

# CHANGING --- YOUR MINDSET

***EFFECTIVE FUNDRAISING  
BEGINS WITH YOU***



**Public Affairs Council**



# NAVIGATE TRAINING

# NINE

**F**

**F**

**F**

**F**

**F**

**F**

# **NAVIGATE**

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# **SELLING THE WAY PEOPLE LIKE TO BUY**

# Have you ever had trouble connecting with people?



# Abrasive people?



# People who can't make a decision?





# People who ask for a million details?



People who always tell  
you what you want to hear  
but rarely the real deal?



# What kind of people do you have more of a challenge connecting with?



**People are different and  
respond to different forms of  
communication**



**If we can identify the representative's behavior  
patterns, we can improve our ability to SELL.**

**Navigate is the process by which we  
identify and modify behavior for a more  
effective response.**

# QUESTIONS

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# TO ASK YOURSELF

# ANSWER THESE QUESTIONS



**What is your natural behavior when interacting with others?**



**Do you modify your approach based on the behavior of the potential donor?**



**What behavior styles are you the least like?**

# IDENTIFYING & UNDERSTANDING

## The 4 Behavior Styles



**An Extroverted, Task-Oriented individual would be defined as a**



**“FIGHTER”**



# FIGHTER

## BEHAVIOR STYLE





# ARE YOU A **FIGHTER**?



**An Extroverted, Relationship-Oriented individual, we would define as an**



**“ENTERTAINER”**

# ENTERTAINER

## BEHAVIOR STYLE







# ARE YOU A **ENTERTAINER?**



**Those who are Introverted and Relationship-Oriented, we define as a**



**“COUNSELOR”**

# COUNSELOR

## BEHAVIOR STYLE







# ARE YOU A **COUNSELOR**?



**An Introverted, Task-Oriented individual would be defined as a**



**“DETECTIVE”**

# DETECTIVE

## BEHAVIOR STYLE







# ARE YOU A **DETECTIVE?**



# IDENTIFICATION

## 7 Second Rule

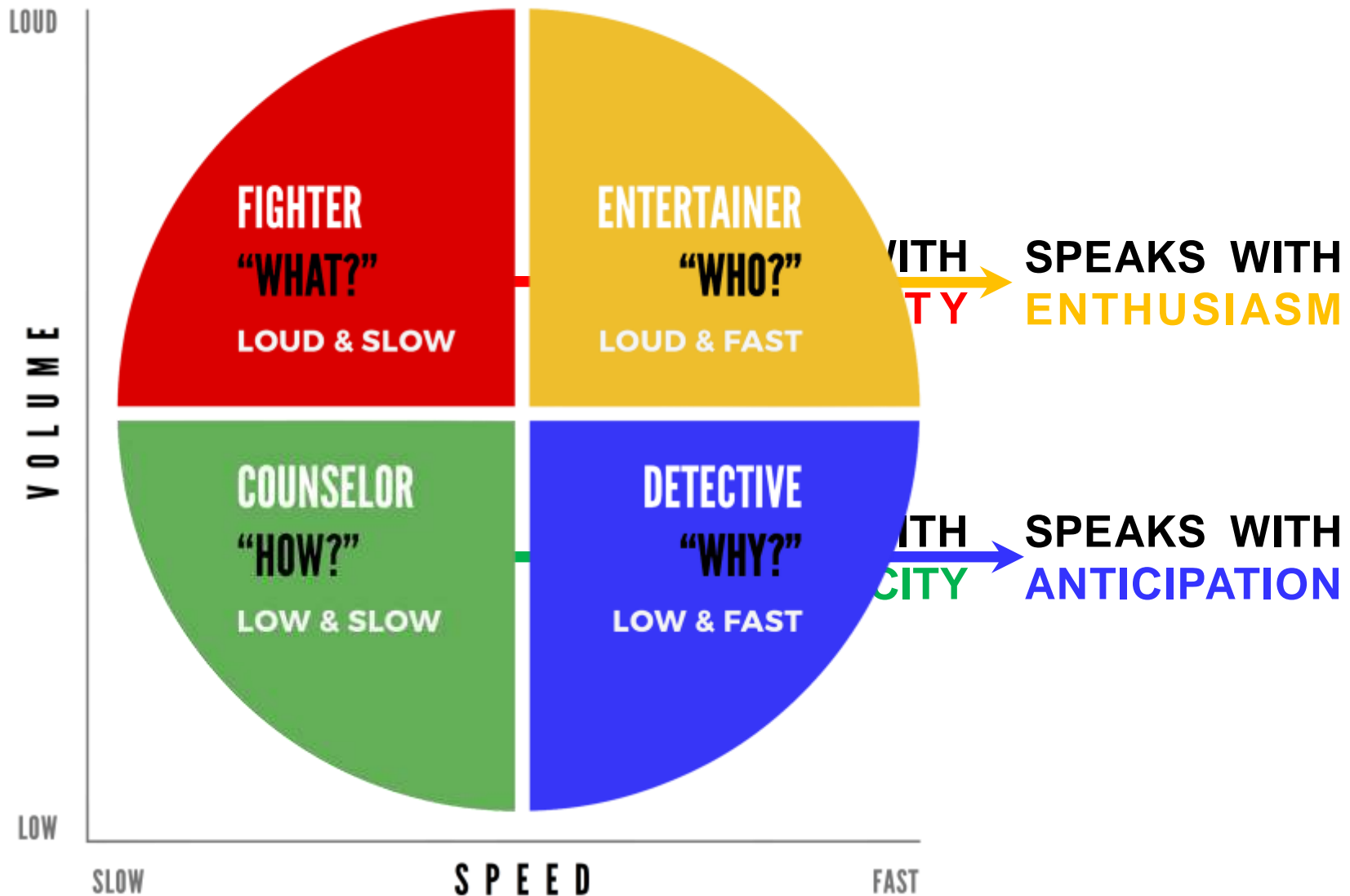
**WE HAVE 7 SECONDS TO  
CREATE A FIRST IMPRESSION**



**PEOPLE WILL TREAT YOU A CERTAIN  
WAY BASED ON THAT FIRST IMPRESSION**

# IDENTIFICATION

## Voice Quadrants



# IDENTIFICATION

## Hand Shake



**Jabbing Motion, Firm, On Top**



**Extroverted, Over Extend, Close**



**Hesitation, Soft, Pockets**



**Calculated, Moderate, Space**



# IDENTIFICATION

## Dress / Appearance



# Power Colors, Name Brands & Dominant Appearance



# IDENTIFICATION

## Dress / Appearance



**Bright Colors,  
Patterns, Logos,  
Dresses for  
Attention &  
Flashy  
Appearance**

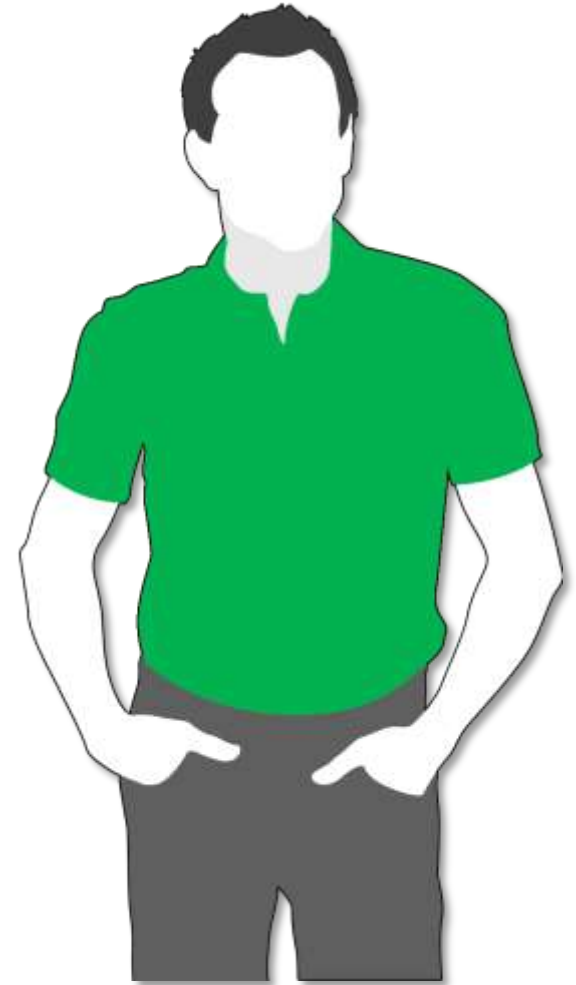


# IDENTIFICATION

## Dress / Appearance



**Casual, Loose  
Fitting &  
Comfortable  
Appearance**



# IDENTIFICATION

## Dress / Appearance



**Matching,  
Professional but  
*Not* Flashy &  
Structured  
Appearance**



# IDENTIFICATION

## Office Environment



## Awards, Plaques, Prestige

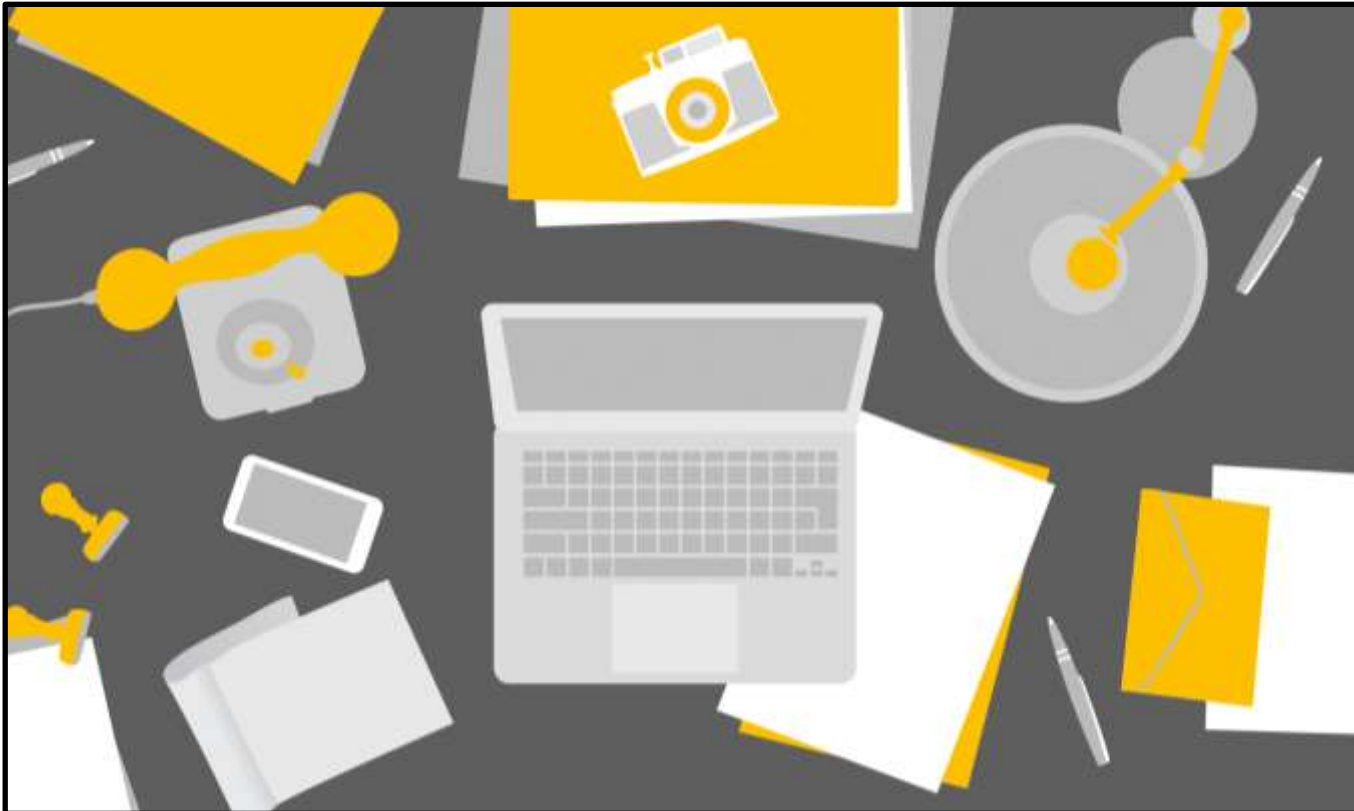


# IDENTIFICATION

## Office Environment



# Messy

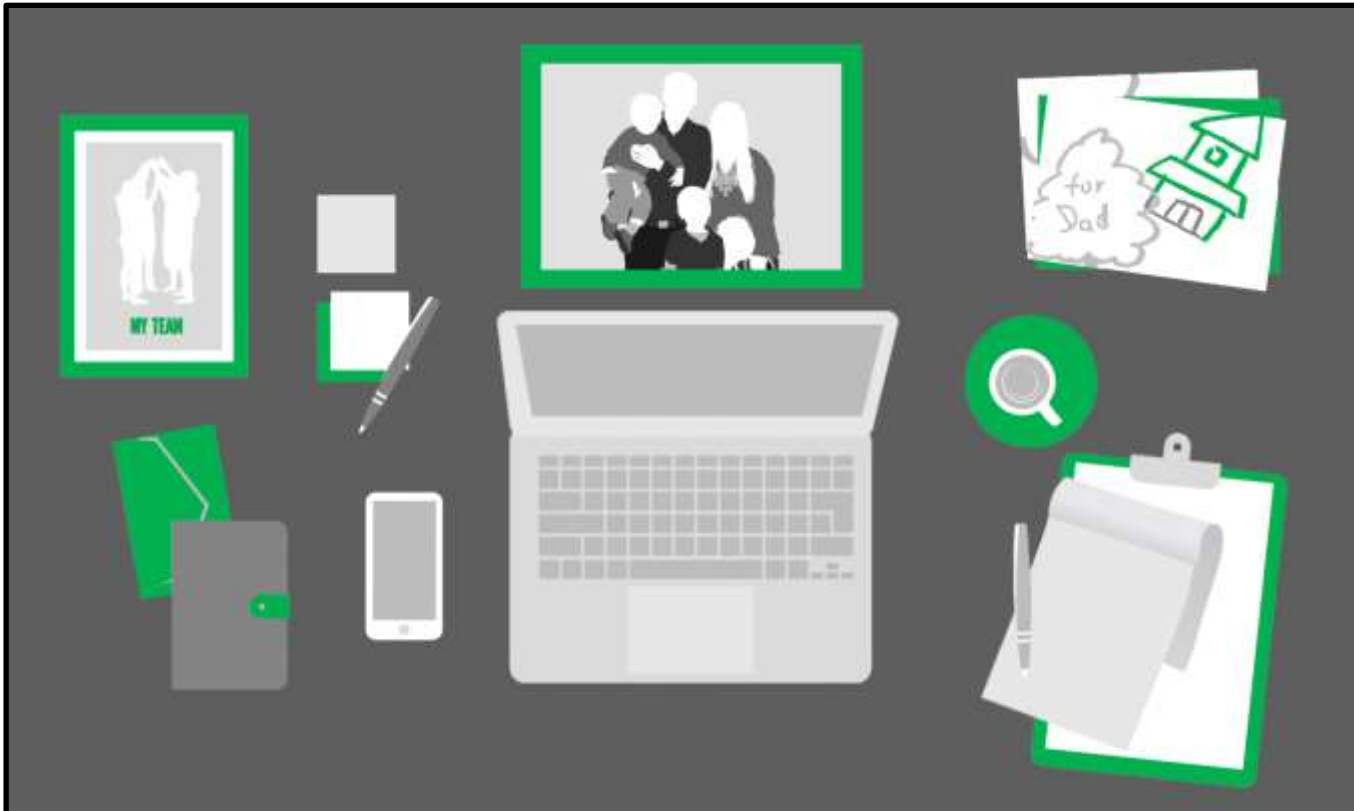


# IDENTIFICATION

## Office Environment



## Pictures of Family and Team

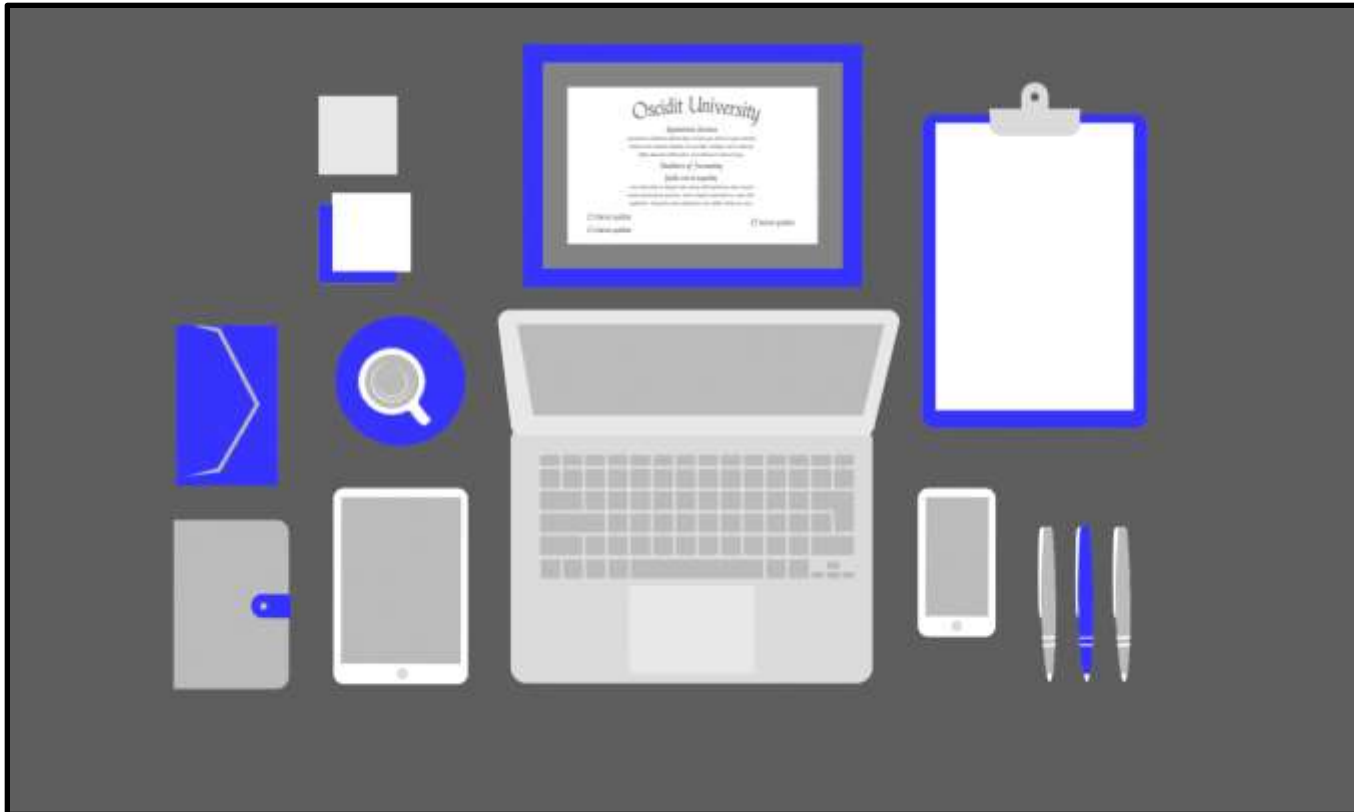


# IDENTIFICATION

## Office Environment



# Clean, Neat, Organized





# WHAT BEHAVIOR AM I?



# MODIFICATION

## How To Navigate



## ***THE FIGHTER***

### APPROACH

Less Rapport

“The Reason”

Don't Hesitate

Be Confident

# MODIFICATION

## How To Navigate



## ***THE FIGHTER***

### PRESENTATION

**Give Value Statement Quick**

**Tell Them What's in it For Them**

**Bottom Line**

**Challenge Them in a Positive Way**

# MODIFICATION

## How To Navigate



## ***THE FIGHTER***

### **CLOSE**

**Give Them Control**

**Answer Their What Questions**

**Choice of Two Positives**

**Don't Argue - Ask Why?**

# **MODIFICATION**

## **How To Navigate**



# ***THE ENTERTAINER***

## **APPROACH**

**More Rapport**

**Use 3-Dimensional Names**

**Match Energy Level**

**Smile, Smile, Smile!**

# MODIFICATION

## How To Navigate



# ***THE ENTERTAINER***

## PRESENTATION

**Keep Things Fun**

**Multi-Media, PowerPoint and Leave Behinds**

**Encourage and Praise**

# **MODIFICATION**

## **How To Navigate**



***THE ENTERTAINER***

**CLOSE**

**Sell Big Picture**

**Answer Their “Who” Questions**

**Dream with Them (Crystal Ball Close)**

# MODIFICATION

## How To Navigate



# ***THE COUNSELOR***

## APPROACH

Take it Slower with Them

Tone it Down – Low and Slow

Talk About Your Company / Name Brand

Ask for Their Opinion



# MODIFICATION

## How To Navigate



# ***THE COUNSELOR***

## PRESENTATION

**Ask Them for Feedback**

**Make Sure All Decision Makers are There**

**Focus on the Benefits for Their Team / Family**

**Under Promise and Over Deliver**

# MODIFICATION

## How To Navigate



# ***THE COUNSELOR***

## **CLOSE**

**Don't Be Demanding**

**Answer Their "How" Questions**

**Take Change Gradually**

**Walk Out Close**

# MODIFICATION

## How To Navigate



# ***THE DETECTIVE***

## APPROACH

**Match Tone of Voice, Not Emotional**

**Details**

**Provide Numbers and Percentages**

**Give a Time Frame**

# MODIFICATION

## How To Navigate



## ***THE DETECTIVE***

### PRESENTATION

**Don't Be Vague**

**Use Graphs and Charts**

**Show Statistics and Data**

**Review the Contract**

# **MODIFICATION**

## **How To Navigate**



## ***THE DETECTIVE***

### **CLOSE**

**Use Facts and Logic**

**Answer Their “Why” Questions**

**Product, Price, Performance Close**

**Direct Close on Logic**

# WHO AM I?

**I am your constant companion.**

**I am your greatest helper or heaviest burden. I will push you onward or drag you down to failure. I am completely at your command.**

**Half the things you do, you might just as well turn over to me, and I will be able to do them – quickly, correctly.**

**I am easily managed; you must merely be firm with me. Show me exactly how you want something done, and after a few lessons, I will do it automatically.**

# WHO AM I?

**I am the servant of all great people; and alas, of all failures as well. Those who are great, I have made great. Those who are failures, I have made failures.**

**I am not a machine, though I work with all the precision of a machine plus the intelligence of a person.**

**You may run me for a profit or rub me for ruin - it makes no difference to me.**

**Take me, train me, be firm with me, and I will place the world at your feet. Be easy with me and I will destroy you.**

# WHO AM I?

# I AM HABIT



# ***Elevate Sales***

# THANK YOU!

**[www.southwesternconsulting.com](http://www.southwesternconsulting.com)**

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*Elevate Sales*