

“You Can’t Train Me... But I Can Be Persuaded”

By
Paul H. Webb

**Paul Webb Training / Street Smart Sales Training / WebbVT / PASA
All Divisions of I.T.S., Inc.**

It takes two things to make a dealership successful . . . great service and well trained people.

We’re all trainers. A co-worker sees you take an extra paper towel and wipe off the bathroom counter. You just trained someone.

Everything we do affects the people around us. We’re all trainers. This session will give you practical tools for training sales and management professionals in the automotive industry.



Paul H. Webb is a Certified Master NLP Practitioner #30982, and has been training in the Automotive Industry since 1988. His workshops follow the format:

Accelerated Learning = Accelerated Sales!

THE V.A.K. SYSTEM

Neuro

Linguistic

Programming

_____ - _____ - _____ / _____

HOW OUR **EMPLOYEES LEARN** AND HOW OUR **CUSTOMERS** BUY.

VISUAL: (Sight) _____

AUDITORY: (Sounds) _____

KINESTHETIC: (Gut Feeling) _____

*“I’ll SHOW you the numbers
EXPLAIN things in detail
so you’ll FEEL comfortable.”*

Neuro-Linguistic Programming (NLP)

Neuro - (Brain)

Nervous system through which experience is received and processed through the five senses.

Linguistic - (Talk)

Language and nonverbal communication systems through which neural representations are coded, ordered, and given meaning.

Programming - (Input - Output)

The ability to organize our communication and neurological systems to achieve specific desired goals and results.

Using V.A.K. will triple your **RAPPORT** in one-third the time. Does this **look** like something that will help you provide better customer service? Sure. Do others respond better if it **sounds** good? Sure. Would you **feel** more comfortable the more you **practiced** the VAK system? You bet!

V.A.K. is how we talk to our brain. How we learn. And – HOW WE BUY. When you think about past experiences, do you have **pictures** in your head? Do you verbally **say** or **hear sounds** and words from the past? Does your heart have an **achy feeling** or get very **emotional**.

We LEARN information either **Visually** – **Auditorily** – or **Kinesthetically**. We prefer one or perhaps two of the types to the others. Ever hear someone say, “I **see** what you’re saying.” “**Sounds** good to me.” “This **feels** like something I’d like to **practice**.” Employees and customers are **showing** us and **telling** us and **giving us the feeling** of their V.A.K. all the time and we now have the opportunity to capture that information – ADJUST OUR FORM OF COMMUNICATION - and use it toward the improvement of employee and customer loyalty.

WHEN WE ADJUST AND PRACTICE THIS TECHNIQUE IT MAKES US EXCEPTIONAL LEADERS PROVIDING SUPERIOR CUSTOMER SERVICE.

Visual: 35% Picture Bright Show Aim Appear Dim See Look View Perspective Hazy Scan Saw Imagine Clear Portray Watch Observe

Auditory: 25% Inform Tone Static Ring Say Ask Tell Voice Talk I said He said Explain Speak Inquire Discuss Hear Sounds Saying Say Mention

Kinesthetic: 40% Grab Feel Support Concrete Handle Touch-base Pull-strings Hang-tough Hands-on Grip Whip Sting

THE VISUAL'S VOCABULARY

Perspective	"Let's keep this in Perspective ."
Show	"Can you Show it to me?"
Bright	"That's a pretty Bright idea."
Picture	"I can Picture that."
Clear	"It's pretty Clear so far."
Looks	"It Looks good."
See	"I See what you mean."
View	"Let me give you my View about that."

HOW TO COMMUNICATE WITH A VISUAL

1. Use Visual words. Your visual person wants you to talk to him/her precisely. Using a visual vocabulary.
2. Recognize when you are talking to a visual. Two ways: (1) Their eyes go up to the left or the right or they star blankly because they are creating visual pictures in their minds: (2) They themselves use visual-based words.
3. Keep brochures, graphs and pictures in front of visuals constantly when you are with them. Any concept will be understood and comprehended much more quickly if you can show the person a picture or a graph while you talk.

THE AUDITORY VOCABULARY

Tone	"Don't take that Tone with me, young man."
Static	"All I ever get from you is a lot of Static ."
Hear	"Yeah I Hear what you're saying."
Ring	"Hey that Rings a bell."
Sound	" Sounds good to me."
Say	" Say , did you hear the one about the two ostriches?"
Tell	"Can you Tell me more about it?"
Talk	" Talk to me further about this."

HOW TO COMMUNICATE WITH AN AUDITORY

1. Use Auditory words. Listen more to the delivery than the actual content.
2. Highlight sound qualities. Sound of a closing door or the quiet of the interior.
3. Explain concepts verbally. Show charts – wait 12 seconds, and then explain with words. Change your pitch and tone.

THE KINESTHETIC'S VOCABULARY

Touch base	"Hey, let's Touch Base next week..."
Handle	"Let me see if I can get a Handle on that."
Grab	"How does that Grab you?"
Rub	"Well, it Rubs me the wrong way."
Feel	"Here's how I Feel about what you just said."

HOW TO COMMUNICATE WITH A KINESTHETIC

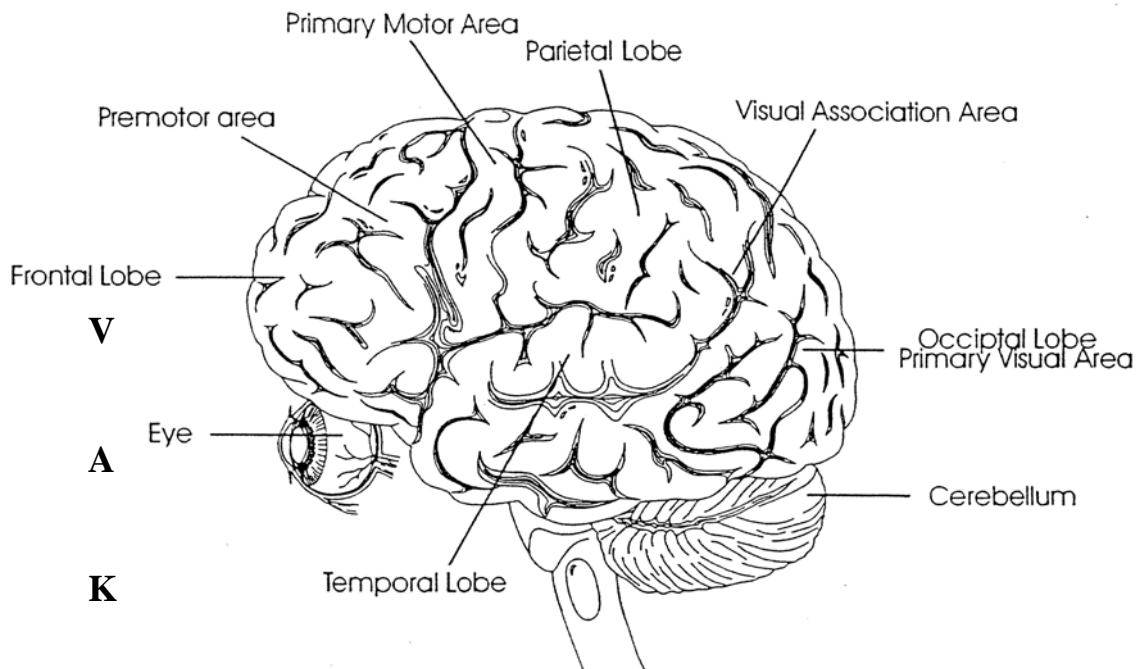
1. Use Kinesthetic words. Listen aggressively to pick up their mode.
2. Give them things to touch. When they reach for papers consider them Kinesthetic.
3. Watch for shifting. If they change you should change. Add Auditory and Visual and you have a Kinesthetic. They use all the senses combined.

Remember: When you can get your customers and co-workers to think in their most natural mode, they are going to respond more quickly with you because you will gain their trust faster. You will communicate with intent and meaning and accomplish more goals.

Eye Accessing Cues

As the central processing unit for all emotions, memories, external stimuli and internal response, the brain is a complex organ to say the least. To understand how an individual processes internal information and to predict how s/he will act upon it, we need to first understand a little about how the brain is organized.

The Lobes of the Cortex



The cortex of each hemisphere is divided into four areas called lobes. The frontal lobe is primarily involved in planning, decision-making, and purposeful behavior. (K) The parietal lobe represents the body in the brain. It receives sensory information from the body. (K) Part of the occipital lobe is devoted to vision and is often called the visual cortex. (V) The temporal lobe appears to have several important functions, including hearing, perception, and memory. (A)

Matching Jobs & V.A.K.:

Hiring & Recruiting / V.A.K.

Advertising / V.A.K.

Test Scores / Reading The Test:

The test is set up that the same way the eyes move. The top group of questions is Visual – the middle group is Auditory – the bottom group is Kinesthetic. Whatever group scores the most “Yes” answers – gives that person a preference for that area of learning. We all have some “Yes” answers in all the areas – and when it comes down to a high ticket purchase – such as an automobile purchase – we use the area that is most comfortable for us – the one with the most “Yes” answers.

Name: _____

- Y N (1.) I enjoy art galleries and window-shopping.
- Y N (2.) I was good at spelling in school.
- Y N (3.) My confidence increases when I look good.
- Y N (4.) I would rather be shown an illustration than have something explained to me.
- Y N (5.) I find myself evaluating others based on their appearance.
- Y N (6.) I like to watch television and go to the movies.
- Y N (7.) It's important that my car is kept clean, inside and out
- Y N (8.) I enjoy "people watching."
- Y N (9.) I often remember what someone looked like, but not his or her name.
- Y N (10.) I enjoy photography.
- Y N (11) I enjoy speakers more if they use visual aids.
- Y N (12.) I am good at finding my way using a map.
- Y N (13.) It's important that my house is clean and tidy.
- Y N (14.) I make a list of things I need to do each day.

TOTAL = 1 point for every yes answer.

- Y N (1) I love to listen to music.
- Y N (2) I would rather take an oral test than a written exam.
- Y N (3) I've been told that I have a great voice.
- Y N (4) I can resolve problems more quickly when I talk out loud.
- Y N (5) I can usually determine someone's sincerity by the sound of his or her voice.
- Y N (6) I would rather listen to cassettes than read books.
- Y N (7) I can hear even the slightest sound that my car makes.
- Y N (8) Others tell me that I am easy to talk to.
- Y N (9) I am aware of what voices sound like on the phone as well as face-to-face.
- Y N (10) I often find myself humming or singing to the radio.
- Y N (11) I would rather have an idea explained to me than to read it.
- Y N (12) I am a good listener.
- Y N (13) I like a house with rooms that allow for quiet areas.
- Y N (14) I like to try to imitate the way people talk.

TOTAL = 1 point for every yes answer.

- Y N (1) I feel compelled to dance to good music.
- Y N (2) I tend to answer test questions using my "gut" feelings.
- Y N (3) I enjoy being touched.
- Y N (4) I find myself touching or holding things as they are being explained.
- Y N (5) The way others shake hands means a lot to me.
- Y N (6) I **like** hiking and other outdoor activities.
- Y N (7) I like a car that feels good when I drive it.
- Y N (8) I tend to touch people when I talk to them.
- Y N (9) I can't remember what people look **like**.
- Y N (10) I like to make things with my hands.
- Y N (11) I like to participate in activities rather than watch.
- Y N (12) I feel positive or negative towards others sometimes without knowing why.
- Y N (13) I exercise because of the way I feel afterwards.
- Y N (14) I've been told that I am well coordinated.

TOTAL = 1 point for every yes answer.

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