



How to Communicate with *Every* Customer


Mary Kay Slowikowski
Slowikowski & Associates

**This session is eligible for 2 Continuing
Education and 2 Contact Hours.**


For these hours to appear on your certificate, you must:

- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session


The Art of Clear Communication




Remove Obstacles




Ignore the Obvious




Redefine Flawless Execution




Positioning




People Reading




Communication Styles




Types of Buyers



Qualify Your Leads




Network Improvement



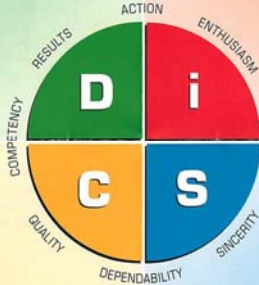
Relationship

Arena	Blind Spot
Mask	Potential

Personality Window 

3
NECA 2016 BOSTON

DOMINANCE	INFLUENCE
<p>UNDERSTANDING "D" CUSTOMERS</p> <p>Priorities:</p> <ul style="list-style-type: none"> Results Action Competency <p>Is bothered by:</p> <ul style="list-style-type: none"> Wasted time Small talk Too many details Indecisiveness Lack of control Challenges to their authority <p>Trusts:</p> <ul style="list-style-type: none"> Confidence 	<p>UNDERSTANDING "I" CUSTOMERS</p> <p>Priorities:</p> <ul style="list-style-type: none"> Enthusiasm Action Relationships <p>Is bothered by:</p> <ul style="list-style-type: none"> Dry or dull analysis Too many details Cold or detached people Loss of approval Negativity or pessimism <p>Trusts:</p> <ul style="list-style-type: none"> Openness
<p>UNDERSTANDING "C" CUSTOMERS</p> <p>Priorities:</p> <ul style="list-style-type: none"> Quality Competency Dependability <p>Is bothered by:</p> <ul style="list-style-type: none"> Emotional or illogical people Personal questions Overly enthusiastic presentations Pressure Emotional appeals <p>Trusts:</p> <ul style="list-style-type: none"> Expertise 	<p>UNDERSTANDING "S" CUSTOMERS</p> <p>Priorities:</p> <ul style="list-style-type: none"> Sincerity Relationships Dependability <p>Is bothered by:</p> <ul style="list-style-type: none"> Pressure Pushy people Uncertainty Upredictability Sudden change Conflict <p>Trusts:</p> <ul style="list-style-type: none"> Kindness
CONSCIENTIOUSNESS	STEADINESS



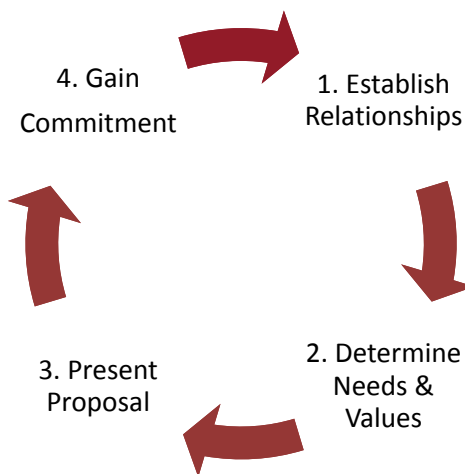
4
NECA 2016 BOSTON

DiSC Cheat Sheet

STYLE	MOTIVATORS	STRENGTHS	WEAKNESSES	HOW TO INFLUENCE
DOMINANT	<ul style="list-style-type: none"> • Difficult Assignments • Little/No Supervision • Advancement • Logical Explanation • Authority & Prestige 	<ul style="list-style-type: none"> • Quick Decisions • Self Starter • Highly Competitive • Outspoken • Performs well under pressure • Open to change 	<ul style="list-style-type: none"> • Acts before having facts • Critical & Fault Finding • Poor Listener • Not Detail-Oriented • Blunt & Emotionally Explosive • Poor delegator 	<ul style="list-style-type: none"> • Be brief and to the point • Point out benefits • Be firm • Confront with facts • Don't be bullied
INFLUENCER	<ul style="list-style-type: none"> • People Contact • Helping Others • Freedom from Control • Social Recognition • Incentives 	<ul style="list-style-type: none"> • Outgoing, Enthusiastic • Trusting of Others • Articulate, Poised • Persuasive • Motivates Others 	<ul style="list-style-type: none"> • Tends not to follow up • May oversell an idea • Procrastinates • Avoids disciplining others • Overly influenced by friendships 	<ul style="list-style-type: none"> • Socialize at start • Let person share goals • Instructions in writing • Listen for their ideas • Give a deadline & follow up
STEADY	<ul style="list-style-type: none"> • Routine • Security • High value of family • One task at a time • Teamwork 	<ul style="list-style-type: none"> • Dependable, Loyal • Calm & Relaxed • Willing to learn • Technically Competent • Stick-to-it-iveness • Has teaching ability 	<ul style="list-style-type: none"> • Poor Delegators • Hard time saying "No" • At times too structured • Involved in details to point of interference • May do busy work to feel needed 	<ul style="list-style-type: none"> • Win over as a friend • Provide clear and specific instructions • Take personal interest in them and their projects • Set realistic deadlines
CONSCIENTIOUS	<ul style="list-style-type: none"> • Precise Instruction • Little people contact • Pre-Planning, Detailed • Established work patterns • Positive Reinforcement 	<ul style="list-style-type: none"> • Attentive to details • Systematic & Precise • Cooperative • Thinks Ahead • Diplomatic, Respects Authority 	<ul style="list-style-type: none"> • Tends to be rigid • Slow to make decisions/delegate • Tends toward perfection • Loses sight of bigger picture 	<ul style="list-style-type: none"> • Be clear and precise • Don't criticize, use positive reinforcement • Clearly communicate expectations • Answer their questions



Influence Model



Establish Relationships

[Being accepted into the other's inner circle.]

- Be upbeat and enthusiastic. Strike a positive first impression.
- Break the ice with humor or a friendly story.
- I.D. the Personality Type of the person you're dealing with. This will give you communication clues.
- Use self-disclosure to establish rapport.
- Become an ally.
- Set agenda.



7

NECA 2016 BOSTON

Determine Needs & Values

[Determine an individual's primary motivators.]

- Inquire thoroughly to determine needs.
- Make sure your questions are open-ended. Begin with the word "how."
- Spiral questions—start at fixed point and questions until you get answers you need.
- Always finish with, "Is there anything else?"
- Listen carefully.



8

NECA 2016 BOSTON

Present Proposal

[Give an overview of your proposal.]

- Keep it simple.
- Provide evidence that supports your viewpoint. Do your homework.
- Show how your proposal will benefit and satisfy their needs.
- Confirm needs.



9

NECA 2016 BOSTON

Gain Commitment

[Get receiver to make commitment to carry out desired course of action.]

- State objectives.
- Ask for clear action. Make sure person knows what needs to be done and what their individual parts are.
- Overcome objections.
- Emphasize the benefits of taking action quickly.
- Follow up to insure that they are still committed to the position you have both agreed on. Keep your end of the deal as well.



10

NECA 2016 BOSTON

Networking Limitations

Purposeful Networker

- Domineering
- Impatient
- Inattentive
- Blunt

Perseverance Networker

- Emotional
- Disorganized
- Likes to socialize
- Sensitive

Sustaining Networker

- Fixed
- Follower
- Timid
- Non-committal

Attentive Networker

- Restrained
- Independent
- Perfectionist
- Reserved



11

NECA 2016 BOSTON

Purposeful Networker

- ✓ Refrain from trying to run the conversation.
- ✓ Accept that every Networking Event may not yield immediate results.
- ✓ Realize you need other people.



12

NECA 2016 BOSTON

Perseverance Networker

- ✓ Network strategically vs. just attending events.
- ✓ Keep a back up supply of business cards in your case and glove compartment.
- ✓ “Do It” rather than discuss how it is “to be done.”



13

NECA 2016 BOSTON

Sustaining Networker

- ✓ Attend at least two networking functions a month.
- ✓ Make yourself act like a “host” at the event.
- ✓ Vary your agenda slightly to get more comfortable with change.



14

NECA 2016 BOSTON

Attentive Networker

- ✓ Move outside your comfort zone.
- ✓ Rely more on your intuitive abilities.
- ✓ Tolerate uncertainty at networking events.



15

NECA 2016 BOSTON

Lead Generation Assignment

- Note:** You only have 3 minutes per person
- Follow** the Networking Steps. Identify everyone in your assigned group.
- Qualify** the companies and individuals who you can do business with. Hint: Use your three developed questions.
- Make sure you create at least one new referral in each category (internal & external)
- What are the next Development Steps on the Qualified Prospects?

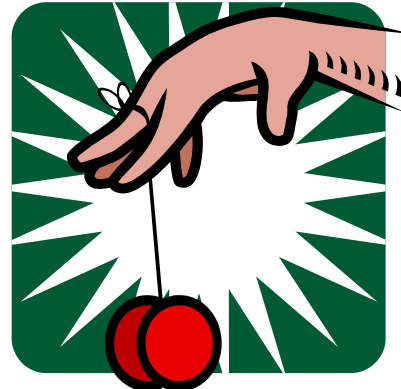


16

NECA 2016 BOSTON

What Goes Down Must Go Up Campaign

- The “What Goes Down Must Go Up” Yo-Yo Company needs your innovative input to help them sell yo-yos to adults as executive toys and stress relievers.
- This is a new venture for them and they need promotional ideas to help them kick off their campaign.
- Brainstorm and write down your ideas for a new advertising campaign.



17

NECA 2016 BOSTON

How Do People Make Decisions?

Dominant

- A Drive to Act Decisively
- Takes active, assertive and direct approach
- Impulsive – may not have all the facts
- Risks can be acceptable

Influencer

- Forges Teams
- Gets diverse people to cooperate
- Not task-oriented
- Tends to procrastinate which can result in incomplete decisions.

Steady

- Wants to be involved in decision-making process
- Tends to resist change
- Wants to know the benefits to making a change
- Good at pointing out risks in any given situation

Conscientious

- Prefers decisions are by the book
- Wants established or accepted standards
- Lives in the world of facts and logic
- Are great investigators
- Can be self-critical – they need positive feedback and encouragement

18

NECA 2016 BOSTON

Questions?

Don't forget...

- 10:15 - 11:30 am – Opening General Session *with Doris Kearns Goodwin*
- 11:30 am - 5:00 pm – NECA Show Hours

