



Linguistic Modeling

A Universally Applicable Tool To Improve Engagement

BRAND SM&RT[®]
LANGUAGE & BEHAVIOUR

Format

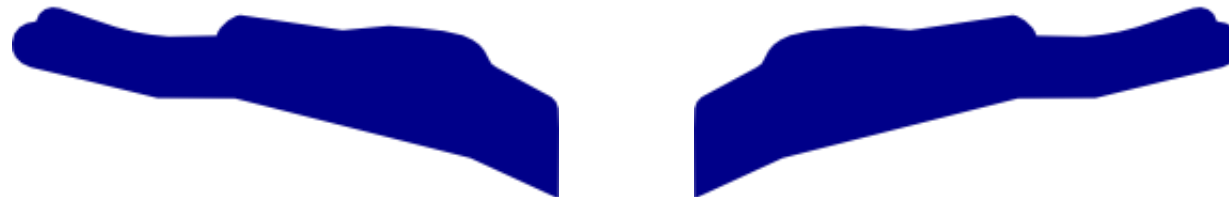
1. Introduction
2. Elicitation Demo – 2 x Volunteers
3. Application Examples
4. Questions

Question - Criteria

What do you want in **[Context]** ?

Or

What is most important to you in **[Context]** ?



Criteria

Where your customers attention is already at – what is most important.

Genuine criteria evoke emotional responses.



Product Criteria vs Relationship Criteria

Criteria – Influencing Language

Hallucination vs Communication & Calibration

Use customer's own words and labels for criteria

Validate criteria before shifting their attention

Focus at the top of their hierarchy

#1



Question - Direction

Why is it that **[#1 criteria]** is important?

And why is that important?

And why is that important?



Direction

Are your customers goal or problem focused?



GOAL FOCUS

Will talk about:

- Objectives & goals
- What they want to get and have
 - What they can gain



PROBLEM FOCUS

Will talk about:

- Problems & issues
- Avoiding or solving things
 - Consequences

Direction - Influencing Language

Frame language to meet dominant motivation pattern.

Use a mix for balanced motivations.



GOAL FOCUS

Use towards words:

- Attain, gain, have, get, include, grow



PROBLEM FOCUS

Use away from words:

- Eliminate, remove, fix, away from

Question - Judgement



How do you know when **[aspect of context]** is good?

Judgement

Where does the person make judgement calls?



EXTERNALLY

Gathers **standards** from outside:

- Uses feedback
- Asks other people's opinions
- Compares self to outside norms

INTERNALLY

Gathers **information** from outside:

- Assesses against internal standards
- Knows within self
- Says "I know"

Judgement - Influencing Language

Frame language to meet dominant motivation pattern.

Use a mix for balanced motivations.



EXTERNAL

Use feedback language:

- Other (relevant) people do... It's the latest trend to...
- Use references and testimonials

INTERNAL

Use language of suggestion:

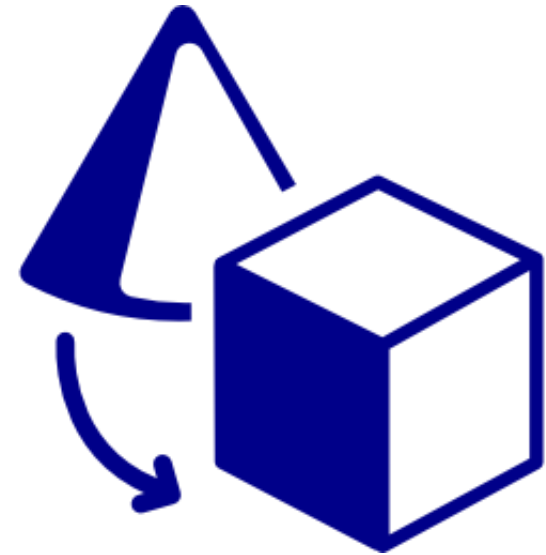
- Something for you to consider, only you will know if...

Do not:

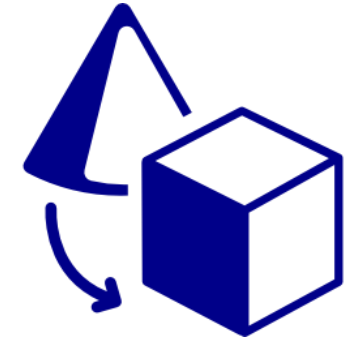
- Tell them they are wrong
- Challenge their thinking

Question – Tolerance For Change

What is the relationship between **[aspect of context now]** and **[aspect of context at previous time]** ?



Tolerance For Change



How will a person react to change?

Are they seeking similar to what they already know or something different?

SAMENESS

- Low tolerance for change
- Want something they already understand
- Low cognitive load

EVOLUTION

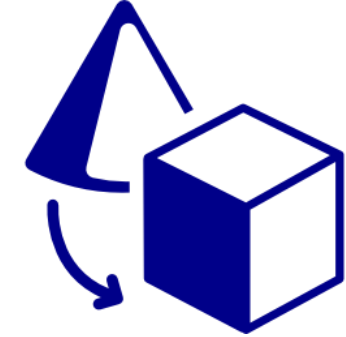
- Medium tolerance for change
 - The same except...
- More / less of some aspect they already have

DIFFERENCE

- High tolerance for change
- Something totally new & different...

Tolerance For Change – Influencing Language

Frame language to match change pattern:



SAMENESS

- Identify the features that are ***the same***

Use Sameness language:

“unchanged... the same
identical ... just like now ...in
common ...”

EVOLUTION

- Identify what they can have ***more or less*** of

Use comparative language:

“more of ... a progression
bigger ... faster ... evolving”

DIFFERENCE

- Explicitly state it is ***new and different***

Use Difference language:

“new ... different ... radical
... unique ... switch ... shift
... ”

Example: Eliciting Criteria

#1

Sector: Manufacturing

Objective: Help sales team identify exactly what customers want

Resolution: gave sales team 1 question to ask at end of each sales call, either:

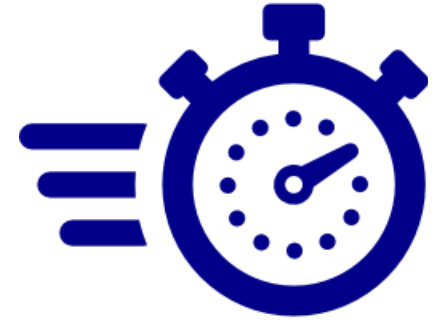
“What do you want in your relationship with a manufacturer?” OR

“What is most important to you about the products and services you buy?”

If customer focuses on price: *“Yes, price is always important and when the price is right, what else is most important?”*

Quick Win: In 1 morning, 75 recorded conversations, 50 validated as usable, one criterion was repeated by ALL CUSTOMERS

Example: Action Level



Sector: Legal – motoring law

Issue: Excellent lead generation from ad spend – terrible conversion to paying customer.

Resolution: Identified mismatch in customer motivation traits and the processing of customer enquiries

Customer Driver Motivations: Proactive Away From (loss of driving license)

Business Process: Reactive – use of letters etc.

Quick Win: Pacing customer sense of urgency.

Process Behaviour: Send an email and get them to open whilst on the phone

Process Language: Use proactive language to demonstrate understanding of urgency

Example: Judgement



Sector: IT Services

Issue: Too many projects where the client tries to direct the work – MD wants more consultative projects.

Resolution: Identify driver patterns in current and desired customers

Current Customers: Internally referenced – deciding for themselves

Desired Customers: More externally referenced

Quick Win: Utilise influencing language to filter for desired customers.

Demonstrate Credibility: Case studies show casing expertise, testimonials

External Influencing Language: tell prospects what their issues are and how they need resolving



THANK YOU