

The Business of Thinking™

ThinkAbout your client

Module summary

Customers are the life blood of any organisation. But how do you know what a customer wants and needs? Few customers tell you directly. Instead, they leave a trail of clues. This module provides you with a process for using Whole Brain Technology to detect and analyse customer clues in order to identify their thinking and communication preferences. The result is enhanced communication that leads to stronger customer relationships and better information about what customers need and want.

Who should attend?

- ♦ Anyone who wants to enhance the way they communicate with clients
- ♦ Ideal for sales and customer service people, for managers and supervisors and anyone who interacts with others on a regular basis

Pre-requisites

Participants need to have attended the Start Thinking™ workshop or have received an in-depth debrief of their HBDI™ profile.

Typical time investment

4 hours

Learning outcomes

At the end of this module participants will be able to:

- ♦ describe the value of being able to gauge a customer's thinking preferences
- ♦ use a variety of clues to gauge a customer's thinking preferences
- ♦ identify features and benefits for specific products/services to communicate to customers in each quadrant
- ♦ describe how customers with different thinking preferences make buying decisions
- ♦ anticipate what kind of information and communication the customer will want during the buying process
- ♦ plan for an upcoming interaction with a customer that takes into account their thinking, communication and decision-making preferences.

Key activities

- ♦ Whole Brain review
- ♦ Discovering the clues the quadrants leave
- ♦ Spotting the thinking preferences of people you know
- ♦ Learning to spot clues in customers

better results through better thinking

Africa / Americas / Asia / Australia / Europe



Module topics

Introduction

- ♦ Reviews the application of skills from the previous module
- ♦ Reviews understanding of the Whole Brain Model®
- ♦ Answers any outstanding questions or issues

ThinkAbout your client

- ♦ Overviews the content of this module
- ♦ Highlights the learning outcomes
- ♦ Highlights the importance of this module

Thinking preferences and the people you know

- ♦ Applies the Whole Brain Model® to other people
- ♦ Shows the impact that Whole Brain Thinking has on people

ThinkAbout clues

- ♦ Provides participants with clues about a person's thinking preferences based on a number of different criteria

Clue spotting and colouring clients

- ♦ Provides practice applying clues to informally ascertain a person's probable preferences

The Proforma®

- ♦ Introduces The Proforma® Profile assessment process
- ♦ Overviews the 4-step process—a mathematical way to estimate an individual's profile

Proforma exercises

- ♦ Provides practice in using The Proforma® Profile
- ♦ Builds skill and awareness for estimating individual and group profiles

What frustrates each quadrant

- ♦ Builds up awareness around what might frustrate a potential client
- ♦ Provides practice giving a sales pitch in a quadrant of least preference

On-the-job application

- ♦ Initiates the transfer of skills to the job, in specific situations

Module summary

- ♦ Reviews the module content
- ♦ Reinforces the key learning points



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The Originators of Whole Brain Technology™ and the Creators of the Herrmann Brain Dominance Instrument (HBDI)™

Africa Headquarters

PO Box 12801, Queenswood, 0121.

Phone: 012 807 2194

Herrmann International Africa Pty Ltd. Co Reg 2000/029620/0

