

SEMINAR NOTES

DR. NATE BOOTH

What Do They Want, How Do They Want It?

Most salespeople and service professionals use the spray and pray approach. They conduct business in a predictable, methodical manner with every prospect or customer, treating them all pretty much the same. The fact is, everybody has a unique way in which they like to be treated, and Dr. Nate Booth shows you how to uncover what's most important to each individual you deal with. In this basic and profound program, you'll learn the importance of discovering what people want, and exactly how they want it. Not only does he apply it to sales and service, he also shows its tremendous value in relationships, both business and personal. In this day and age, where relationships are King, and customer service is Queen, nothing short of the royal treatment will do.

Dr. Nate Booth received his D.D.S. degree from the University of Nebraska in 1971 and operated a private dental practice for nine years. He then earned a masters degree in counseling from the same school in 1983. For ten years, Nate worked closely with Anthony Robbins, gaining wisdom, insights, and practical knowledge. With a great passion for training, Nate entered the field of professional speaking. Since then, he has presented nearly 2000 seminars and workshops to audiences around the world. His impressive list of corporate clients includes American Express, INC Magazine, Oracle, Sanyo, Honeywell, NASA and dozens of others. In addition, he is the author of the books *Tiger Traits*, *Thriving on Change*, and *The Diamond Touch*.

Using the Diamond Touch to Improve Your Sales and Service Strategy



Dr. Nate Booth



THE POWER OF UNDERSTANDING

Understand before you seek to be understood.

The definition of love is deeply understanding and deeply caring for another person.

Before you seek to understand, it's vital that you first establish a degree of liking, trust and rapport.

BE LIKEABLE

Your success in life is determined by the choices you make and by other people's choices about you.

People tend to work best with people they like.

Six ways to be more likeable:

1. Give compliments regularly.
2. Thank people.
3. Smile.
4. Use positive words and phrases such as:

Absolutely

Yes

I'll take the responsibility to make sure that gets done.

It would be my pleasure.

5. Show interest in people's personal lives. Use the Marcus Welby Sandwich Technique.

BE TRUSTWORTHY

Five Ways to Be Trustworthy

1. Under-promise and over-deliver.
2. Tell the truth.
3. Admit when you're wrong plus one.
4. Learn to say, *I don't know*.
5. Understand them first.

GAIN RAPPORT

Four Ways to Gain Rapport

1. Discover something you have in common with people and have short conversations about it.
2. Match their conversational style.
3. Mirror and match their body language.
4. Realize that men's and women's brains are different.

If you want people to understand what you want to accomplish, they must feel that you understand them first. The best way to understand people is to listen, observe and ask great questions.

The Golden Rule says, Treat others in the way you would like to be treated.

The Diamond Rule says, Treat others in the unique way they would like to be treated.

When it comes right down to it, people want emotions. Values are the emotions people want most.

The Value's Question is, *"What's most important to you in?"*

Sparks are what has to happen for people to experience their Values.

The Spark's Question can take many forms. In general, the Spark's Question is, *"What has to happen in order for you to have?"* or *"What can I do to help you?"*

THE DIAMOND TOUCH CUSTOMER QUESTIONS

(Preframe the questions and gain permission before you ask them.)

1. Explore Values Area #1, ask, *"What's most important to you in a product/service?"* As an example, they may answer, *"A safe investment."*
To discover another Value for this Values Area, ask, *"What else is important to you in product/service?"*

Value #1 =

Spark #1 =

Spark #2 =

2. Ask the Sparks Question. What factors would have to be there for the investment to be safe. To discover another Spark for that Value ask, *"What else would make the investment safe?"*

3. Explore Values Area #2, ask, *"What's most important to you in a relationship with a?"* As an example, they may answer, Communication. To discover another Value for this Values Area, ask, *"What else is important to you in a relationship with a?"*

Value #2 =

Spark #1 =

Spark #2 =

4. Ask the Sparks Question. Communication is important to me too. How would you like to be communicated with? To discover another Spark for that Value ask, *"How else would you like to be communicated with?"*

FOUR HELPFUL HINTS

1. If they give you a Spark when you ask a Values question, write it down and suggest the value you think the Spark provides.

2. Be specific on their sparks. Remember, *"Three bottles of green label Korbel Champagne is more useful information than "champagne."*

3. Don't grill people like an old cops and robbers movie. Bob and weave. Always be thinking, *"What do they want and how do they want it?"*

4. You may have to suggest possible answers.

THE DIAMOND TOUCH TEAM QUESTIONS

(Preframe the questions and gain permission before you ask them.)

- 1. Explore Values Area #1**, ask, *“What’s most important to you in a job/occupation?”* As an example, they may answer, *“Growth.”* To discover another Value for this Values Area, ask, *“What else is important to you in a job/occupation?”*
- 2. Ask the Sparks Question.** *“Great. What can I do to help you grow in your job?”* As an example, they may answer, *“Help me gain management experience.”* To discover another Spark for that Value ask, *“What else can I do to help you grow in your job?”*
- 3. Explore Values Area #2**, ask, *“What’s most important to you in a relationship with a?”* As an example, they may answer, *“Trust.”* To discover another Value for this Values Area, ask, *“What else is important to you in a relationship with a?”*
- 4. Ask the Sparks Question.** *“Trust is important to me too. What can I do to make sure that trust is there for you in our relationship?”* To discover another Spark for that Value ask, *“What else can we do to create trust in our relationship?”*

Value #1 =

Spark #1 =

Spark #2 =

Value #2 =

Spark #1 =

Spark #2 =

DIAMOND TOUCH QUESTIONS DO THE FOLLOWING

1. They develop rapport. They let people know that you’re interested in their unique desires.
2. They put people in state. When this happens, your company and you become linked to that state.
3. They give you valuable information so that you can show them how they can get exactly what they want, in the way they want it. Precision is power!

***Don’t take the Spray & Pray Approach to Sales, Service or Leadership.
Use The Diamond Touch!***

NOW YOU CAN TAKE THE APPROPRIATE ACTION

After You Discover Peoples’ Values and Sparks, You Have 5 Options:

1. Give it to them in expected ways.
2. Give it to them in unexpected ways.
3. Educate them.
4. Negotiate with them.
5. Refer them to someone who can serve them better.

In your current business relationships, ask **The Juice Man Question**, *“What can I do next time to give you even better service?”* or *“What can I do next time to be an even better leader?”*

THE FIVE VALUES GROUPS

1. Popcorn & Picnics
2. Cars & Bars
3. Polo’s and Porches
4. Degrees & Dolphins
5. Red Dog & Rodman