

**Steven Griffith's**

# COACHING INTELLIGENCE INSTITUTE

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There is more to a  
conversation than  
meets the ear.

## **How to connect to your client, customer, or colleague.**

*Have you ever had a client, customer, or colleague who just didn't listen? Or was difficult to coach?*

What most people don't realize is there is more to a conversation than meets the ear — every conversation is bursting with valuable information. To be competitive in today's marketplace, you must be able to tap into the valuable clues and cues that are in every conversation, whether it is face-to-face, by phone, email, or text messaging. One of these valuable clues is how your client, customer, or colleague communicates and takes information in. By identifying the style, you will close sales faster, satisfy and gain more customers, negotiate more effectively, and maximize your personal and business potential.

### **Learning to recognize the communication style of your client, customer, or colleague**

There many components involved in communication. We receive information from the world around us through all of our senses: sight, hearing, touch, taste, and smell. We interpret and represent this information in our mind via a combination of sensory systems and inner dialogue. At some point in our development, one of our senses takes over and becomes our primary one. It becomes our primary mode for best taking in information and for creating meaning out of our experiences.

### **The Four Categories of Sensory Modes**

Human beings process information in one of four styles: Visual, Auditory, Kinesthetic, and Digital. While we continue to use all four communication styles interchangeably, one emerges as our primary style. It is our way of coding our experiences. By identifying communication styles, we can communicate with our clients in the most appropriate style that works for them. Listening to the words they use is one factor you can use to determine their style. The following is how to determine communication styles. Each style has specific word choices and voice tones.

**V Visuals** make meaning of their world by how things look or what they see. Visuals speak more quickly, at a higher pitch, and with excitement.

**Words they use:** *See, view, clear, imagine*

**Phrases:** *I get the picture; I see your point of view*

**A Auditorys** make meaning of their world by how things sound or what they hear. They speak in a pleasant, modulated voice.

**Words they use:** *hear, tell, listen, and inquire*

**Phrases:** *It sounds good to me, Let's talk it over*

**K Kinesthetics** make meaning of their world by how they feel. Kinesthetics usually have a low-pitched voice and speak slowly, with long pauses.

**Words they use:** *feel, grasp, handle, and touch*

**Phrases:** *I have gut feeling, Let me get a handle on this*

**D Digitals** process things in their head and make meaning of their world by their internal dialogue. They usually speak in a monotone with little tone or volume change.

**Words they use:** *Think, understand, process, consider, logic*

**Phrases:** *Let me think about it, understand your point*

When responding to a client, customer or colleague, listen to their style. If a Visual client says: "I can't picture this clearly" you might respond with: "Let me show you." A Digital client says: "I don't understand." You might say: "I want you to think about these steps."

All language is an attempt to persuade someone. By speaking your client's language, you decrease communication time, increase the quality of your relationship, and motivate your client for results. By using your client's language style, you will create trust and rapport that creates results.

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Performance and communication coach Steven Griffith is the founder of the Coaching Intelligence® Institute and has been coaching individuals and organizations for the past 20 years. Steven has successfully implemented his Coaching Intelligence program with experts in a variety of fields: CEO's, professional coaches, sales people, client services personnel, health and fitness professionals, and hundreds of others in how to maximize their performance, effectively communicate, sell, negotiate, motivate, and get results through better conversations.