



HEATHER LISLE

GAME-CHANGING CONVERSATIONS

Guidebook

Get what you want
through game-changing
conversation strategies.

INTRODUCTION

If you've ever had a conversation with a potential client or a team member that just didn't go the way you wanted... or you left the meeting thinking, "are we on the same page??"



Then, there's likely been a connection struggle in that conversation. It's not that anyone said something the wrong way... it's that we all communicate **very differently.**

In fact, we all tend to communicate how we want others to communicate with us. It's natural...but, sometimes, it doesn't quite connect and it leaves you feeling confused and that can oftentimes lead to fractured confidence...

...and fractured confidence does NOT win deals, acquire new business or attract top-tier talent.

When you've mastered having game-changing conversations, things will shift. You'll not only make more money, but the relationships in your life will have a richness about them that money can't buy.

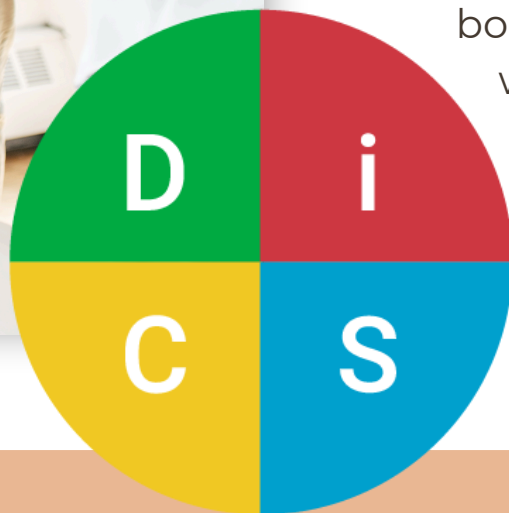


What is DISC?

DiSC profiles can help improve your effectiveness in ALL types of conversations (and yes, this includes sales conversations too).

DISC is a personality assessment tool to help you understand and adapt to your clients and colleagues' styles so you can connect on a meaningful level and see each other "eye to eye."

As you're reading through this e-book, I want you to think about where you see yourself on the DISC...and then think about your clients and colleagues. Where do they fit on the DISC?



When we adjust our communication styles to meet the needs of the people we are with, that's when the

magic happens!

D








Dominant

FEAR: Losing Control

TRAITS: Extrovert, Task-Focused

HOW TO IDENTIFY: Direct, Decisive, Tough, Impatient, Demanding

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










Influencer

FEAR: Losing Respect, Being Taken Advantage Of

TRAITS: Extrovert, People-Focused

HOW TO IDENTIFY: Enthusiastic, Energetic, Sociable, Talkative, Open

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



THE STEADY-RELATOR TYPE

S

Steady Relator

FEAR: Major Change, Confrontation

TRAITS: Introvert, People-Focused

HOW TO IDENTIFY: Calm, Steady, Laid-back, Modest, Indecisive

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

TRAITS: Introvert, Task-Focused

HOW TO IDENTIFY: Analytical, Precise, Does not express emotions, Formal, Logical

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





How I can **HELP**

Keynote Presentation

How to Read a Room in 30 Seconds or Less.

Imagine being able to quickly identify the communication styles of your clients and understand exactly what you need to say to convert a conversation into cash.... It can be done!

With this skill, you can make yourself invaluable when networking and help build better relationships with your clients and colleagues.

Learning objectives from this session include:

- ✓ **How to build immediate trust and rapport** by genuinely connecting with others based on personality.
- ✓ **How to quickly identify the communication style of your customers and prospects** by increasing the probability of closing bigger deals with existing accounts and acquiring new business.
- ✓ **How to avoid communication pitfalls** that kill deals.

Let's work together



We have used Heather as a communication resource for a variety of different roles and groups across our organization. She is knowledgeable and professional but has such an approachable presentation style that engages the audience well. From educating a large group of sales managers how to navigate different communication styles to increase sales to working more closely with small teams on the DISC assessment and how their diverse communication profiles can work together effectively, she is a valuable training and development resource for our company.

Aimee Lakotas,
Vice President of Marketing Ben E Keith Foods

Most Popular Training

HOW TO HAVE GAME-CHANGING CONVERSATIONS WITH ANYONE

A live leadership interactive training helping teams achieve peak performance through winning conversations using the DISC profile.

In this session, participants will take the DISC assessment before the training. During the training, we dive into the team's specific communication styles and how team members should communicate effectively with colleagues and clients.

Make sure your team's conversations not only pack a punch but also generate more client "wins" and referrals with this 2-hour training.

This is a great workshop to use for retreat-style meetings.



If you're looking for **TRAINING** for your organization, or need a **KEYNOTE SPEAKER**,

LET'S TALK



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Thank you!



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