

**IL**

a new way  
to understand  
your business

# Infra Biz

**Business e-Learning Program**

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**Infra Language in Business**

develop your Infra Language skills in business

created by  
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## **Infra Biz**

**Business E-learning Program**

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# It starts in the world of the senses.

Your body constantly receives information through your senses:

seeing  
hearing  
smelling  
tasting  
touching

We receive so much information that we don't notice most of it most of the time.

But, each piece of information that we perceive passes through our minds and we react to it. There is a clear sequence to this process.

- 1.** Receiving information through the **senses**
- 2.** Testing its attributes by **thinking**
- 3.** Judging its value against **beliefs**
- 4.** Bundling our assessments as **emotions**
- 5.** Responding through **actions**



**We communicate using Infra Language's sequence of modes.**

## **The Mode Sequence**

### **Info Mode**

#### **Senses**

Watch Listen Smell Touch Taste

### **Infer Mode**

#### **Thoughts**

Sort Test Debate Reckon Conclude Measure

### **Infix Mode**

#### **Beliefs**

Ensure Know Imagine Theorize Understand Convinced

### **Infeel Mode**

#### **Feelings**

Confident Shy Glad Anxious Proud Happy

### **Inforce Mode**

#### **Actions**

Stand Lift Wave Talk Command Buy





## The Sequence of Infra Language Modes

So, we receive information and process it through the  
Infra Language mode sequence.

Everyone uses the mode sequence with every  
transaction.

But, what happens after the last mode? What does  
**inforce mode** create?

**Inforce mode creates new facts that  
we all receive in info mode.**

*‘Thought is the blossom; language the bud;  
action the fruit behind it.’  
Ralph Waldo Emerson*





## Being Fluent in Infra Language

**We all use Infra Language. It is at the heart of business. But, very few understand it.**

It's like body language: right there in front of you but barely noticed.

Being fluent in Infra Language allows you

- to perceive people's purpose
- to read their reactions
- to predict their behaviours and,
- to do something about it.

Infra Language fluency grows as you practice picking the modes.

Now, take the next step.



# Infra Biz

## Business e-Learning Program 1



# Every Word You Say

My fuel gauge was beeping at me. So, I stopped at a gas station and pumped the petrol. It was a busy place, 28 pumps next to a booming eight-lane highway.

I went inside, passed the newspapers, flowers, sandwiches, coffee machine, and chocolates, and waited in line to pay the guy at the checkout.

It was that processing procedure that customers and businesses go through millions of times. And, of course, it is always a great opportunity for the business to do something extra.

When I got to the checkout, I said “Seven,” which was the pump number, and gave him my discount card and my credit card. He swiped and scanned, then handed me the docket to sign. Then the moment came. Swiveling slightly in his chair, he said, “You’re not washing your car today?”

There was only one answer I could give: “No.” It burst out of me before I could think.

I took my receipt and cards and headed out along the exit aisle.

I heard him say it again to the person who had waited behind me in the line. “You’re not washing your car today?”

He got the same answer: “No.”



I guess he barely got any sales for his carwash that day. No surprise.

Think of the effort I'd have to go through to say "Yes."

I would have had to contradict him just when I was finishing the transaction. Maybe, he would have come back at me. Maybe he was looking for an argument.

Worse than that.

How should I have answered? Should I have said "Yes" or "No?"

You see, he asked if I was "not washing" my car today.

If I **wasn't** washing my car, I should have said, "Yes. I am not washing my car."

If I said, "No," that really meant that "No. **I am washing my car.**"

How could a simple up-selling statement be so badly mangled?

Don't answer that!

It is easy to test the level of success of a verbal advertisement. Count how many sales you get over a particular time.

Of course, the way to ensure successful up-selling messages is to ...

**TRY SOMETHING DIFFERENT.**

"Would you like to drive your car away clean?"

Say that and measure the difference in your customers' responses. Make sure you eliminate other variables like non-pay weeks and public holidays so you check like against like.





There is no formula for ensuring a successful up-selling message. But, there is a pattern that you must follow to avoid failure.

I have heard of firms changing the wording of their messages just slightly to receive a twenty-fold increase in sales. They created a message with three, vital parts and set up the response.

Look at that new question: “Would you like to drive your car away clean?”

There are three essentials in every up-selling message.

They have a picture, a measure and a belief. I don’t use those terms lightly. They were “PICTURE,” “MEASURE,” and “BELIEF.”

“Drive your car away” is the picture (notice that it is an action with the customer as the main player).

“Clean” is the measure (as opposed to “dirty”).

But, what about “belief?”

The customer has to believe that you can do what you are offering. Imagine that, when he said “clean,” the guy at the checkout touched a point of sale display on the counter. It reads, in large letters, “Car Wash Experts.”

These three essentials should lead to the customer giving a positive response: “Yes.”

People want to say “yes,” so you should give them the chance to do it. In fact, I think “yes” may be the most beautiful word in the language.



Successful up-selling messages prompt these first three modes of Infra Language. Those modes focus on information, assessment and judgment. Your customers first want a picture that's positive. That's information. They want to measure a benefit. That's assessment. And, they want to believe that it's real. That's judgment.

All five modes of Infra Language are easy to learn. And, they are incredibly simple to apply.

Test every message you give your customer, especially those relating to up-selling.

It's hard to get new customers. Getting lots of your current customers to buy 10% more can boost your net profit to new and wonderful heights.

So, be careful about every word you and your staff say. Create a picture, a measure and a belief.

Then, test the results until you are sure you are talking your customer's language.

Remember, that their language, no matter the subtleties or complexities of it, will be Infra Language. Everyone speaks Infra Language and, once you understand it, use it. Then, sit back and watch the results.

**What are your experiences with up-selling messages?**

I always feel better when my car's shiny clean.