








How to Read Your Client's Mind Part II by Michael Lovas

- Did you ever wish you could read someone's mind?
- Did you ever dream of knowing what made some prospects say "Yes"?
- Did you ever want to know how your childrens' minds work?
- Did you ever wonder why you can "click" with some people in seconds? And with some other people, you can't agree on anything?

Last month I explained to you some simple, easy and very effective ways of reading anyone's mind. Granted, it's easier for you to learn these techniques in my seminars where you can practice reading minds and faces, but just knowing the information will help you bond with your prospects, clients, coworkers and family members. Once you start using the ideas, you'll find that many more people warm to you, your sales job becomes easier, and you quickly move past sales and enter the realm of trusted advisor.

In this article, I'm going to explain how to determine someone else's Character Type. In a marketing or sales situation, we refer to it as Consumer Buying Types.

Four steps to recognizing a Buying Type

First. The first way to determine a persons Buying Type is to pay close attention to the lines on his face. We call this process "Facial Mapping," That's what we looked at in last month's article.

Second. Look at his content-related non-verbal cues. That's another way to say gestures, body language, movements and fashion. It also includes the speed of speech and how melodic the speech is.

Third. Look at his context-related non-verbal cues. That's another way of saying environment. Notice photographs on the wall, knick-knacks and amount of clutter. Look for "to do" lists and count the number of reference books. Apply steps one through three and in a couple of minutes, you'll be able to project a whole system of values for that person. Realize that what you'll get is only an estimate, but you'll get more accurate as you get more information.

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Fourth. Talk with him or her. Ask a few values-based, non-invasive questions. What you'll discover is what really motivates him or her. You'll learn whether you should make your presentation using an agenda and following a step-by-step procedure, or bounce from point to point hitting highlights. You'll learn if you should phrase your presentation pointing out options and alternatives, or if you should phrase it to avoid problems. You'll learn if you should give a list of endorsements and make recommendations, or if you should just present the information and let the prospect decide on his own. Those decisions will make or break your sale. How do you know which style to use? Read on . . .

General clues to the four different Buying Types:

Each Buying Type is distinctly different. With a little practice observing, you'll get where you can pin-point most of the people you meet, and many others you see. Here are some general observations:

Green. A person with a short vertical line between her eyebrows thinks intensely most of the time. She sees herself as an intellectual and might be a computer programmer, surgeon or an engineer. We call her a "green."

If you sell to professionals in the high-tech industry, you talk to a lot of Greens. They need a lot of written material to read and contemplate. Greens don't gesture a lot, but occasionally will use their hands to explain a model or diagram. They are usually sedate, stoic, detached, and often have that far away look in their eyes. They move slowly and deliberately and usually walk with their head down (another thinking mode). They are also slow to make a decision, and likely to be late for your meetings.

Blue. A person with smile lines around his eyes and mouth might be a counselor or the owner of a day care center. You can bet he's not a bail bondsman. He is a romantic, nurturing person who likes natural fibers and wears comfortable clothes. We call him a "blue."

He makes decisions slowly, and bases them almost exclusively on feelings. His primary values are family, close friends and animals. He probably has a dog and a new litter of kittens. He is the most "touchy feely" of all the Types and believe in bear hugs, solid handshakes and regular displays of affection. His voice is soft and soothing and their conversation very personal.

Red. If your prospect has lots of horizontal lines across her forehead, she wants to do things impulsively. She also shows enormous energy and excitement in her eyes and gestures. She's an artist, decorator, designer, actor, creative-thinker, and is sometimes in sales. She likes being the center of attention. We call her a "red."

If your presentation is not exciting or at least interesting, she loses interest. Build your presentation around a product-feature spreadsheet, and her eyes will glaze over. Bam, you just lost a sale and tarnished your credibility.

Gold. If your prospect is a banker, manager, supervisor or school principal, he probably has very few lines on his forehead and around his eyes. But he may have frown lines around his mouth because he's a perfectionist and nothing is ever perfect. We call this person a "Gold."

Some Gold's have what we call the "Judgmental forehead" where lines are jagged and uneven as a result of the raised "oh really?" eyebrow. He never takes any more than the tiniest calculated risk. He is motivated by the bottom line and amount of "bang for buck." He makes decisions quickly and bases them on his personal experience. Gold's are not out-of-the-box thinkers and do not want to hear about New Products. Their logic - let someone else try it out. Once it's perfected, then, show it to me.

They use few gestures. When they do gesture, you can bet it will be well thought out and well placed. The pointing "you better listen" finger is more often attached to a Gold than to any other Color. He also places a great deal of value on his time, so make your presentation as brief and succinct as possible.

The nitty-gritty of motivation

Now that you have a pretty good idea of who your prospect is, you need to find out how to make your presentation. There are a dozen questions in this series. I'm going to explain two of them. I teach the questions in my seminar on The Language of Motivation and Influence. Knowing the questions is meaningless if you don't know what to listen for in the answers. That's because the real answers are not in the content your prospect will give you. The real answers are in the structure of the answers.

Question 1. "What are the most important things in your life?"

That question is valid if you're presenting a life product, estate planning or financial planning service. If that's what you have in mind, your products and services will affect the prospect's entire life, not just a small portion of it. So you need to know what the prospect values, what drives him or her to work long hours and where he or she derives the greatest satisfaction. Is it family? Education? Financial Security? Freedom? Accomplishment?

Write all those words on a piece of paper. They are the reasons your prospect will become your client. Do not change the words. If he says, "Family." Do not say back to him, "So, you mean your wife and kids." Write and use his words exactly as he gives them to you. Use

... and use the words exactly as he gives them to you. Use them often throughout the rest of your presentation.

Question 2. "How do you know if someone is good at their job?" Or, you could rephrase, "How do you know if your accountant (or lawyer or consultant) does a good job?" Your prospect will answer in one of two ways. Simply, she'll say, "Someone else tells me." Or she'll say, "I just know." Chances are the prospect won't use those exact words. She'll tell a story or ramble, but listen for the essential elements. Either she knows within herself that someone is good at his job, or someone else tells her.

If someone else tells her, that means she trusts External sources. So, you could use any endorsements or testimonials, and you could make recommendations. However, if she claims to know or to decide by herself, then use the exact opposite approach. Do not break out the testimonials, and do not make a recommendation. Simply say to her, "Only you can decide. Here's all the information you need to make your decision. Now, it's up to you."

Conclusion

I like to think of mind reading as watching a cloud of consciousness descend upon yourself. In the beginning, you look at your prospect and know absolutely nothing about him. As the cloud comes down a little, you get an idea of what makes the prospect tick. As the cloud gets even lower, you have a good idea of some specific information about that person. Finally, the cloud envelops you with knowledge about the prospect. The power is enormous because the prospect doesn't even know those things about himself.

Now, armed with a way to get amazing information, you're charged with a huge responsibility. You can use this information and the techniques for good or for something else. But if you opt to take the second option, your new prospects will know that your intentions are less than honorable. You'll show them in your eye movements and gestures and speech patterns.

If you opt to use this information to take better care of your clients, you'll see an increase in their loyalty. Using this knowledge causes you to pay more attention to your prospects. That causes you to build rapport more easily. And that causes your prospects to like you more readily. Ultimately, they give you their trust. Remember, people buy from people they like. And they remain loyal to people they trust. The information and techniques in this article and last month's article will probably prove to be the most important additions you've ever made to your business.

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