

Listening

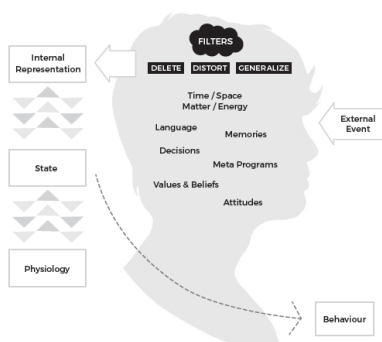
Observing/Awareness

Pillars of internal states

Behavioural Flexibility



NLP COMMUNICATION MODEL



Listening (you)

- NLP Model of communication – what 136 bits per second are you picking up on – what bits are you missing?
- Show the client you are listening by checking – repeating things back.
- Be aware that we presume - we come loaded with baggage – we hear the same things and read the same things – even if it's contrary – we hear, see, read what we want to. (the less time on 'history' the less anchoring here).
- Sales (master sales people/professional) is OUTWARD focus – so look/observe/have awareness.

And the clients listening

- What are they hearing when we align our solution?
- Ask them to unpack it – to check/ensure that you know they have heard it
- Also, when you are communicating back - realise they are only hearing what they want to hear - so back up lots in email. (And even then – they

are only reading what they think they see)!

- As they go through their 'downloading' (i.e you are 'funneling') you will pick up any any beliefs in your product/solution and it's here you will need to make a break state (clear change) to bring to their attention that it is incorrect (best time to do this is in the 5% 'checking I've heard it correctly' part – and with your observation you can decide how to deliver that. (and with delivering any information you exercise your behavioural flexibility). (if it feels right to say, it probably is, if it feels wrong – it probably is).

NLP COMMUNICATION MODEL

