

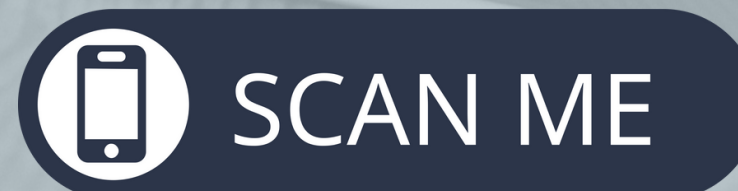
How To Avoid Communication Pitfalls That Kills Deals

**Helping you achieve peak performance
through winning conversations.**

HEATHER  LISLE



Before we start...
Connect with me on
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For those of you who don't know me....

I'm Heather!

- 20+ years of executive level marketing & communications expertise
- Former Chief of Public Affairs for a statewide elected official
- Built an entertainment district from the ground up in my hometown
- Worked for global brands, small business, non-profits and government

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AGENDA

STRATEGY #1: How to build immediate trust and rapport by genuinely connecting with others based on personality.

STRATEGY #2: How to quickly identify the communication style of your customer prospects and increase the probability of closing bigger deals with existing accounts and acquiring new business.

STRATEGY #3: How to avoid communication pitfalls that kills deals.

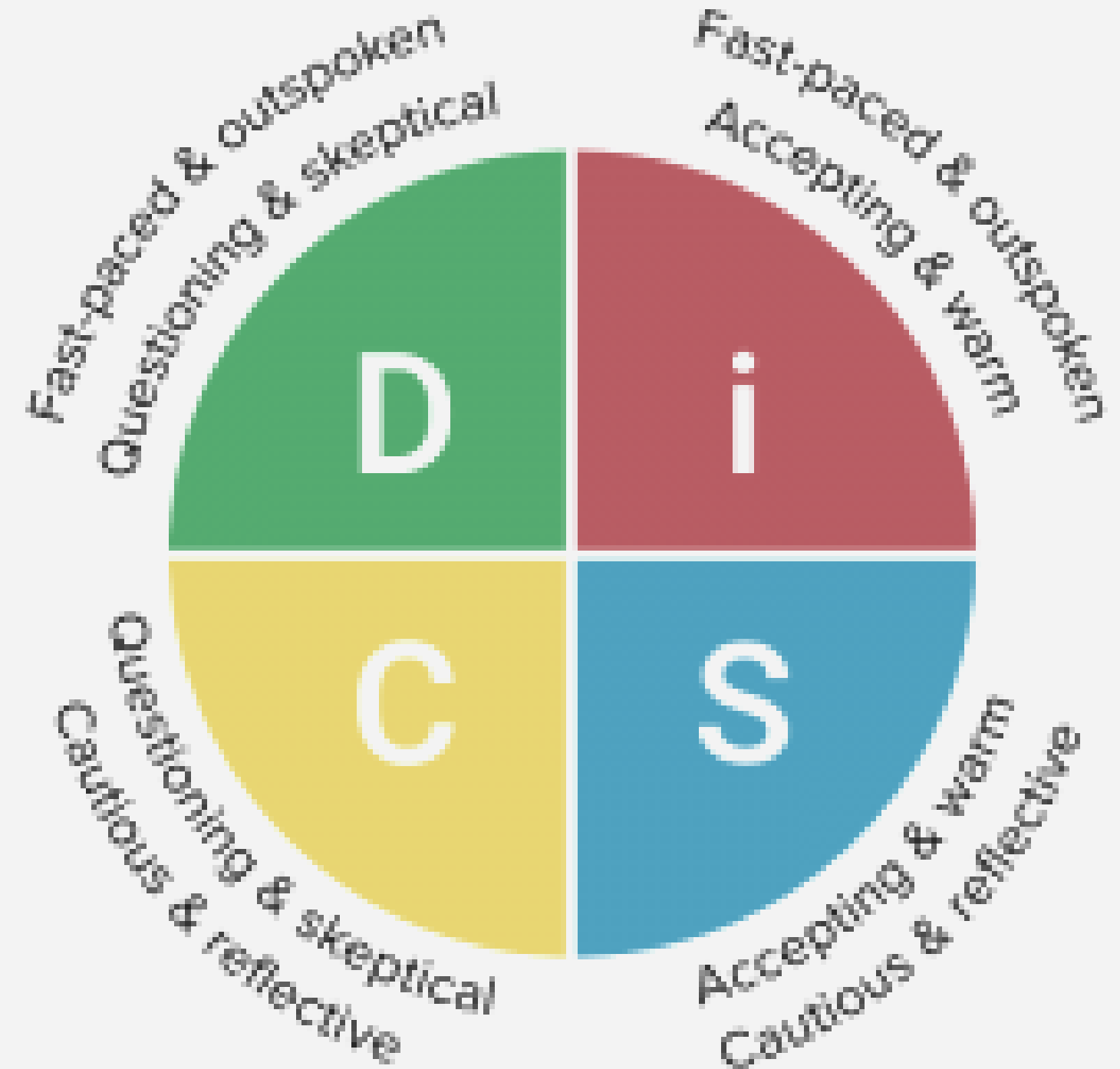
STRATEGY #1: **How to build immediate trust and rapport by genuinely connecting with others based on personality type.**

DiSC profiles can help improve your effectiveness in sales situations.

Understanding and adapting to your customer's style is essential for connecting on a meaningful level and seeing each other "eye to eye."

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Where are you?



discprofile

Authorized Partner
EVERYTHING DISC
A Wiley Brand

DiSC Overview

Take a look at this pie chart. Where do you see yourself on this chart? Think about your favorite customers...where do you think they fit on this chart?

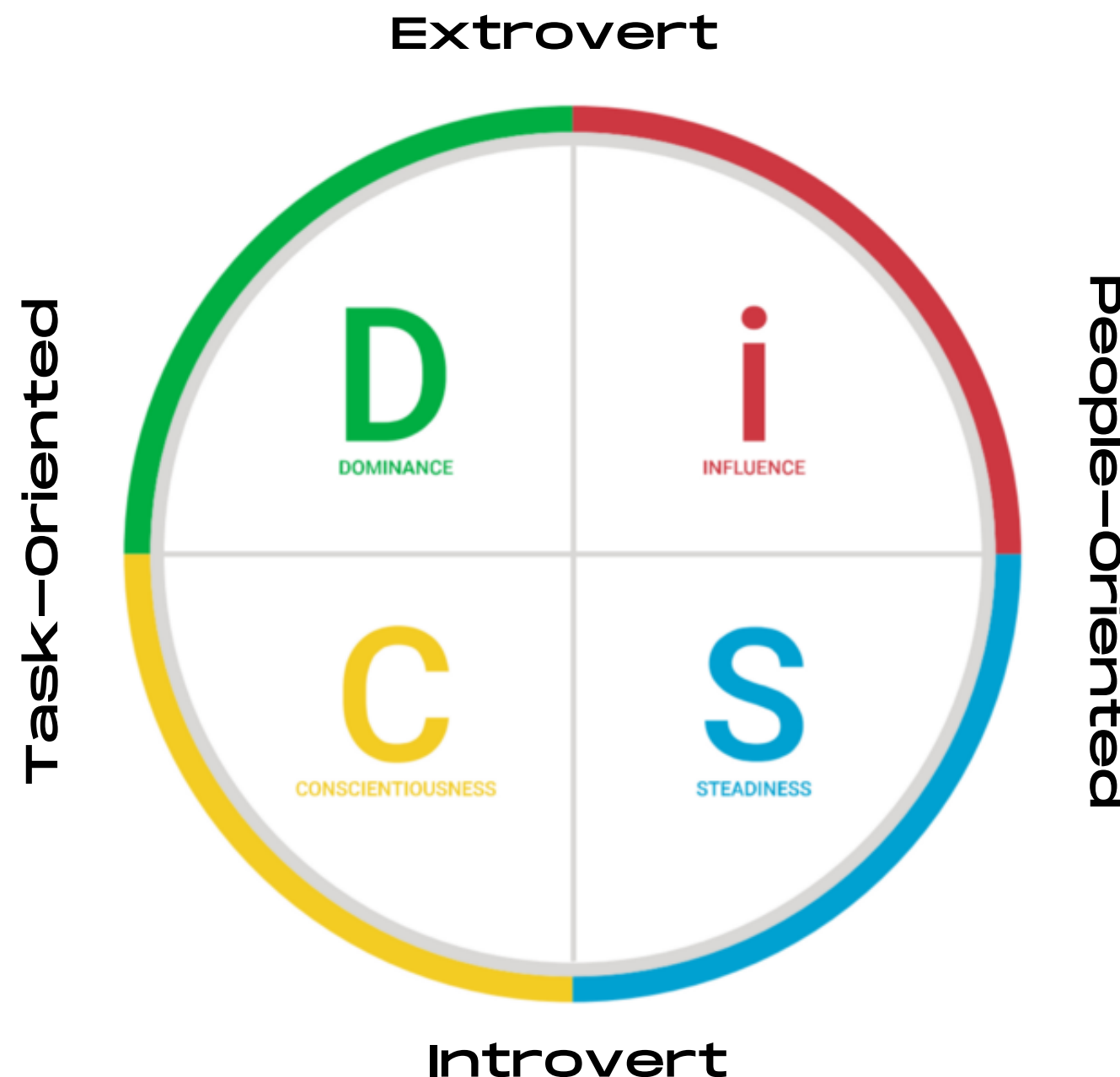
OVERVIEW OF THE DiSC MODEL

Dominance

- Direct
- Firm
- Strong-willed
- Forceful
- Results-oriented

Conscientiousness

- Analytical
- Reserved
- Precise
- Private
- Systematic



Influence

- Outgoing
- Enthusiastic
- Optimistic
- High-spirited
- Lively

Steadiness

- Even-tempered
- Accommodating
- Patient
- Humble
- Tactful

STRATEGY #2:

How to quickly identify the communication style of your customer prospects and increase the probability of closing bigger deals with existing accounts and acquiring new business.

How we communicate with each style is imperative to closing deals and acquiring new business.

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Identifying Communication Styles



D - Dominant

FEAR: Losing Control
Extrovert, Task-Focused

How to Identify: Direct, Decisive, Tough, Impatient, Demanding



I - Influencer

FEAR: Losing Respect, Being Taken Advantage Of
Extrovert, People-Focused

How to Identify: Enthusiastic, Energetic, Sociable, Talkative, Open



S - Steady Relator

FEAR: Major Change, Confrontation
Introvert, People-Focused

How to Identify: Calm, Steady, Laid-back, Modest, Indecisive



C - CONSCIENTIOUS

FEAR: Making a Mistake
Introvert, Task-Focused

How to Identify: Analytical, Precise, Does not express emotions, Formal, Logical

STRATEGY #3: How to avoid communication pitfalls that kill deals.

How to communicate with other communication types in a way that feels authentic, genuine and leaves your customers feeling seen, heard and understood.

When customers feel like you truly understand and connect with them - you make more money.

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How To Communicate To Various Types



D - Dominant

FEAR: Losing Control
Extrovert, Task-Focused

How to Communicate With:

- Be direct, brief, and to the point
- Use a results-oriented approach
- Touch on high-points, don't overuse data
- Don't be emotional, focus on the task at-hand
- Stick to business & use a logical approach
- Don't spend time on non-essentials
- Move quickly, they decide fast



I - Influencer

FEAR: Losing Respect,
Being Taken Advantage Of
Extrovert, People-Focused

How to Communicate With:

- Allow time for socializing
- Lighten up, have fun
- Ask for feelings and opinions
- Be friendly & warm
- Do not ignore, give recognition
- Don't bog them down with details
- Show enthusiasm, focus on the positive

How To Communicate To Various Types



S - Steady Relator

FEAR: Major Change,
Confrontation

Introvert, People-Focused

How to Communicate With:

- Be patient & draw out their opinion
- Secure commitment step by step
- Show how your solution will benefit them and all stakeholders
- Involve them in planning
- Clearly define all areas
- Relax, allow time for discussion
- Don't pressure for action, give them time to evaluate & decide



C - CONSCIENTIOUS

FEAR: Making a Mistake
Introvert, Task-Focused

How to Communicate With:

- Use data and facts
- Keep on task, don't socialize
- Examine an argument or decision thoroughly
- Use proven ideas, not new solutions
- Be patient
- Give detailed information & time for them to think & decide
- Don't talk about personal issues

Master the Secret Language
of Charismatic Communication

CUES

SMALL SIGNALS, INCREDIBLE IMPACT



BESTSELLING AUTHOR OF *CAPTIVATE*
**VANESSA
VAN EDWARDS**

**93% OF COMMUNICATION
IS “NONVERBAL” IN NATURE.**

**Warm people seek inspiration.
Competent people seek information.**

WRITTEN COMMUNICATION POWER WORD TIPS



Q&A Time!

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