

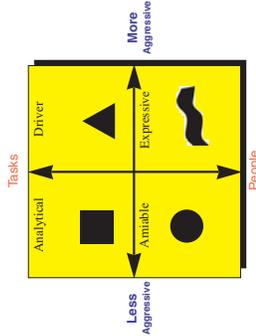
How to Sell/Communicate To Others

Analytical:
Be accurate, give details, don't make mistakes.

Driver:
Give the big picture and show how this will help them reach their goals.

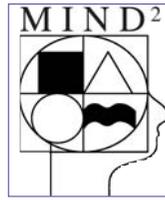
Amiable:
Show the benefits to the team as whole.

Expressive:
Make it fun, help them get out in front or be the center of attention.



For other sessions,
please call: (888) 230-2300
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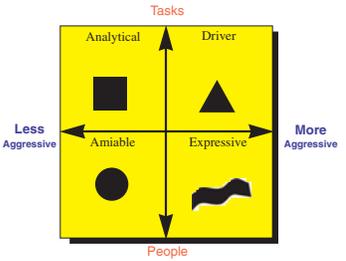
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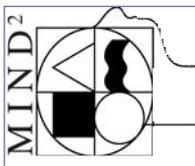
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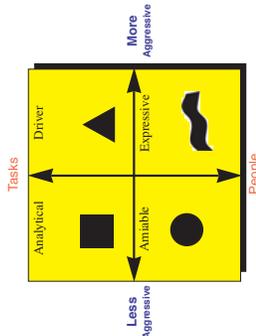
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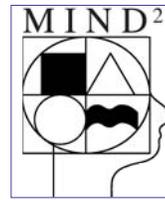
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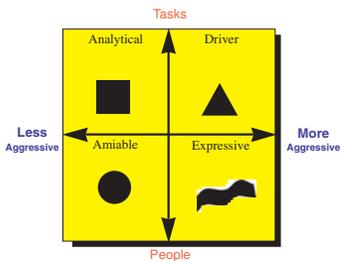
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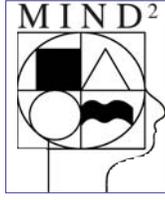
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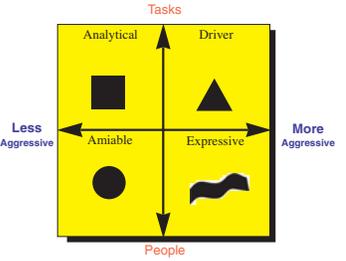
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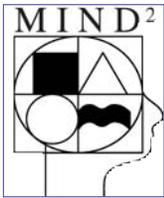
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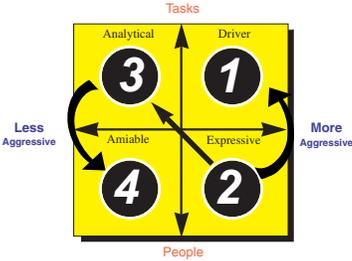
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Approach to sell to a group



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Will do business with you because...

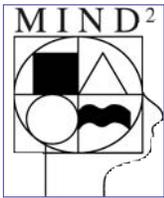
Analytical:
Do: Give information, statistics, and outline of process
Don't: Make mistakes, miss details, make them be wrong
Will work with you: Because it makes sense

Driver:
Do: Help them achieve their goals, how they will take action and benefit.
Don't: Cause things to get out of control
Will work with you: Because it makes sense

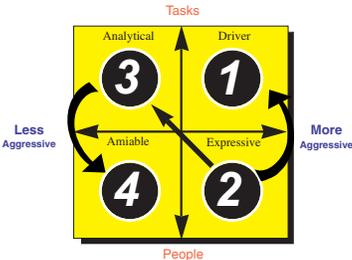
Amiable:
Do: Get to know the team and them personally, build trust.
Don't: Cause conflict, push too hard.
Will work with you: Because they trust you and will help the team.

Expressive:
Do: Make process fun, show them how they can win, and offer much praise
Don't: Give a lot of details, be boring, or be negative
Will work with you: Because it's fun and they enjoy it.

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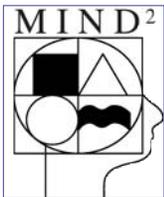
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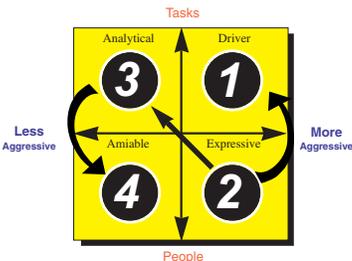
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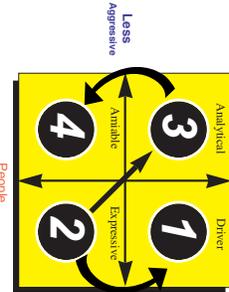
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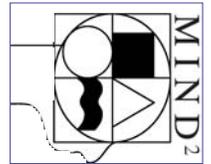
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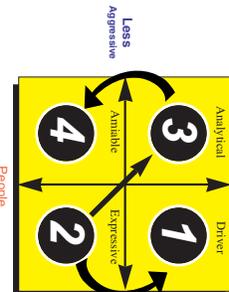
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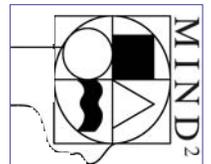
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