

**Impact and
Influence**

motem.

**What's
coming
up?**

4 personality styles

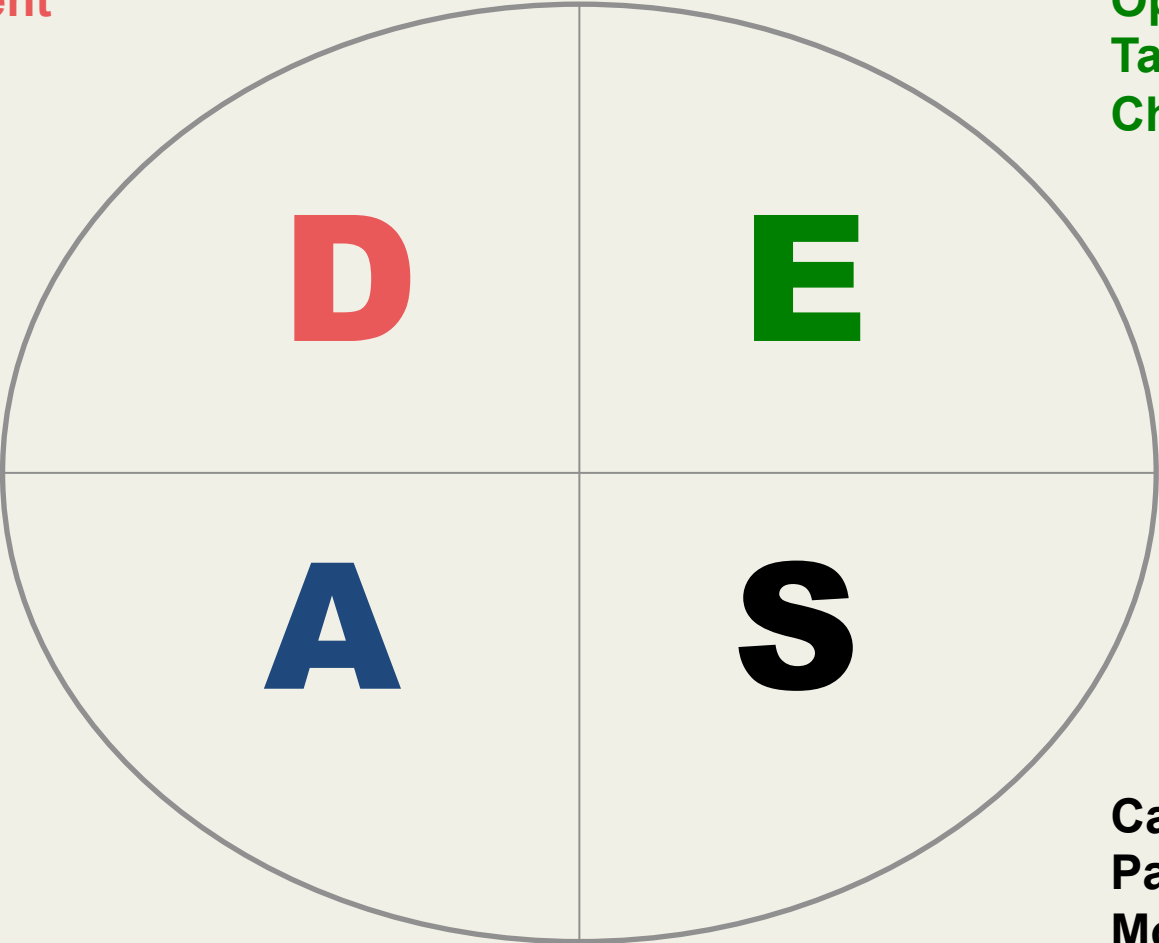
6 principles of persuasion

7 things clients want

Decisive & Fast paced

Self confident
Forceful
Risk takers

Optimistic
Talkative
Charming



Questioning
&
skeptical

Accepting
&
warm

Precise
Quiet
Logical

Calm
Patient
Modest

Cautious & reflective

Directors (Alan Sugar)
care about:

Action
Results
Competition

Expressives (Dawn French)
care about:

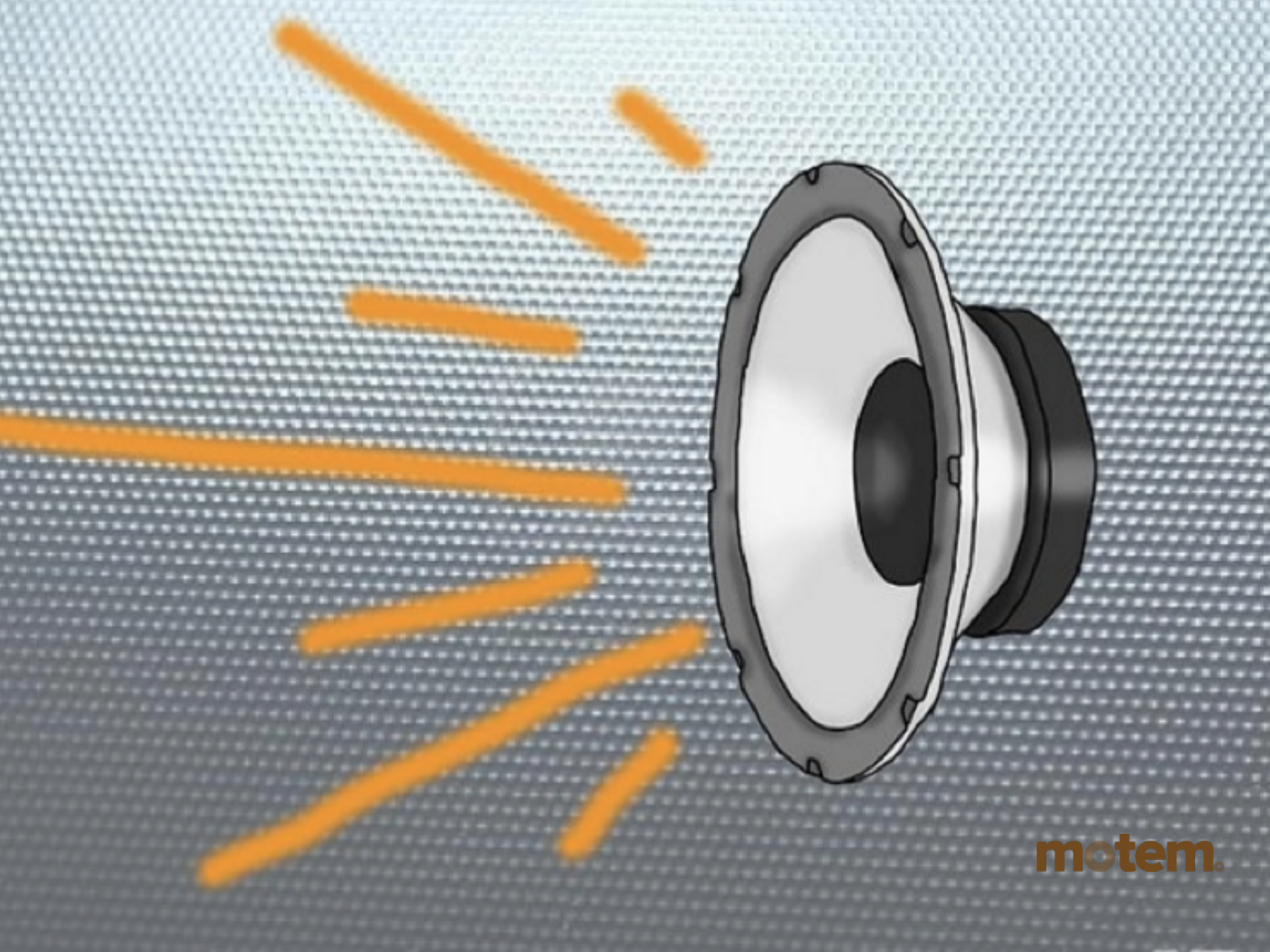
Attention
Fun
Status

Analysts (Steve Jobs)
care about:

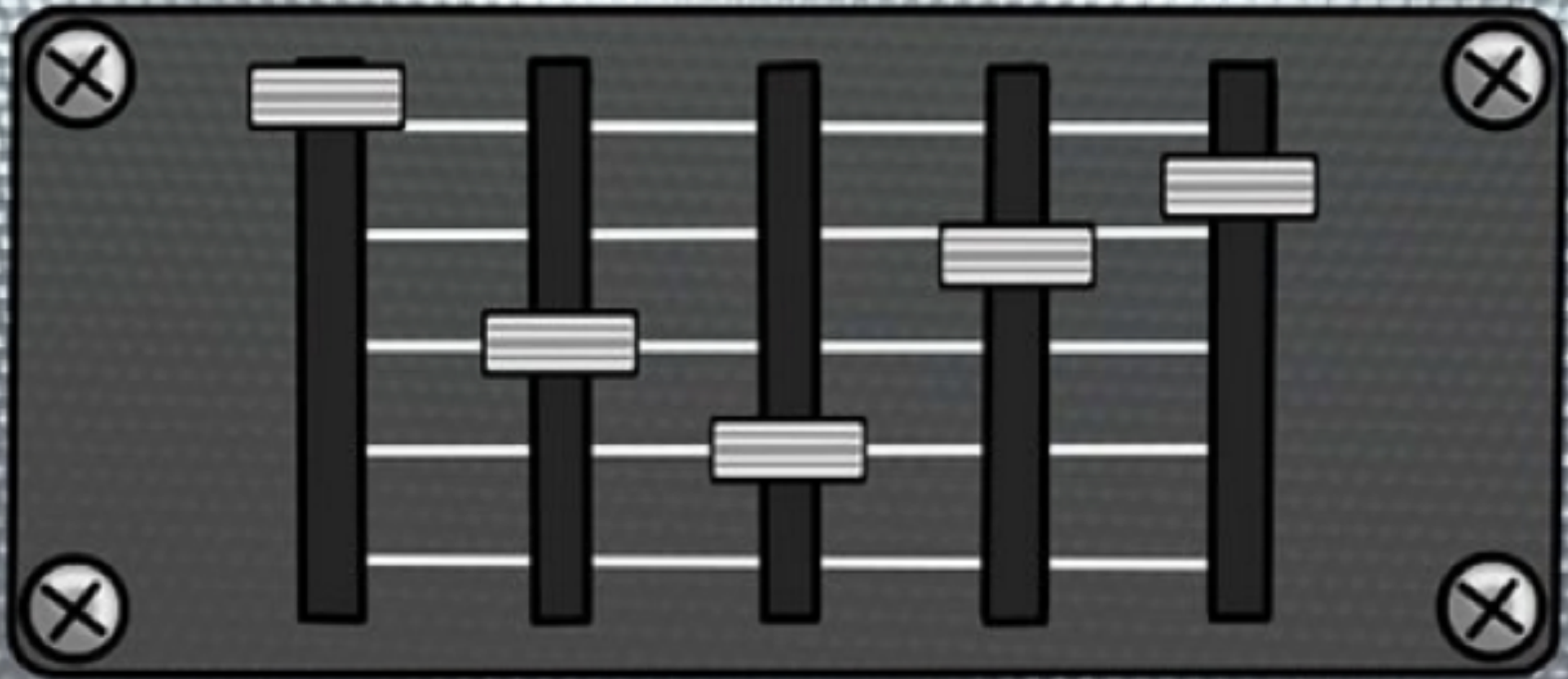
Accuracy
Logic
Process

Socials (David Beckham)
care about:

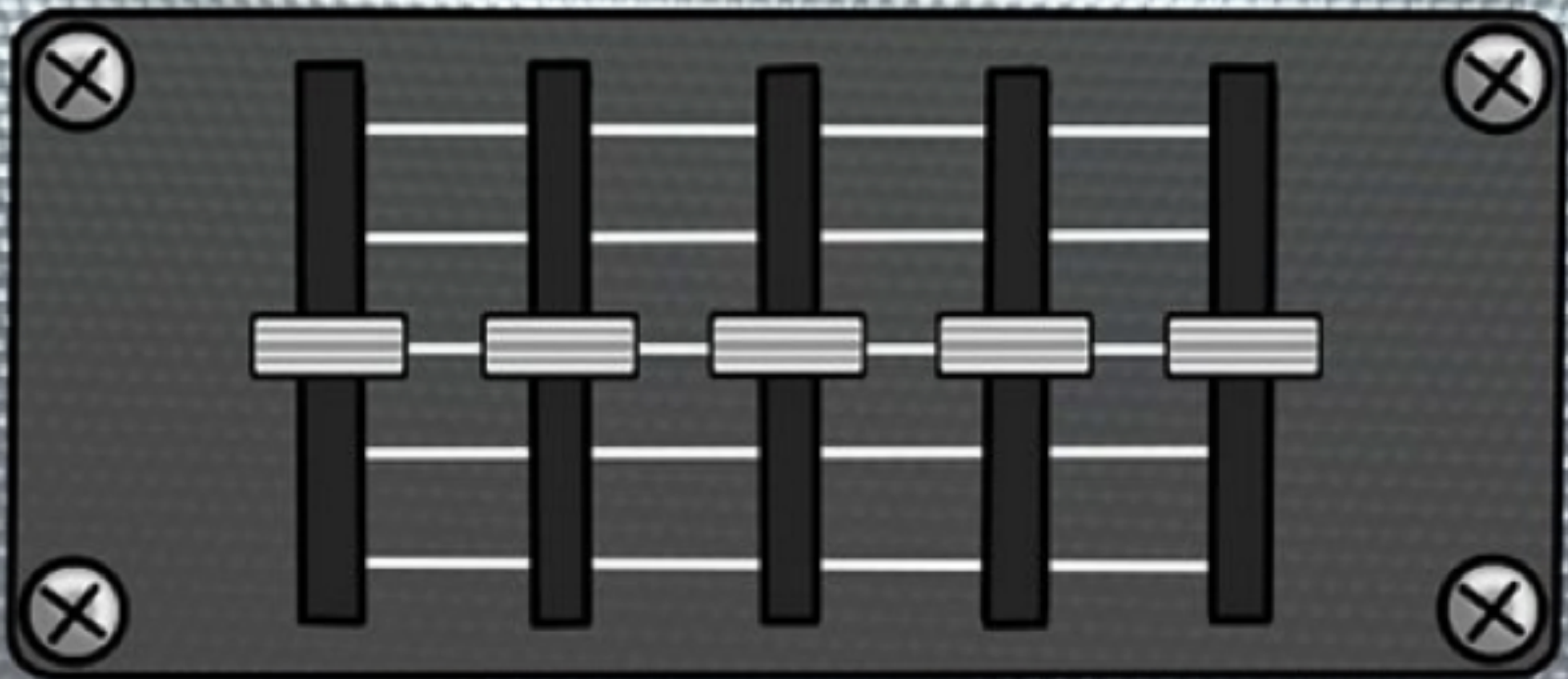
Approval
Harmony
Help



motem.



motem.



motem.

When working with someone who moves at a **different pace** from you, what do you personally need to turn up or turn down to build rapport?

Jot answers on page 5

Bring to mind a **specific client** or colleague who you find challenging – what styles do you think they are?

What will you turn up or turn down to build better rapport?

Jot answers on page 5

Buyer's priorities



Read the different approaches to
getting buy in on page 7 and
circle the ones you think you will
try.

**Think of an upcoming situation
over which you need to exert
some influence.**

**What will you turn up, turn down
and emphasize? Jot answers on
page 8.**

Persuasion



motem.



motem.

Consistency & **C**ommitment

Liking

CLASS R

Authority

Social proof

Scarcity

Reciprocity

**Which personalities are more likely to respond to each persuasion principle?
Jot answers on page 10.**

When all you have is a
hammer, everything looks
like a nail.



motem.

**Clients
want
people
who**

- Are **easy** and enjoyable to deal with
- Really **listen**
- Are genuinely **interested** in them and their business
- See their **point of view**
- **Anticipate** their needs
- Are **experts**
- Make it **happen**

Recap

4 personality styles

Pace (quick or slow?)

Priority (head or heart?)

Equalize your traits to build rapport

To get buy in emphasize what
people care about

6 principles of persuasion

(CLASS R)

7 things that clients want

TO DO LIST

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

**“ Character may almost
be called the most
effective means of
persuasion.”**

Aristotle

Melissa Kidd

Melissa@motem.co.uk

Motem.co.uk

LinkedIn/melissakidd

@melissakidd

motem.