



# TECHSHOW2018

## **Communicating from the Outside In: Adapting Your Style for Your Purpose and Audience**

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# Initial Impressions



# Confidence, trust, likeability

- People like and trust people they think are attractive.
- People like and trust people who they think are like them.
- How do we motivate others to like and trust us?
- How do we learn to trust across differences?

We use our awareness of our style and then flex to their style, needs, wants, preferences, interests, and concerns!



# Research on trust and appearance

## More trustworthy

- + Attractive
- + Apparent similarities
- + Expanded and straight posture
- + Head tilted upwards
- + Arms akimbo
- + Decreased gazing at others



## Less trustworthy

- Fatigued
- Impulsive
- Cross their arms
- Lean away from us
- Touch their faces
- Touch their hands



- Default preferences
- Self-awareness, other-awareness, self-management
- Alignment → Apparent similarities → Develop trust.



# Communication Styles: What's your default?

# Which do you prefer:

When talking with others,  
which is your tendency:

- A. Getting to the point and resolution as quickly as possible; or
- B. Responding to inspirations in the moment with ideas and emotions?

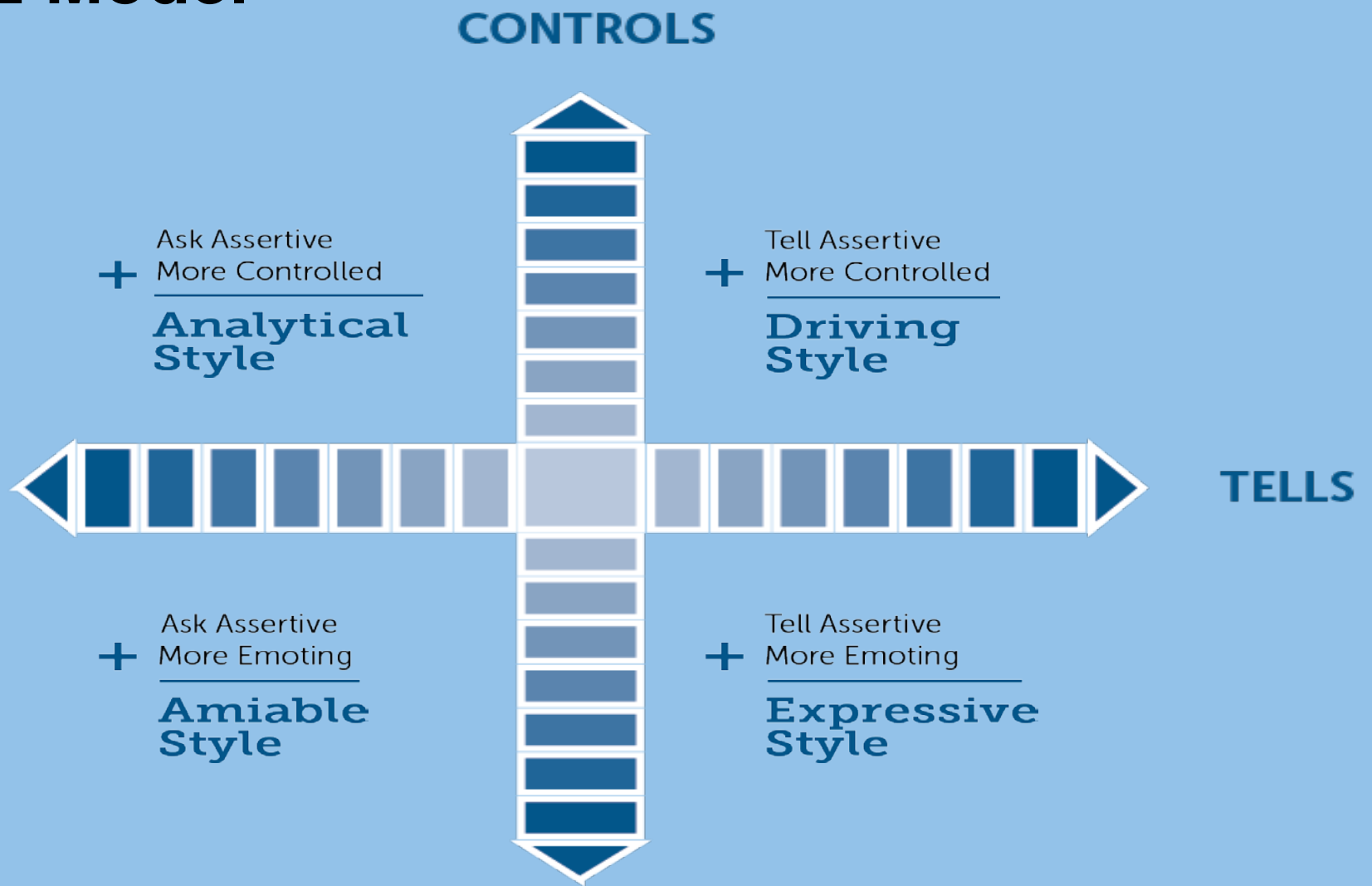
When making decisions do you  
tend to first think about the:

- C. The impact on others; or
- D. The logical conclusion based on all of the information available?



# SOCIAL STYLE Model™

All models  
are wrong,  
but some are  
helpful!



# Know yourself

When talking with others, which do you value more:

- Getting to the point and resolution as quickly as possible (Driving); or
- Responding to inspirations in the moment with ideas and emotions (Expressive)?

When making decisions do you tend to first think about the:

- The impact of your actions on others; (Amiable) or
- The logical conclusion based on all of the information available (Analytical)?





# Flex to other's style



- Listen, observe, experiment to determine other's preferences
- When we spend time listening and observing, we can figure out their preferences and adjust our communication style if our assumptions about their preferences were mistaken.

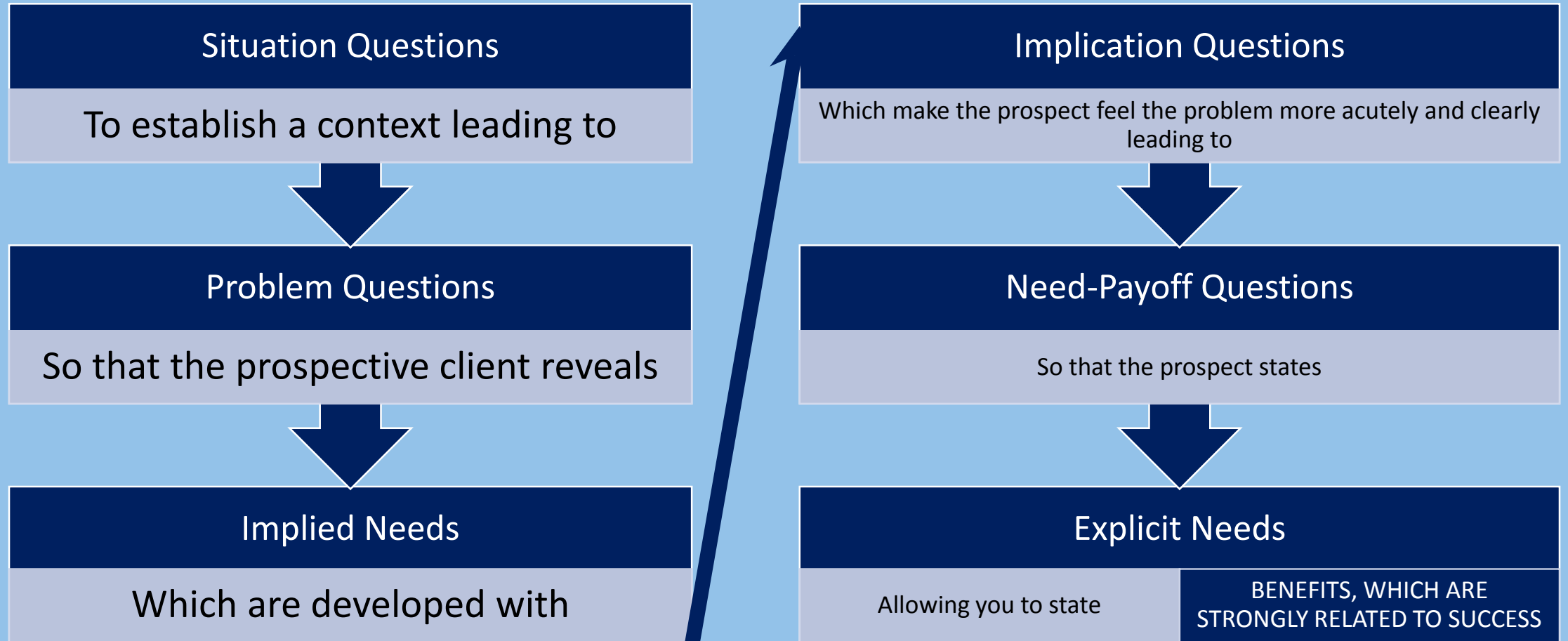
# Adjusting to others' communication styles

- **Driving** → Be brief; focused on outcomes; first, state your best recommendation; use visual aids
- **Analytical** → Organize your discussion in a logical order; provide background then outcomes; include options with pros and cons; demonstrate an outcome's use
- **Amiable** → R before T; focus on outcome's impact on people; demonstrate historical outcomes of solution, show support from trusted-others, use an informal writing/speaking style
- **Expressive** → Listen with patience, Organize discussion from broad to details; relate discussion to broader concepts, stress uniqueness, emphasize future value



# The Spin Model:

## *Neil Rackman, The Spin Selling Fieldbook*



# Advance Preparation → Successful Selling



- Prepare in advance
- Make a list of actual questions you could ask to uncover potential problems you could solve.

# SITUATION QUESTIONS – Establish context

- How will you introduce yourself and begin the conversation to set convey confidence and trustworthiness?
- How do you want to frame the conversation:
  - How long have you had your current....?
  - Could you tell me about your company's growth plans?



**If you are speaking with someone who is impatient (driver or expressive), don't spend too much time on these questions. If you are speaking with someone who is amiable, you may need to spend more time developing the relationship before jumping into the task of selling.**



# Problem Questions – Looking for opportunities

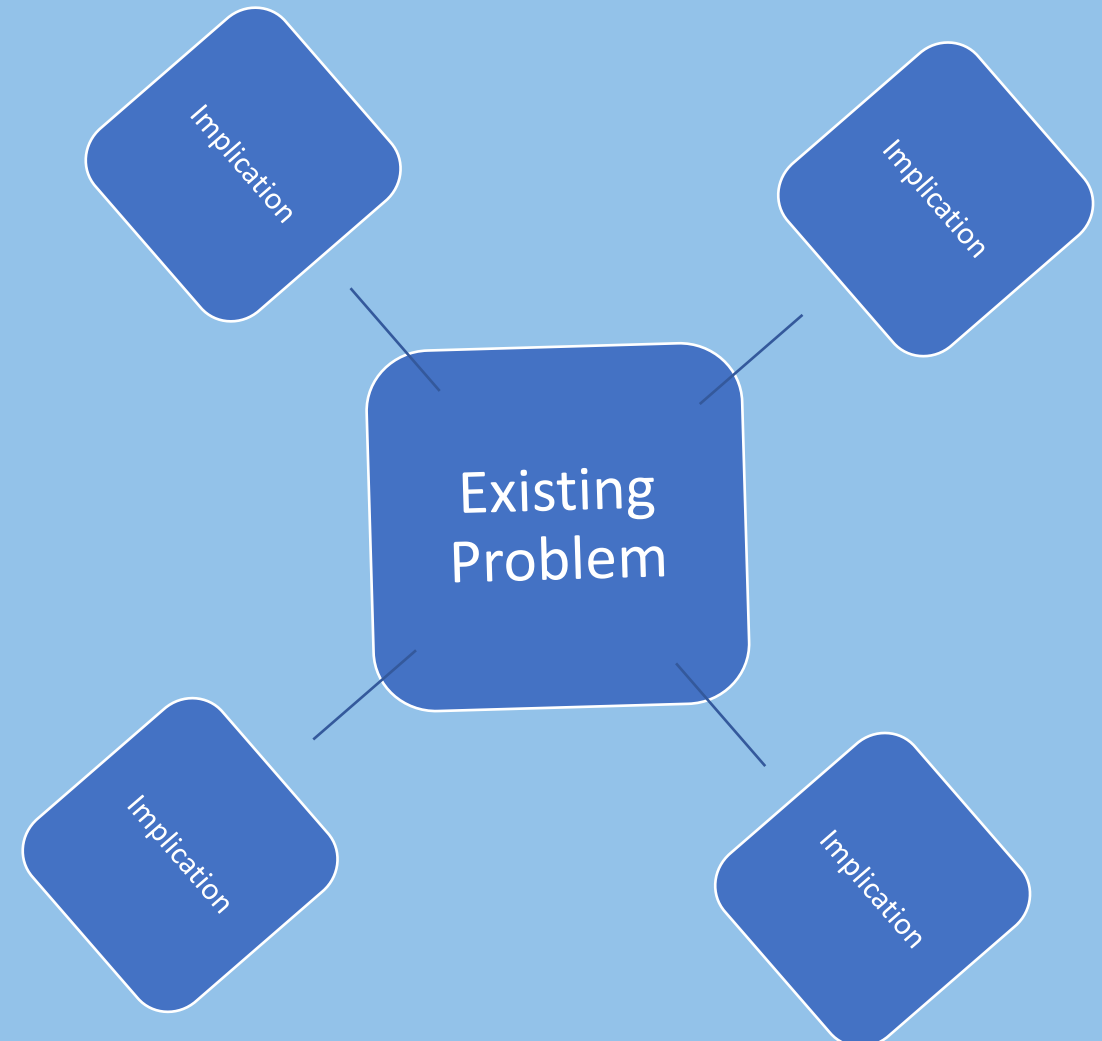
Ask questions to discover 3 potential problems that your prospective client may have and that your service or produce can solve.

- What difficulties are they facing?
- What concerns about their present situation do they have?
- What problems are they experiencing?
- What are they dissatisfied with personally or professionally?



# Implication Questions – What obstacles result from prospect's problems?

- What are your prospect's future goals and plans?
- What problems has the prospect identified?
- What related difficulties might result from the problem?
- How will these difficulties affect your prospect's ability to reach future goals and implement future plans?





# Need-Payoff Questions – Get the prospect to tell you the benefits of the solution you are selling

- Asked too early and put prospect on the defensive.
- Ask for the need you can meet, not the need you can't meet.
- How might it be useful to you if (insert your solution)?
- Why is that important to you?
- How would that help?
- Would it be useful if...?
- Is there any other way this could help you?



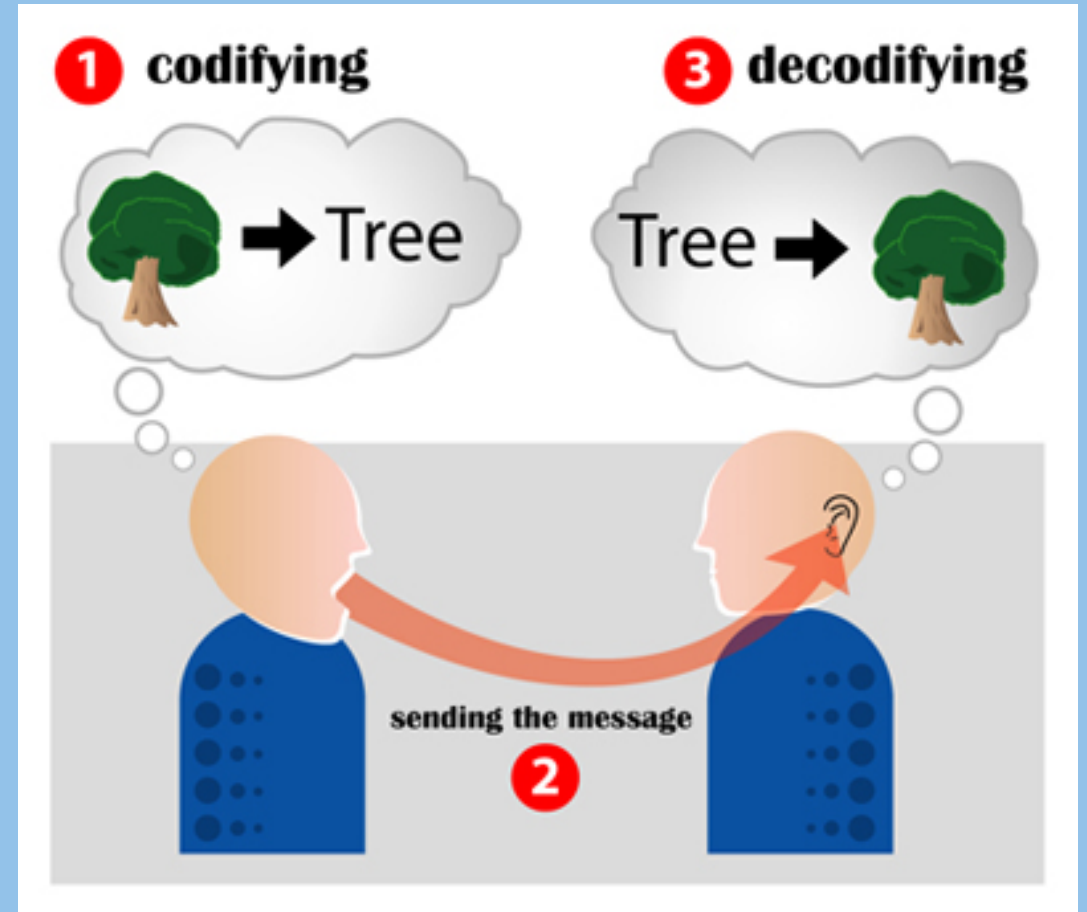
# Role Play

- Lawyer – Prospect Conversation
- Use the questions you developed
- Same of different prospect



# Effective communication is:

- Purposeful.
- Taking into account differences and preferences.
- Noticing and listening as much as acting and talking.
- When your intention matches the outcome.





# TECHSHOW2018

- YOU play the most important part in keeping TECHSHOW exciting. *Please complete the Speaker evaluation before you leave.*
- Reserve the dates!

TECHSHOW 2019: February 27 – March 2, 2019