

Building Trusted Relationships

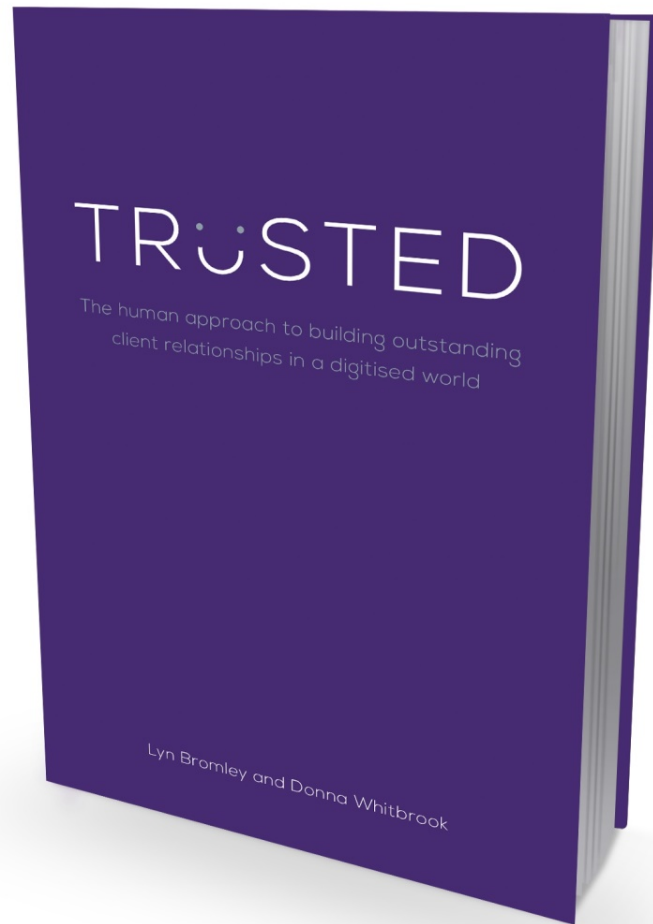
Lyn Bromley

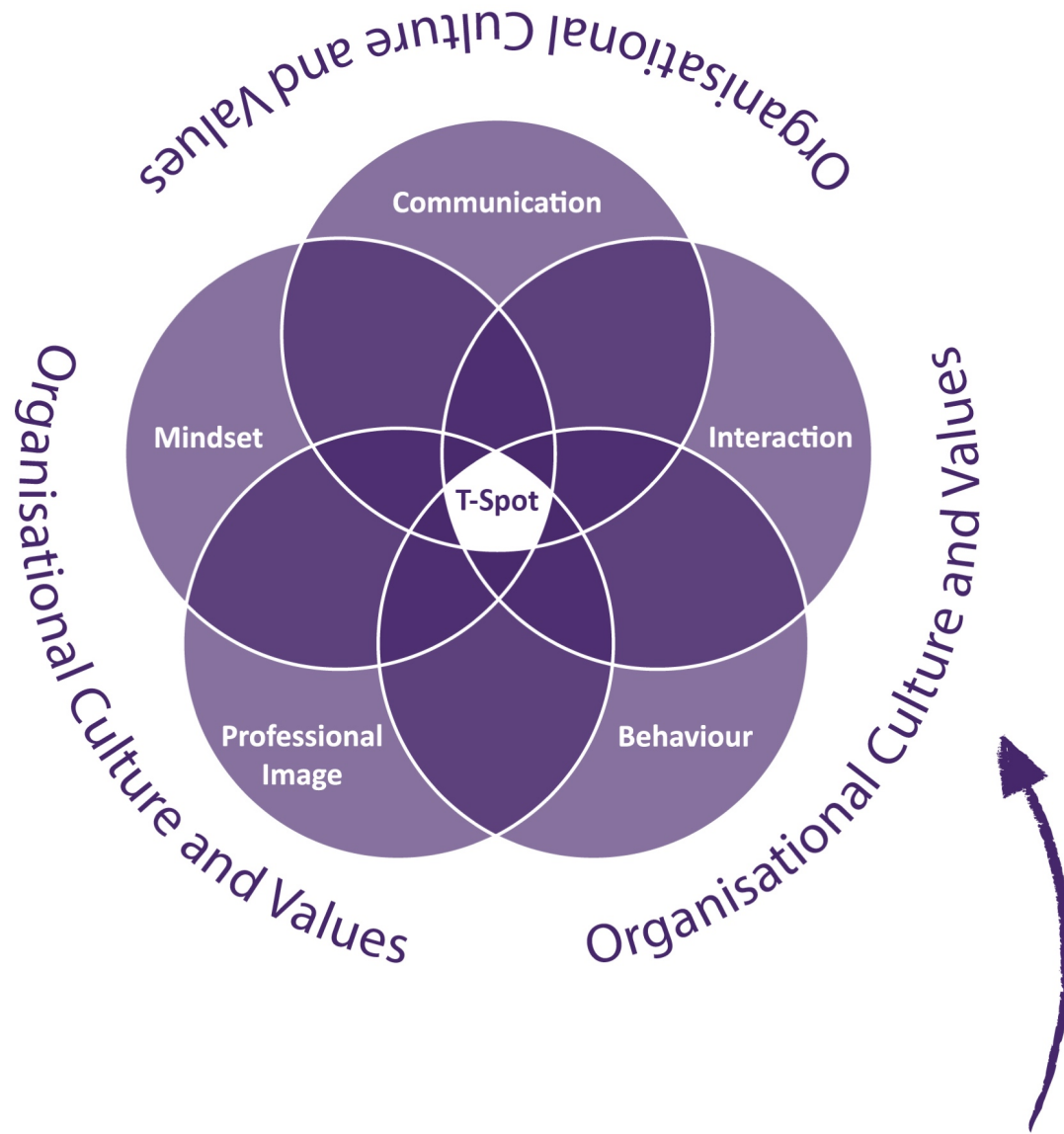
What we will cover



- The T-Spot Model
- Mindset
- Communication
- Understanding your own style
- Communication preferences of your prospects and clients

Introducing Trusted



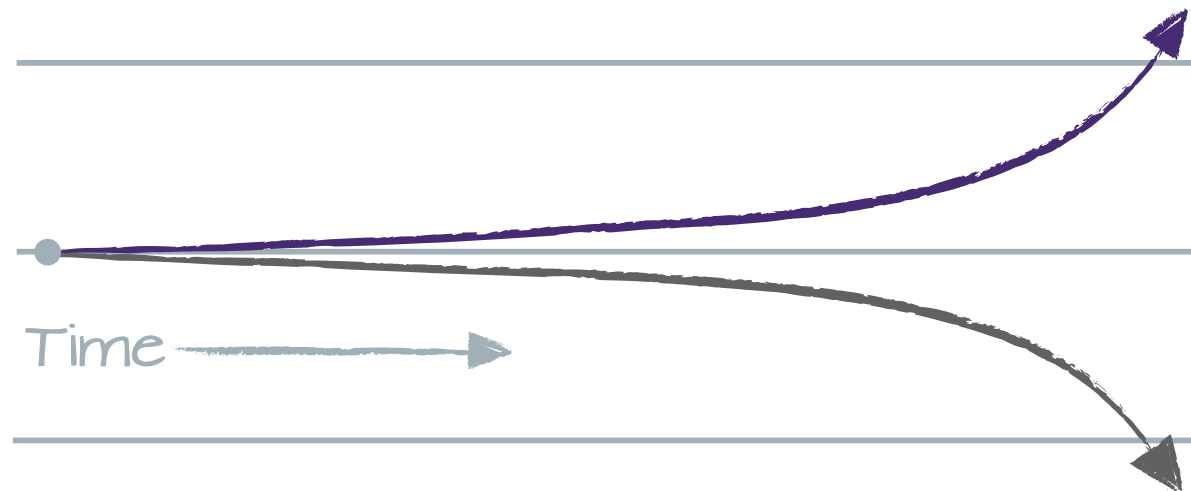


CAN YOU FIND YOUR T-SPOT?

AGGREGATION OF MARGINAL GAINS

□ 1% Improvement

□ 1% Decline



Mindset

Mindset



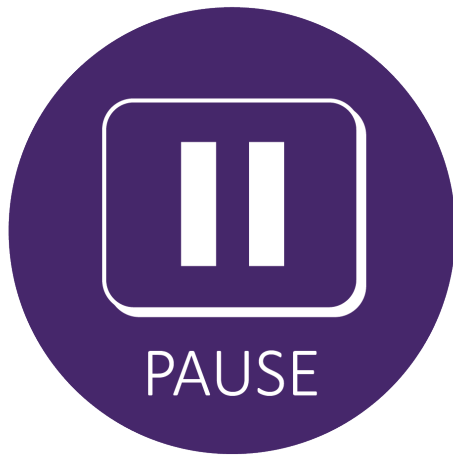
[Noun] *The ideas and attitudes with which a person approaches a situation, especially when these are seen as being difficult to alter*

Mindset barriers



“
Limitations only exist
if we believe they exist”

Limitations

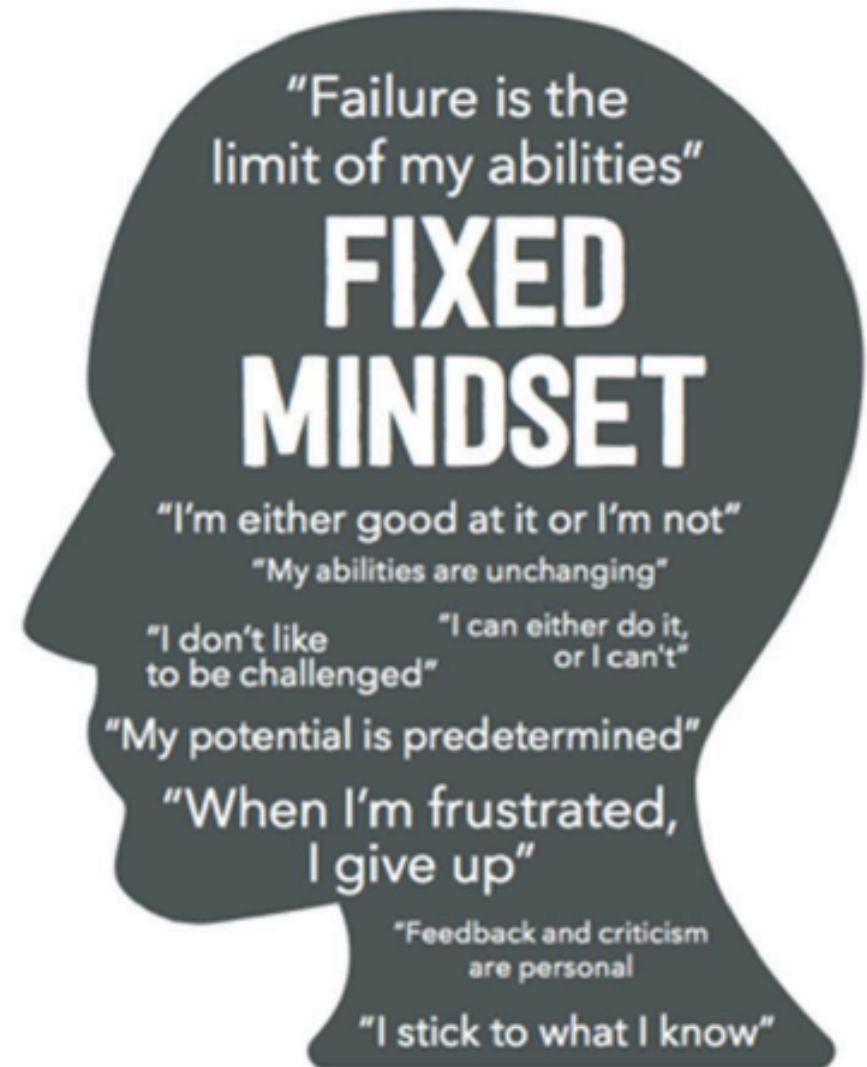


- Have you observed examples of people limiting themselves?
 - For example: 'I'm not good at that'
 - 'I'm not clever enough'
 - 'I feel like I'm going to get found out'

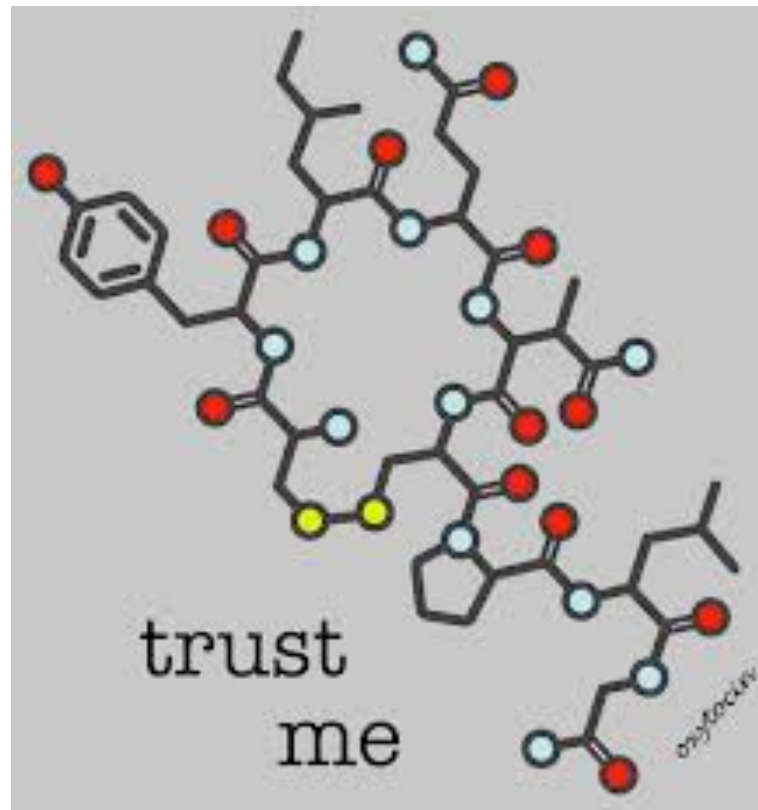
Priming the mind



Carol Dweck



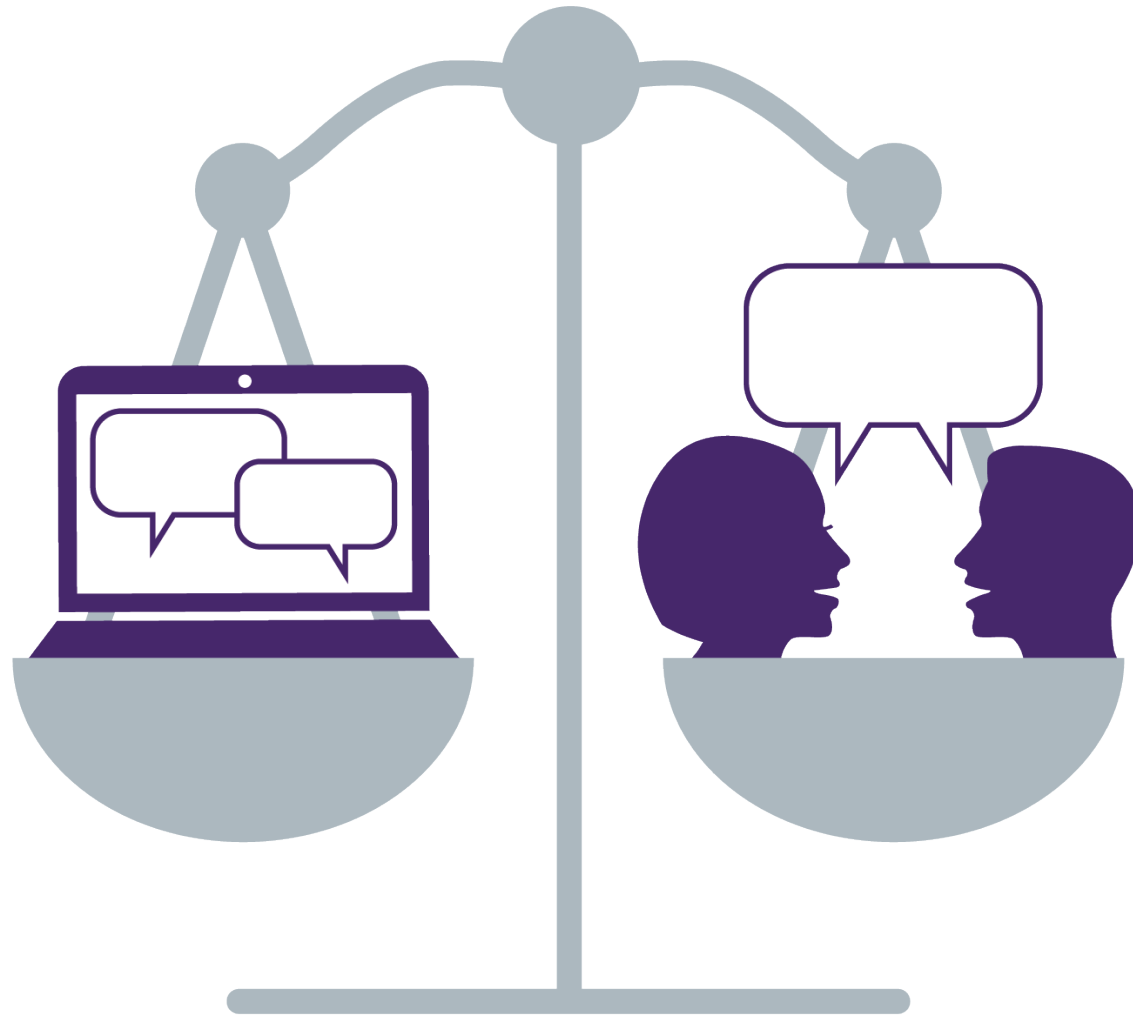
Helpful hormones




Fake it, till you become it!



The paradox of technology





**“We now have 1/20th
of the interactions
with people that we had in 1988”**

John Dijulius Group



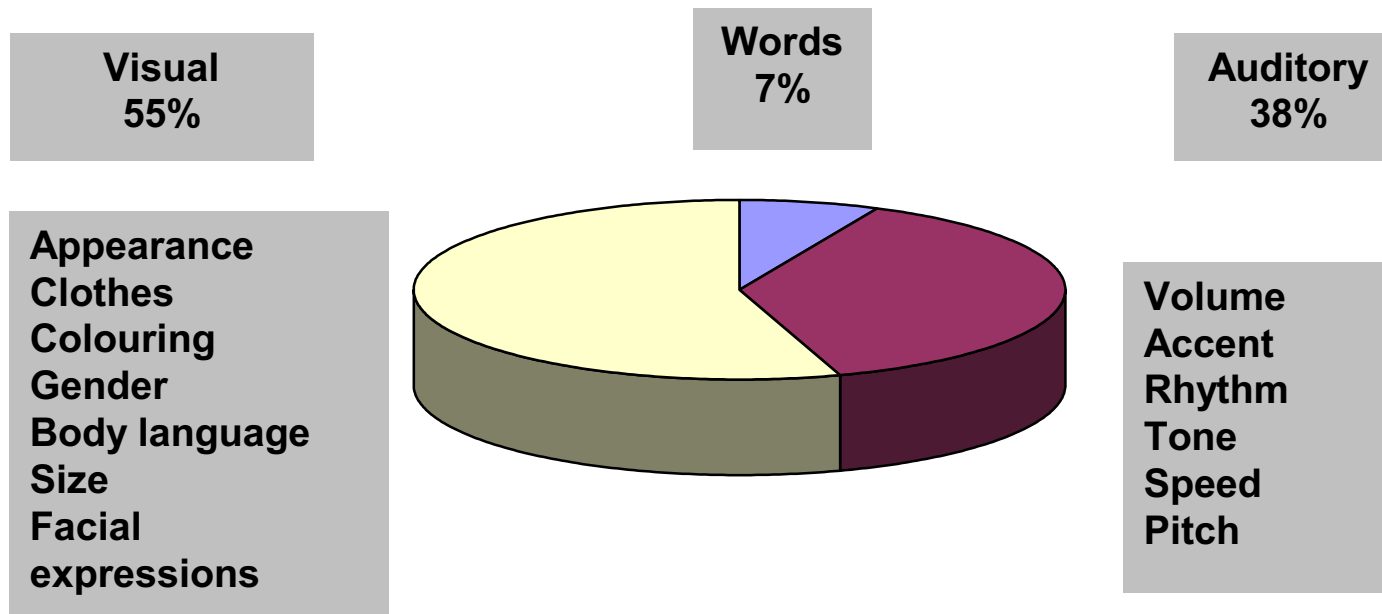
Creating a first impression

How long does it take?





How we communicate



“...93% of what a listener comprehends originates from the speaker's body language and tone employed in the delivery of the words..”

Albert Mehrabian

Making a Positive Impact



Eye contact

Smile

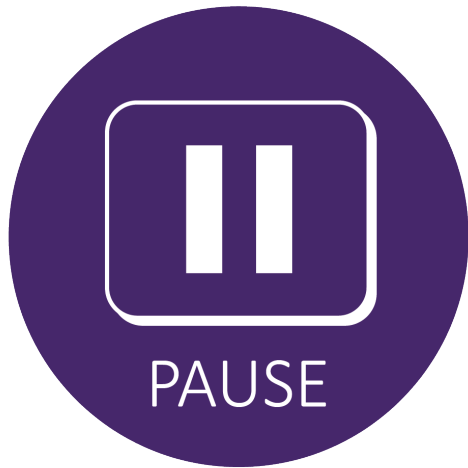
Dress
Code

**Making an
Impact**

Verbal communication

Handshake

Understanding your communication preferences



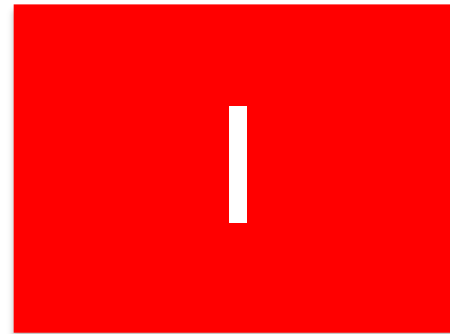
- Chatting in pairs, please consider the following:
 - Are there some types of customers who you get on better with than others? What are the behaviours of these customers?
 - Who are the challenging customers (i.e. behaviours, not specific people!)

What is DiSC?



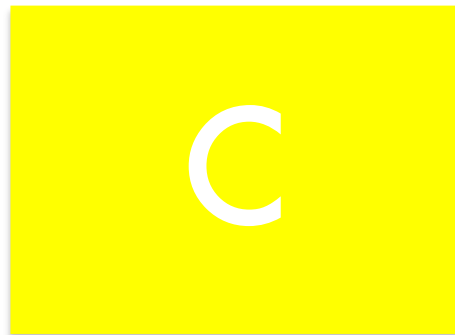
It's how we do what we do!

Active



Questioning

Accepting



Thoughtful

Behavioural characteristics

D

- More hand gestures
- To the point
- Commands action
- Discusses deadlines
- Is known for being confident

I

- Constant body movement
- Optimistic focus
- Frequent discussions of people & feelings
- Lots of eye contact
- Known for being outgoing, engaging and enthusiastic

C

- Use of narrow gesturing
- Pauses thoughtfully before speaking
- Asks for agreement
- Asks more why questions
- Is known for being detailed, deliberate and careful

S

- Attentive listening
- Discusses agreement
- Uses 'you' and 'we' more than 'I'
- Asks more how questions
- Known for being more patient, service oriented and reliable

Exercise



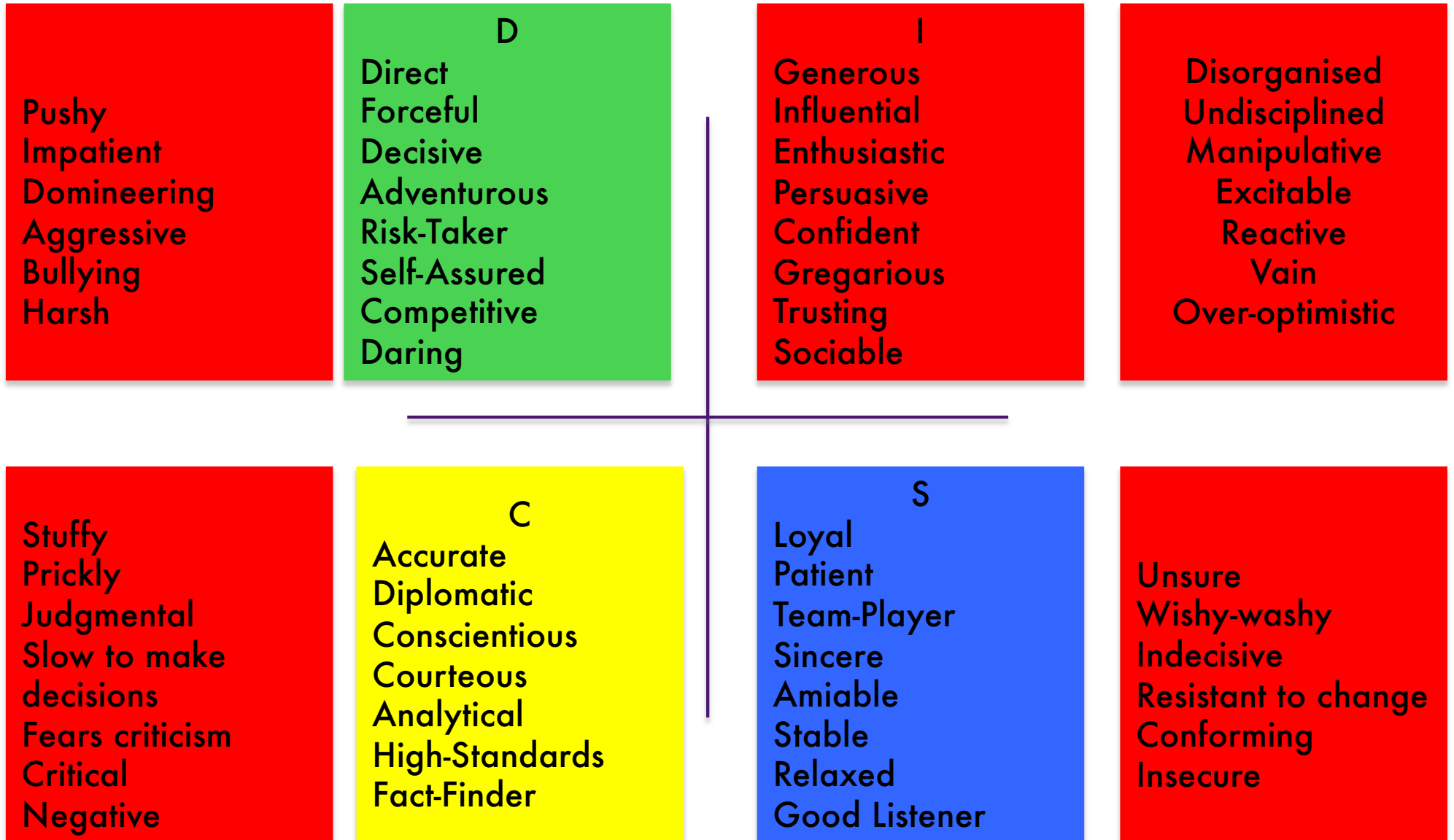
- In your style groups, with a sheet of flip chart paper, divide in two and write:

Things other styles should know
When communicating with us,
'Our preferences'

Things we find frustrating when
Other styles communicate with us
'Frustrations'

Note: Be prepared to feedback to the group!!

Behavioural characteristics



Questions for you to consider



- What will you do differently?
- What insights do you have?
- What have you learned about yourself and others?
- What other areas of your life could you use this new knowledge?

Questions

