

## Training Workshop:

# ***"Using Behavioral Styles to Improve Communication and Persuasion Effectiveness"***



Ever wonder why some colleagues and customers just don't respond the way you think they should? Have you ever thought that your approach to communicating or selling is just not working with certain colleagues or customers? Puzzled at why others make decisions in a completely different manner than you?

People work well with people with whom they feel comfortable. Over 60% of the people we encounter are not like us, so we need to know how to deal with them. Many technical people tend to discount customers or colleagues, calling them unreasonable or difficult, when they are simply dealing with a different communication or behavioral style than their own. The more you understand yourself and others, the more effective you will be in your professional interactions.

Utilizing the DISC model of human behavior, this workshop teaches how to communicate with, interact with and persuade people who approach things from a different perspective. (Includes a behavioral style survey for participants)

## **Workshop Objectives**

- Provide participants with an understanding and appreciation of various behavioral styles
- Equip participants with strategies to communicate, persuade and deal more effectively with different types of people, including colleagues, managers, customers, and prospects.
- Increase participants' success in communication and selling situations

## **Top 10 Things You Will Learn**

- Understand the four basic behavioral styles and how the styles blend, clash, etc.
- Gain increased self-awareness by identifying and understanding your natural and adaptive styles
- Understand how your behavior may be perceived by others
- Recognize other people's behaviors, appreciate their differences and know how to adapt to more effectively connect with them
- Understand why people respond differently to risk, change, challenging situations, urgency and making decisions and how to deal with these issues
- Learn what motivates your colleagues/customers so that you can be more effective when communicating and selling/persuading
- Learn how to more easily develop and strengthen relationships
- Develop strategies for dealing with conflict
- How to be more effective in dealing with both internal and external customers
- How to adjust selling strategies to match a person's behavioral preferences

**Length:** Half day

**Instructor:** Laura Hyde, Morgan Training Co., LLC