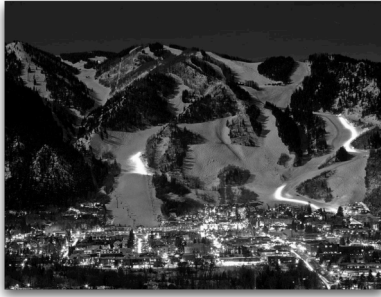


Understand Their “Style” – Win Their Minds



KEY ISSUE: 1ST THERE MUST BE TRUST

Key Point: People don't care about you as much as they care about how they feel about themselves while they are in your presence.

- To each his or her own ...

When you think the person you are attempting to influence is being “hard headed” they are likely thinking the same about you!

PAUSE ... and try to understand!

- If they don't want what you want, *pause and attempt to understand* before you try to “correct” them
 - If their emotional response to a situation is less or more than yours given the circumstance, *pause and attempt to understand* before you try to “correct” them by asking and/or expecting them to feel more/less strongly.
 - If their belief is different than yours, *pause and try to understand* them before you attempt to “correct” their point of view.
- Commonality

People like people who are like themselves ... or, are like how they would like to be.

Which means most people live in a very limited world unless they learn how to consciously, purposefully expand that world.

KEY ISSUE: METHODOLOGY

- Key Point: DISC ... will help you understand how other's ... *think ... make decisions ... approach the world around them* ... and, how to respond appropriately.

“When someone shows you who they are, believe them.”

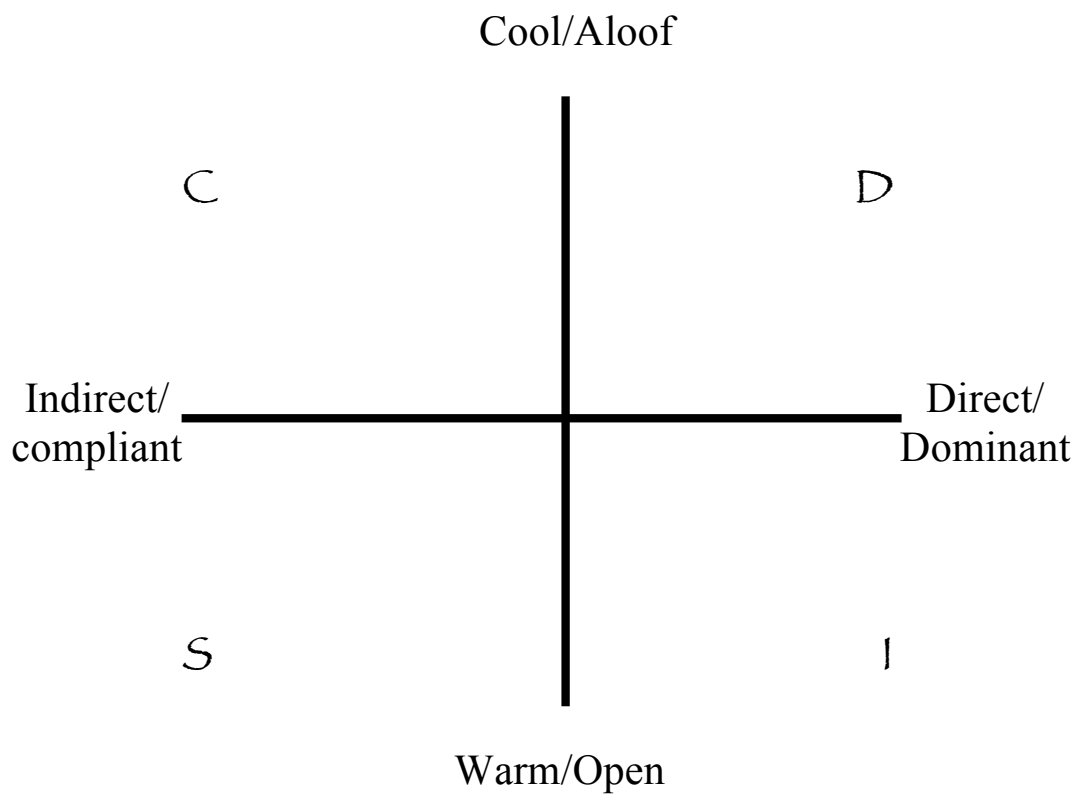
Maya Angelou



- Methodology

The horizontal line is the _____ line

The vertical line is the _____ line





KEY ISSUE: OBSERVATIONAL BEHAVIOR

EVIDENCE PROCEDURES ("TELLS")

- *Observe their behavior and make two simple choices*

Direct & Dominant ... or ... Indirect & Compliant

Warm & Open ... or ... Cool & Aloof

- *Ask Questions and Listen*

Likely to hear a D say:

"What's the bottom line?"

"Let's cut to the chase."

"Just get it done."

Likely to hear a C say:

"Getting it done right is more important than getting it done quickly."

"I need more information before I can make a decision."

"But, what if ..."

Likely to hear an I say:

"Oh, here's an idea ..."

"Are we having fun yet?"

"C'mon, we can do this."

Likely to hear an S say:

"Whatever makes you happy."

"Are you sure that is safe?"

"Is that best for everyone?"

- *Be conscious of additional clues*

Email responses

Voice mail

KEY ISSUE: REAL WORLD APPLICATION
HOW TO GET THE BEST OUT OF EACH "STYLE"



- *Allow time ... personal discussion*
- *Don't lose control of the conversation*
- *Probe/watch for hidden objections*
- *Stress benefits ... doing for others*



- *Don't waste time with small talk*
- *Demonstrate the benefit to them*
- *Show conviction vs. aggressiveness*
- *Stick to objective criteria*

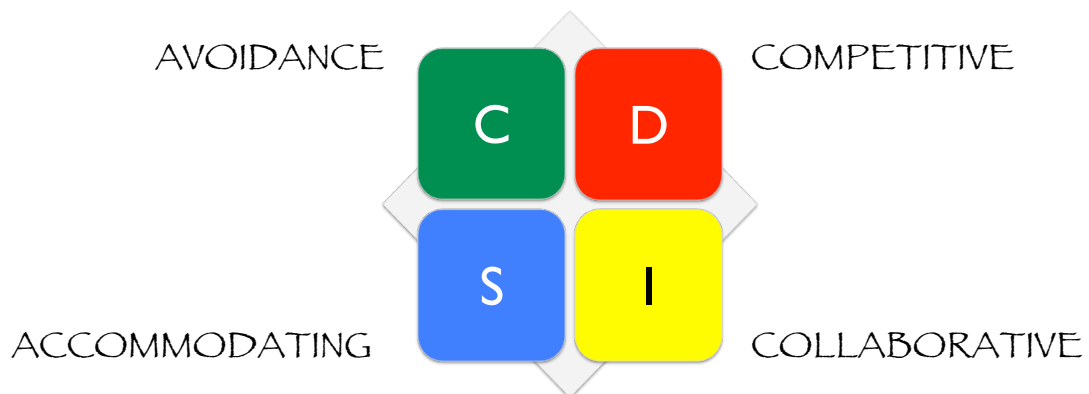


- *Patience for their natural caution*
- *Avoid exaggeration*
- *Engage – encourage questions*
- *Assure – examples and testimonials*



- *Highly creative – listen to their ideas*
- *Don't get bogged down in details*
- *Be prepared to justify ideas and sources*
- *Use stories and metaphors to convince*

KEY ISSUE: NEGOTIATING "POSITIONS"



KEY ISSUE: REMINDERS



ASSIGNMENT ... Decision – Commitment – ACTION Mechanism

- Step 1 – Understand Yourself ... Take the test
- Step 2 – Understand Others ... Appreciation of the “*otherness of others*”
- Step 3 – Understand HOW ... ADAPT to ... and CONNECT with ... Others
- Step 4 – Take ACTION