

# MAKING BEHAVIOUR COUNT

**Introductions** — Objectives are stated, participants introduce themselves, we run an icebreaker around perception and communication.

**Using advanced communications skills to build rapport** —The communication process – sender takes thoughts – encodes (verbal & nonverbal messages). Receiver decodes the message and attempts to understand. Communication is then complete when receiver transmits feedback to indicate reception and understanding. However, sometimes information is lost in the transfer and interpretation. We look at barriers to effective communications and how to avoid them. We review how we communicate - 55% body language, 38% voice/tonality and 7% words.

*Building rapport* - Successful people build rapport. Rapport builds trust. We look at using the communication: trust matrix – Defensive (win/lose or lose/win), Respectful (Compromise) and Synergistic (win/win).

*Body language* - We teach calibration, which is the art of recognising another's state by reading non-verbal signals. Gestures do not have fixed meanings, they cannot be looked at in isolation. If I am folding my arms it does not necessarily mean I am angry – I may just be cold. We cover using matching/mismatching body language to develop the skills of building rapport.

*Representational systems* - How do we take in and process information? Visual, auditory, kinaesthetic, gustatory, olfactory, eye-accessing cues – what do your eyes say about how you think, what clues do the words you use tell us about how you think and how you would like to be communicated to?

**Reading and using personality** — Occasionally in life we meet someone and the relationship just seems to click. On other occasions with a different person the relationship is a disaster from the beginning. What will help us get more of the first and less of the second? The first step is to understand yourself. We perceive the world according to what we know and what we believe about the world and in essence this is what shapes our personalities and therefore the people we are.

Based on Carl Jung's work on "Psychological Types" we look at the four functions of Sensation versus Intuition, Thinking versus Feeling. Jung also looked at the attitude adopted by an individual: Extroverted versus Introverted. We map these attitudes using several techniques to show differing personality types. The most simple being four basic styles: Controller, Computer, Pleaser, Player – we look at colour-coding to give emphasis – Fiery Red, Cool Blue, Earth Green and Sunshine Yellow.

**Sensitising the sales person to the situation** — We look at techniques for perceptual positioning: 1st position = Me, 2nd position = You, 3rd position = Relationship/Us. Using perceptual positioning techniques individuals will be able to see, hear and feel their communication from differing perspectives and therefore be able to understand how they can improve their style to achieve the desired outcome.

Participants replay a conversation firstly from their view then from the receiver's perspective and then from an observer's viewpoint. This is quite a powerful technique to help individuals become aware of the situation and make improvements for the next time they call on the customer.

**Summary, review and personal action plans** — The delegates review the training course and set action plans for what they will do on returning to their role.



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associates