how* they were speaking, we discovered what had been lacking for far too long: confidence. The words they had been seeking—their authentic words—became easier to find with their new self-assuredness, and they grew comfortable saying them.