

## Excerpt of Audio Script: Understanding Your Prospect's Communication Style

**Narrator:** You aren't meeting your sales goals. So, what do you do? Make a thousand more calls? Increase your marketing efforts? Go back for more Sales 101 training?

Ah...that'll work, right? Perhaps. But many salespeople forget to ask themselves the all important question.... "*Is the customer really getting it?*" In other words, is the message you think you're sharing the message they're actually hearing? In this section we'll discuss the Four Basic Personality Types, their communication styles, and how you can use this information to gain and keep more clients.

As I discuss each one, I want you to think of customers who fit these personality descriptions.

First, the Driver. The Driver has many aliases. Sometimes known as the Director, the Targeted or Type A---the Driver is the most faced paced of the four personalities.

They speak quickly, move at a fast pace, and make decisions quickly. They like to be in control and are often accused of being too bossy.

Still, they are the Go-To people in an organization when something needs to get done, well-- yesterday! Most people look to them in an emergency because they're terrific in a crisis.

Drivers are often viewed as rude and obnoxious. Sometimes they are. But the common misconception is that they *intend to be that way*. Not always true. Given the Drivers' fast paced delivery style, a request may sound like a demand, when it really isn't. A simple statement may come off "snippy." An honest response to a question may sound blunt, or tactless. Suddenly someone has pegged them a rude, overbearing "so and so"

But all of this is due to internal wiring. Most Drivers would be surprised if they knew what people thought of them!

If you think the Driver speaks quickly, imagine how fast she listens. Sounds strange, but here's how it goes. As soon as the first three words are out of your mouth, the Driver already has a response. In other words, she's *finished*

*listening* and is now ready to talk. And talk she will, whether you're finished speaking or not. So, there again, The Driver is pegged ill-mannered.

The best way to communicate with the Driver Prospect—if you're not a Driver yourself-- is to match their pace in speaking. That's right, speak a lot faster. Let's examine a common sales scenario:

**John SalesGuy:** Hello, Mr. Prospect, my name is John SalesGuy and I'm glad to have finally reached you. As I indicated in my last voice mail, I was referred to you by----

**Driver Prospect:** Who are you?

**John SalesGuy:** John SalesGuy, from ABC corporation. Nice to finally talk to you. Sue Snow, our mutual acquaintance, mentioned that you might be in the market for a new meeting planner. I have wonderful news for you. We're running a special....

**Driver Prospect:** I don't have time for this. Click. Dial tone.

**Narrator:** OK, that was sort of rude. Fact is, though, even if Mr. Prospect hadn't hung up, he probably would've been checking his email. *Anything*, other than to sit and listen to a sales person who hasn't yet gotten to the point of the call.

Now, Mr. Driver Prospect probably does need a new event planning firm. Here's a better approach:

**John SalesGuy:** Hi Mr. Prospect, this is John SalesGuy, a friend of Sue Snow. Is this a good time to talk?

**Driver Prospect:** I have about five minutes. Go.

**John SalesGuy:** Sue's company used our firm to plan their annual conference last June. They had a larger group than the previous year, better food, and a popular entertainer--yet we were still able to save them 20% over last year. I'm pretty confident that I can do the same for you. If you give me your requirements now, I can get a proposal to you by close of business Friday.

**Driver Prospect:** Sure. Here's what I'll need...

End of Excerpt

Excerpt of Audio Training Script: How to Have a Difficult Conversation with  
your Parents

**Narrator:** Guess, what? Parents are SO not perfect. I'll bet it didn't take you long to agree with me on that one. And you know what? I'm sure your parents would agree as well.

Still...sometimes they can make you feel like you're the biggest dunce in the world. Try not to take it too personally---part of what they do is necessary. It's their job. But that doesn't mean you can't try to get them to see things your way.

Sounds scary, huh? Well, this program is designed to show you how to do it without risking your allowance, or your freedom for the next thousand years. It's called the Five Step Formula for Having a Difficult Conversation. Barbara Braunstein, a genius at communication, teaches this formula to adults. But it will definitely work for kids your age as well.

The Five Steps are actually five separate statements that make up a conversation. Once you put them all together, you'll have a script to help guide you through this challenging discussion.

By now, you're probably screaming: "Formulas? Scripts? Are we in math class or trying out for the school play?" Why not, just 'say it like it is'? Or, be super polite, so that we get what we want?"

Well, this formula is designed for you to be totally honest—yet diplomatic. That's what works best with parents. I'm going to first explain all five steps, then show you how to apply them.

First statement: Observation. This is what you've observed of your parents' behavior. The observation statement is nicknamed: "I see".

Second: Feeling Statement, nicknamed “I feel”. This statement is used to describe your emotion toward the behavior you’ve observed.

The Opinion, is the third statement. Here, you share your opinion on why you think your parents are behaving that way.

Fourth, the Benefit of the Doubt Statement: Here is where you cut your parents a break.

Remember that movie with Lindsay Lohan called Freaky Friday? Lindsay and her mother woke up one day, in the other person’s body. Literally looking, and talking like the other! Creepy stuff. But it taught them both a lesson about how the other must feel. So, you’re going to pretend that you’re in your parent’s shoes--- for just a minute. AND let them know you understand.

Last, but not least---the fifth statement--- is The Request: This is what you’ve been working toward---where you ask your parents to change their behavior. It’s not as terrifying as it sounds.

Now, let’s apply the five step script to the following scenario:

*You want to attend State University following graduation but you think your parents want you to attend their alma mater. They keep talking about it--- which worries you because after all, they’ll be footing the bill, not you.*

Let’s see how we can use the Five Statements to move your parents to see it your way.

Remember, the Observation Statement describes what you’ve observed of your parents’ behavior. So, you can say something like this:

**“Mom, Dad, a month ago, when we were talking about colleges, you said, that ABC college would be perfect for me. And just the other day, when I mentioned State University, you both made a face.”**

**Narrator:** You see. You’re describing what you’ve observed. You could have said: “Mom, Dad, I kind of get the feeling you don’t want me to go to State.” They could respond: “What gives you that idea?” So you might as well tell them from the very beginning. It’s better to put it all out there for them to see.

Another thing: They may know that you're absolutely right---but just not ready to admit it. By describing their behavior, that might just push them to agree with you.

Step, Two, The Feeling Statement is how you feel—emotionally—about their behavior. How's this sound?

**“I feel like you don't respect my opinion.”**

OK, now it's time to share your impression of why they're behaving this way, in Step Three, the Opinion Statement.

**“I think you believe that I'll be happier at ABC College because you had such a good experience there.”**

**Narrator:** Let's go right into Step Four, the Benefit of the Doubt statement. You can simply say, **“I understand that you want me to do as well as you have.”**

Let's combine statements 3 and 4 into one statement. **“I think you believe that I'll be happier at ABC College because you had such a good experience, and I understand that you want me to do as well as you have.”**

You see how well they fit together? It's almost like the Opinion Statement “sets things up” for the Benefit of the Doubt.

Now, finally, the Request. Remember, in this part, you're asking your parents to change their behavior. Respectfully, I might add! How's this sound?

**“If I promise to seriously consider ABC College, will you respect my decision if in the end I choose State University?”**

End of Excerpt

