

DYNAMIX® INFLUENCING MODEL



STRATEGIES FOR ADAPTING TO OTHERS

IF I HAVE PREFERENCE FOR BLUE - STRATEGIES FOR ADAPTING TO OTHERS

Preparation

- Prepare in detail. Have a written agenda and send it in advance of your meeting.
- Prepare to deal with the people issues. Identify what is important to the client.
- Have a flexible plan and be prepared for all possibilities, as the agenda may change mid-meeting.
- Have a clear goal for the meeting. Be ready to get to the point. Be clear about the benefits of the meeting.

Listening and Asking

- Ask logical questions. Listen carefully. Focus on their challenges.
- Relax and lighten up. Discuss personal issues. Ask about their people's needs and concerns.
- Focus on the big picture. Ask open questions. Be friendly not too serious.
- Focus on the client's objectives and concerns. Stick to business. Be direct and confident.

Presenting Solutions

- Prove all claims with facts and data. Have in-depth information to read. Present in balanced way with positives and negatives.
- Present in a warm and friendly way. Involve the client. Show less data and stick to their needs and concerns.
- Pick up the pace. Show enthusiasm. Have stories about people. Focus on benefits. Not too detailed.
- Present with confidence. Involve them. Less details and more benefits. Show them why you are the best.

Removing Barriers

- Give them time to think. Don't be pushy. Confirm next steps.
- Be patient. Answer their questions. Clarify their issues. Show empathy.
- Clarify their questions. Answer them in a positive way. Involve them in the solution. Be confident.
- Answer their questions directly. Be assertive. Provide proof.

Conclusion and Follow-up

- Ask directly for the business. Put a detailed follow-up plan in writing with dates and identify who will do what.
- Ask for their commitment directly. Give them a detailed plan of action. Prove you will be there to support them.
- Ask them to make a commitment. Follow up in person. Have a clear follow-up plan.
- Ask for their commitment directly and with confidence. Do what you promise and more.

STRATEGIES FOR ADAPTING TO OTHERS

IF I HAVE PREFERENCE FOR GREEN - STRATEGIES FOR ADAPTING TO OTHERS

Preparation

Gather the facts. Anticipate the clients' needs. Do your research. Be prepared.

Identify a clear goal for the meeting. Identify the facts and people issues.

Focus on the vision or big-picture issues. Be flexible. Have a plan B & C ready.

Be focused and to the point. Have a good reason to meet. Prepare a brief outline of the benefits for the client.

Listening and Asking

Stick to the facts. Ask detailed questions. Don't get too personal. Stick to business.

Relax and take your time. Have a pleasant conversation. Identify people issues. Listen carefully. Show you care.

Pick up your pace. Have some fun. Smile and ask broad and open questions. Listen and summarize key needs.

Be more assertive and direct. Ask the tough questions that make the client think. Be focused on their goals and issues.

Presenting Solutions

Prepare a logical detailed presentation with proof and backup information. Show that you are an expert. Stick to the facts

Use testimonials and success stories. Focus on the people issues. Involve them. Use a patient style and pace.

High energy. Show enthusiasm. Be flexible. Involve them. Relax and have some fun. Be optimistic.

Get to the point. Provide proof. Show confidence. Less is more. Stick to the facts.

Removing Barriers

Take the time to answer all of their questions in-depth and with proof. Provide backup information.

Uncover hidden objections. Be patient. Listen carefully and respond with empathy and concern.

Use client testimonials. Review the benefits. Uncover hidden questions or concerns. Be positive.

Answer with confidence. Have proof. Don't be intimidated. Stick to the facts and be brief.

Conclusion and Follow-up

Provide logical options. Assure that if it makes sense, they will proceed. Have a detailed follow-up plan.

Give them a little push so they decide. Have a detailed implementation plan. Make them feel comfortable.

Ask them to make a commitment. Review key benefits. Be friendly. Have a clear plan of action.

Ask them directly for commitment. Be brief. Deliver more than you promised.

STRATEGIES FOR ADAPTING TO OTHERS

IF I HAVE PREFERENCE FOR YELLOW - STRATEGIES FOR ADAPTING TO OTHERS

Preparation	<p>Invest more time in preparation and planning. Have a plan A, B and C ready.</p> <p>Identify the key people involved and their issues, goals and challenges. Have a goal for the meeting.</p> <p>Have a clear outcome in mind. Focus on what's in it for them. Prepare to inspire, engage and involve the client.</p> <p>Have a clear goal. Focus on the facts. Stick to business. Identify their key issues. Know what you are talking about.</p>
Listening and Asking	<p>Be patient. Listen more than you talk. Ask detailed questions. Be more formal. Take notes.</p> <p>Listen more than you talk. Show that you care about their needs. Ask questions about people issues.</p> <p>Stay focused on your goal and agendas. Don't wander off topic. Ask thought-provoking questions & listen patiently.</p> <p>Get to the point. Don't interrupt them. Don't waste their time. Ask strategic questions. Listen patiently.</p>
Presenting Solutions	<p>Have backup proof. Do not exaggerate. Present facts in a logical way. Show you are an expert.</p> <p>Make reference to other happy clients. Relax and slow your pace. Do not exaggerate your claims. Present in a sincere and genuine way.</p> <p>Be yourself, have fun. Involve the participants. Ask questions. "Wow" them. Clarify why you are the best choice.</p> <p>Stay focused. Show confidence. Don't talk too much. Involve the client. Have solid benefits.</p>
Removing Barriers	<p>Be ready for detailed questions. Don't answer too quickly, its OK to think before you talk. Give a detailed response.</p> <p>Make time to discuss all of the issues. Uncover hidden objections. Review the benefits. Listen carefully.</p> <p>Listen and probe for clarity to make sure you understand their objection. Respond with optimism and confidence. Have proof.</p> <p>Don't be intimidated by their objections. Show confidence. Provide short and focused answers. Have backup data to support your claims.</p>
Conclusion and Follow-up	<p>Prove that moving forward is the logical thing to do. Have a detailed follow-up plan of action.</p> <p>Reduce risks and the fear of making a mistake. Directly ask for commitment. Have a clear follow-up plan.</p> <p>Ask them to commit to moving forward. Review all the benefits. Agree on next steps.</p> <p>Let them choose options one or two. Be assertive. Don't talk too much. Exceed their expectations.</p>

STRATEGIES FOR ADAPTING TO OTHERS

IF I HAVE PREFERENCE FOR RED - STRATEGIES FOR ADAPTING TO OTHERS

Preparation	Take the time to do your research and planning. Anticipate your needs.
	Identify the clients issues and goals. Focus on the people issues. Have a clear goal for the meeting.
	Relax and go with the flow. What are your clients' dreams? Have a clear goal for the meeting.
	Identify your clients' key objectives and concerns before you meet. Have a clear strategy in mind.

Listening and Asking	Ask detailed questions. Listen carefully. Do not be too assertive. Show that you are organised and reliable.
	Build rapport first. Slow your pace. Be friendly. Ask about people issues. Listen patiently. Do not over control.
	Relax and be ready to be flexible. Be less controlling. Ask big picture questions. Let them talk. Listen for feelings and facts.
	Be direct and ask the tough questions. Show confidence. Show you are an expert. Listen patiently.

Presenting Solutions	Stick to the facts. Prove each point. Don't be overconfident. Have backup materials.
	Show that you care. Slow your pace. Involve them. Listen and be patient. Put them at ease.
	Involve them. Ask questions. Be enthusiastic. Differentiate your solutions. Be entertaining.
	Keep it moving at a fast pace. Focus on key facts and benefits. Stay focused. Show confidence. Offer a plan A&B.

Removing Barriers	Provide more details to avoid objections. Patiently answer each question. Have proof for your aims.
	Give them time to fully discuss their concerns and issues. Be patient. Listen between the lines. Help them to reduce the fear of risk.
	Encourage them to share their concerns. Involve them in the solution. Give testimonials. Review the benefits.
	Do not get too assertive. Answer each question. Stay positive. Prove your claims.

Conclusion and Follow-up	Do not pressure or push them. Give them time to think. Provide proof that you are the safe choice.
	Always relate your benefits to the people issues. Be patient. Review the benefits. Ask them to move forward in a friendly way.
	Ask them to commit. Show the value now and in the future. Stay positive. Be friendly.
	Directly ask them to choose option A and B. Be confident. Don't argue. Have a strategy in place for follow-up.