

# FPA of Greater Indiana

# August 21, 2020

# Coaching/Selling Connection

**Agenda**

Differentiating You in the New Sales Environment

High Trust Conversations

Communicating and Listening Effectiveness

Adapting to Styles

HIGH TRUST CONVERSATIONS

EMOTIONAL ATTRACTORS (PEA/NEA)-BOYATZIS

|  |  |
| --- | --- |
| POSITIVE EMOTIONAL ATTRACTORS | NEGATIVE EMOTIONAL ATTRACTORS |
| Parasympathetic Nervous System Arousal | Sympathetic Nervous System Arousal |
| Possibilities, dreams, optimism, hope | Problems, expectations, pessimism, fear |
| Strengths | Weaknesses |
| Excited about trying | Should do, performance improvement plan |
| Novelty, experiments | Openness |
| Unrealistic Expectations | Actions expected, supposed to do |
| Resonant | Dissonant, annoying |

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TRUST EQUATION



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 From www.trustedadvisor.com

**HOW YOUR LISTENING AFFECTS WHAT PEOPLE SAY**

**Blended**

Being: Being:

Creates: Creates:

Listens: Listens:

Questions: Questions:

**My Agenda**

**Their Agenda**

Being: Being

Creates: Creates:

Listens: Listens:

Questions: Questions:

From “*A Field Guide for Managers: Bringing Out the Best in People*” by Lyall

**Detached**

From “*A Field Guide for Managers: Bringing Out the Best in People*” by Lyall

EXPLORATORY QUESTIONS FROM BLENDED/THEIR AGENDA BOX:

* What do you look for…..?
* What have you done so far?
* What have you found…?.
* What has been your experience…?.
* How do you determine…?.
* What are your deciding factors….?
* What do you assume is stopping you from…?
* What makes you choose….?
* What is the one thing you would improve about…?
* What would you change about…?
* What are you doing to keep…?
* What happens if nothing changes?
* Help me understand your perspective.
* What other thoughts/ideas/do you have about..?
* What other perspectives can you think of?
* What would you like to see happen?
* What are other options?
* What are the advantages of doing…?
* What are the disadvantages of doing…?
* Which decision would be easier to live with?
* What have you tried?
* What has not worked so far?
* If you had a magic wand and could make this situation work for you, how would it turn out?

LEARNER/JUDGER QUESTIONS  
  
 From *“Change Your Questions, Change Your Life”* by Marilee Adams

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| --- | --- |
| JUDGER | LEARNER |
| * Win-lose * Dismissive, demeaning * Advocating * Separate from self/others * Fears differences * Feedback considered rejection * Own agenda * Conflict: destructive * Attacks * Problem-focused | * Win-win * Accepting, empathizing * Inquiry * Connected with self/others * Values differences * Feedback considered worthwhile * Collaborative * Conflict: constructive * Appreciate; resolve; create * Solution Focused |

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JUDGER/LEARNER MINDSETS

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| --- | --- |
| JUDGER | LEARNER |
| Problem-focused; Know-it-all; Reactive; Automatic; Competitive; Assumptive   * How can I stay in **control**? * How can I make them **see it my way**? * What can prove that **I am right**? * What will make me “**look good**” * How can **I win**? | Open-minded; Responsive; Proactive; Many choices; Cooperative; Accepting   * What are my **assumption**s? * What do I **need to know**? * **What is missing** that might be important? * What else could I think about this? * How can **we both win**? |

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Using DISC Style in Sales/Customer Service

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| Process | Dominance | Influence | Steadiness | Conscientiousness |
| Connecting | Clarify purpose before questioning Limit socializing  Be prepared | Personal before business-talk about self and interests Stories Pace | Warm and informal. Show tact and sincerity  Show interest in them personally | Focus on process and direction. Allow client to show expertise Bring an agenda |
| Questioning | Result-oriented Listen to suggestions  Give direction for questions | Enthusiasm Listen to their dreams and goals Gently guide back | Patience Listen for impact on them and relationships Avoid interruption | Facts and data Listen for concerns, reasoning, and suggestions Stay on topic |
| Presenting | Efficiency, savings, bottom-line Brevity | Positivity-impact on what is important to them Ask for ideas | Predictability and harmony Simplification Non-threatening | Accuracy, logic, solution quality Avoid pressure Emotionally detached |
| Responding | May be blunt in response-focus on results | May show doubts-use testimonials | Probe for real concerns-may be change avoidant | Clear concise information. Reinforce logic |
| Commitment | Provide options-place decision making with person Direct with interest | Upbeat-use examples for moving forward Slow down if moving too fact | Provide step-by-step actions. Gain commitment by not pushing | Clarify priorities. Allow time and space for processing. Suggest pilot or small endeavor |
| Follow-up | Follow-up immediately-address any concerns that arise Ask about satisfaction | Provide on-going reminders of right decision. Ask about use of website, etc. Avoid any frustrations with use by information | Remain in touch. Evaluate process. Predictability and consistency with follow-up Private phone number | Timetable for follow-ups. Measures of success. Email ideas Focus on and reinforce quality and value |
| Emails and Voicemails | Clear articulation. Purpose of call or email. What you want them to do and expectations for next step. | Warm, expressive, and upbeat. Suggest meeting to reinforce/share ideas. | Slow down speech. Sound personable yet professional. Thank in advance for returning email or call. | Slow down speech. Clear articulation with reason for call and what you want. Set expectations about next step. |

STYLE WATCHING AND DESCRIPTORS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **High D Style** | **High I Style** | **High S Style** | **High C Style** |
| **Pace** | **Fast/Decisive** | **Fast/Spontaneous** | **Slower/Relaxed** | **Slower/Systematic** |
| **Priority** | **Goal** | **People** | **Relationship** | **Task** |
| **Seeks** | **Productivity, Control** | **Participation, Applause** | **Acceptance** | **Accuracy, Precision** |
| **Strengths** | **Administration, Leadership**  **Pioneering** | **Persuading, Motivating**  **Entertaining** | **Listening, Teamwork**  **Follow-through** | **Planning, Systemizing**  **Orchestrating** |
| **Opportunities** | **Impatient**  **Insensitive to others**  **Poor Listener** | **Inattentive to detail**  **Short attention span**  **Low follow-through** | **Oversensitive**  **Slows to begin action**  **Lacks global perspective** | **Perfectionist, Critical**  **Unresponsive** |
| **Fears** | **Being taken advantage of** | **Loss of social recognition** | **Sudden Changes, Instability** | **Personal criticism of their work** |
| **Irritations** | **Inefficiency, Indecision** | **Routines, Complexity** | **Insensitivity, Impatience** | **Disorganization, impropriety** |
| **Under Stress may become** | **Dictatorial, Critical** | **Sarcastic, Superficial** | **Submissive, Indecisive** | **Withdrawn, Headstrong** |
| **Gains Security Through** | **Control, Leadership** | **Playfulness, Other’s approval** | **Friendship, Cooperation** | **Preparation, Thoroughness** |
| **Measures Personal Worth by** | **Impact or results**  **Track records and products** | **Acknowledgements**  **Applause, Compliments** | **Compatibility with others**  **Depth of contribution** | **Precision, Accuracy**  **Quality of results** |
| **Workplace** | **Efficient, Busy, Structured** | **Interacting, Busy, Personal** | **Friendly, Functional, Personal** | **Formal, Functional**  **Structured** |