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During our discussion today, please do not discuss commission levels, fees, agent compensation specifics or other business information or policies which would allow or encourage price fixing, collusion, restraint of competition, or limit customer choice.

The Art of Reading your Customer

Debbie Maier, The End Result
LeadingRE Dean of Customer Experience

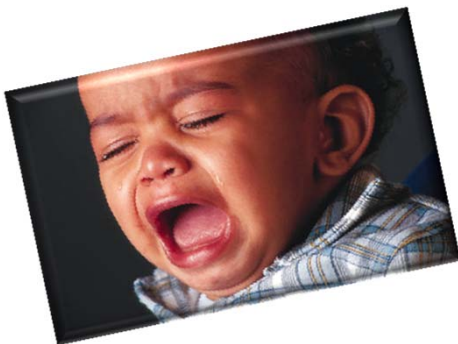
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What's Important About Reading Your Customer

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- Being aware of their mood and yours
- Respecting their words, values and communication style
- Using their language
- Capitalize on strengths and managed differences



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It's Art and Science

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- Understand the styles and nuances
- Respond to different styles and ensure a positive outcome
- Treat people as they want to be treated
- Understand when we go into excess
- Flexibility

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Romance At Sea

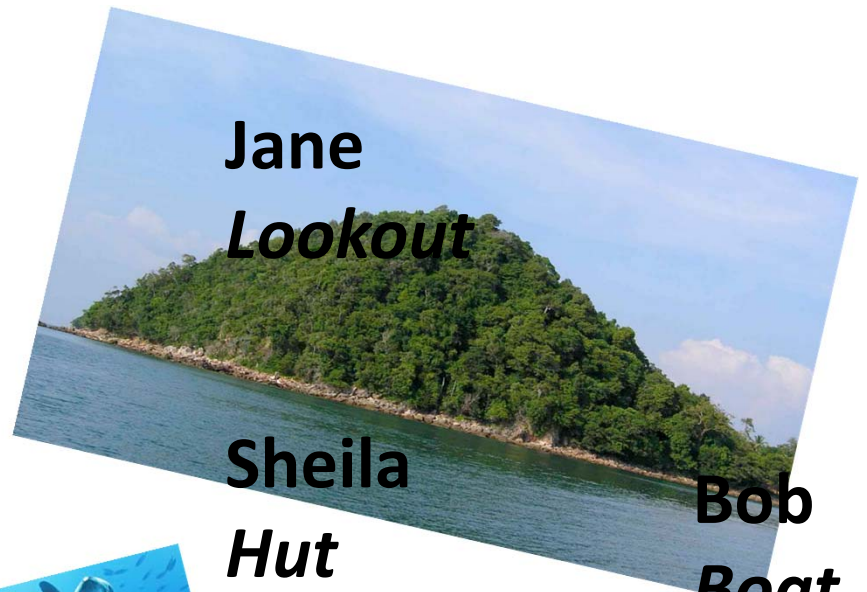
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**Larry
Lookout**



**Don
Lookout**



**Jane
Lookout**

**Sheila
Hut**

**Bob
Boat**



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The Art Of Reading Your Customer

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Analytical

Driver

Amiable

Expressive

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Driver

Traits of Driver Customers

- They are assertive take charge people tend to be task oriented
- Others have no trouble knowing what they think
- High expectations of themselves and those around them
- Enjoys challenge of difficult situations
- Likes to be in charge and takes initiative easily

Driver

Words Associated With This Style

- Self Confidence
- Persuasive
- Power and Action Oriented
- Risk Taker
- Competitive
- In Control and Independent

DRAWN TO

Status Symbols

Prestige

Professional

Power

Customized

Luxury Options

DECISION MAKING

FAST

Very strong opinion

Most Decisions Yes or No

Tend To Blunt Replies

Impatient, Easily Angered,
confrontational

MUST DO

Demonstrate competence

Be Quick and Direct

Be business like

Keep focused on the bottom
line

Use time efficiently

DEAL BREAKERS

Talkative, passive, slow

Dodging an
objection/Challenge

Explaining details

Stating your opinion as a
source of influence

Making excuses

Expressive

Traits of Expressive Customers

- They are communicative, stimulating, love to dialogue
- Talk openly, share feelings, state opinions
- But also enjoy the give and take of collaboration
- They want to hear and be heard and won't hide true feelings

Expressive

Words Associated With This Style

- Communicative, collaborative
- Warm
- Entertaining
- Risk taker
- Receptive
- Multi - interessts

DRAWN TO

Social Standing

Showy

Colorful

Fun

Conversation pieces

Attention - getters

DECISION MAKING

QUICK – impulsive

Prefer seeing a variety and
creative possibilities

Side tracked easily

Details, fine print usually turns
them off

MUST DO

Let them take credit

Be ready to talk

Take initiative to handle details

Tell them about actions of prominent people

Offer stimulation in a fast moving way

DEAL BREAKERS

Mechanical, formal, curt

Forcing them to focus on details

Being negative – skeptical

Not bringing them gently back to topic

Argue

Rush a conversation

Amiable

Traits of Amiable Customers

- Enjoy social interactions and interested in others
- Use personal charm to win people over
- Quick to adapt to new ideas
- Empathetic and good listener
- Chameleon
- Not as quick to be assertive
- Sensitive to others needs/feelings

Amiable

Words associated with this style

- Attentive
- Flexible
- Warm, easy-going
- Animated
- Supportive
- Socially skillful

DRAWN TO

Social Standing

Groups

Colorful

Customer experience

DECISION MAKING

Process driven

Likes to know what has worked

Side tracked easily

Wants to know how and who

Wants approval

MUST DO

- Show interest in them personally
- Spend time listening
- Show willingness to compromise
- Be friendly, informal, flexible
- Share your personal feeling

DEAL BREAKERS

- Rushed, aggressive, critical of others
- Disagree too openly (hurt feelings)
- Dismiss small talk
- Make promises you can't keep
- Not staying in touch
- Ignore uncertainty (reassure)

Analytical

Traits of Analytical Customers

- Pays attention to detail, serious methodical work habits
- Self controlled, practical, patient
- Counted on to follow through to completion
- Good organizer, consistent
- Diligent no matter the task

Analytical

Words associated with this style

- Factual
- Economical
- Rational
- Consistent
- Persevering
- Reserved

DRAWN TO

Proven (tried and true)
Conservative
Quality and value
Accuracy
Getting things within policy
Disciplined about time

DECISION MAKING

CAUTIOUS decision maker
Asks lots of questions
They do not like to be asked
for personal opinions
Study the fine print
Do research

MUST DO

Stick to the facts

Tie new thing to old

Do your homework

Prepare written recommendations

Document decisions with data

Focus on step by step timetable

Be organized

DEAL BREAKERS

Exaggerating success or benefits

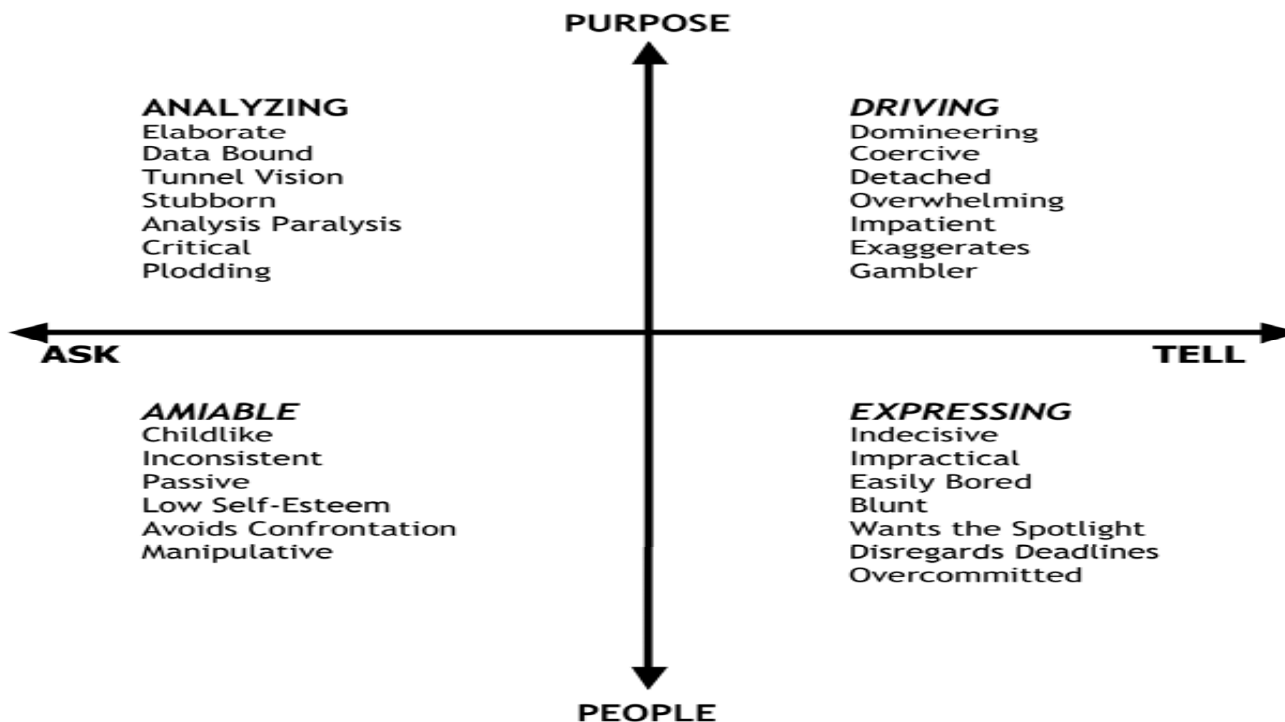
Generalizing

Overly enthusiastic or expressive gestures

Using testimonials rather than written research, data

Talk of high risk or “off the top of your head”

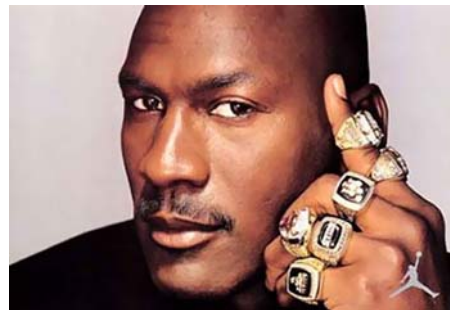
STYLES IN EXCESS



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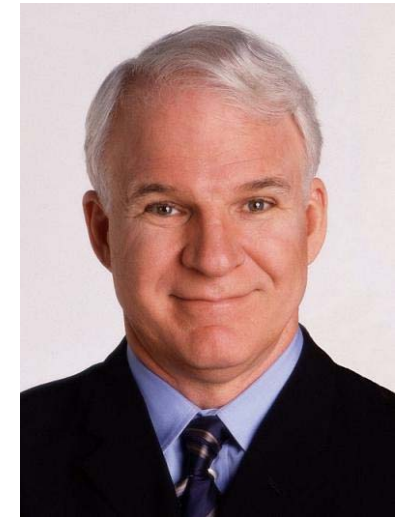
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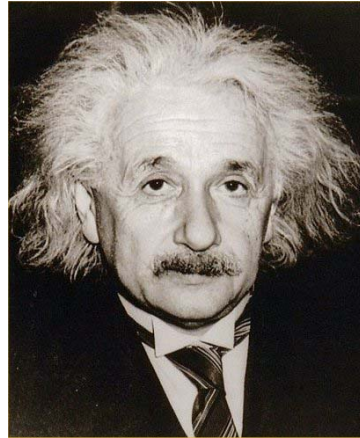
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The Art of Reading your Customer

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Now We'll Try: The Art of Reading CELEBRITIES

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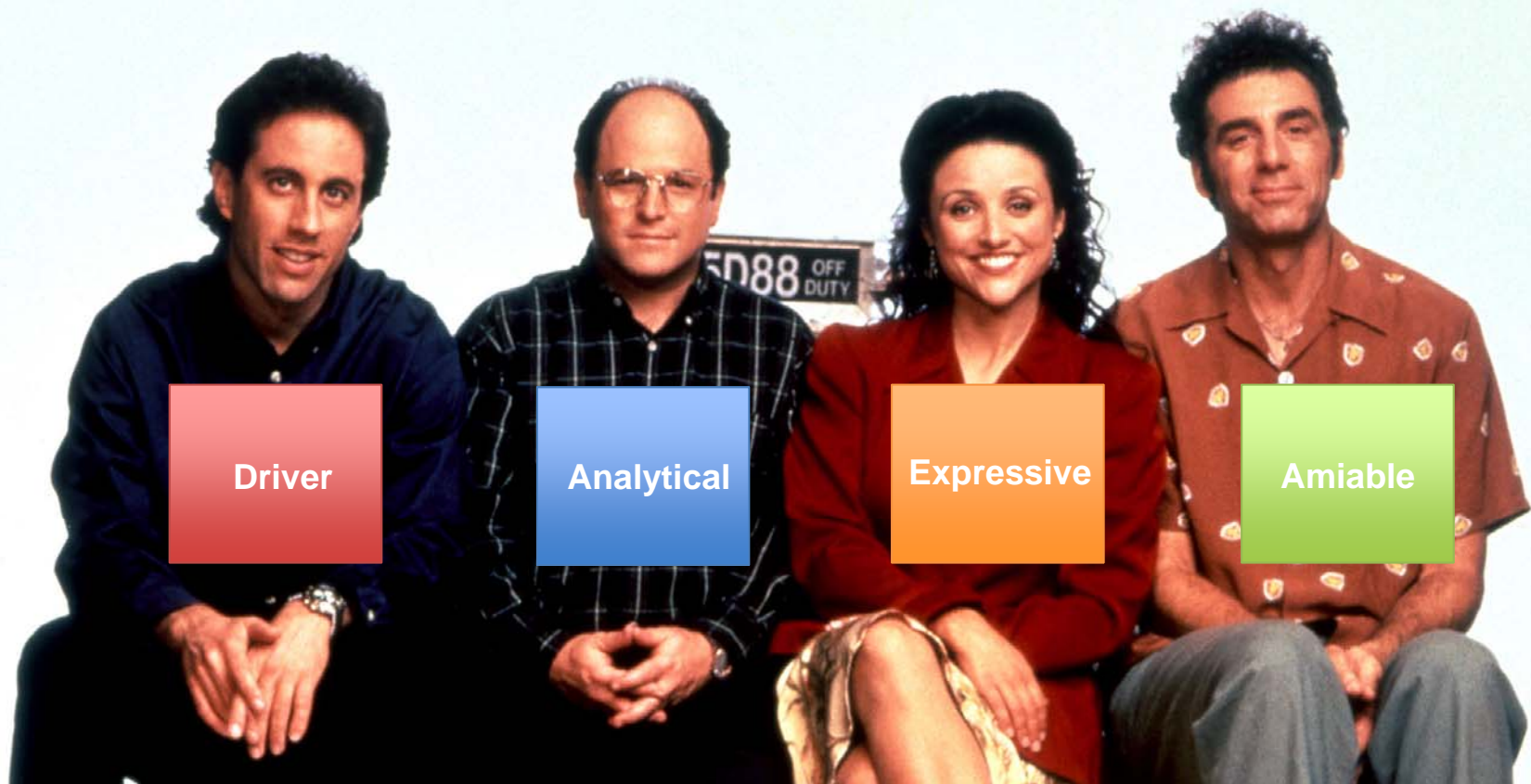
The word "Seinfeld" is written in a red, stylized, cursive font with a black outline. It is set against a yellow, rounded rectangular background that has a black drop shadow. The letter 'S' is particularly large and loops around the beginning of the word. The letter 'i' has a small red triangle above it.

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Now We'll Try: The Art of Reading CELEBRITIES

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*People Take A Different Road Seeking
Fulfillment And Happiness. Just Because
They Are Not On Your Road, Doesn't
Mean They're Lost!*

H. Jackson Brown

Life's Little Instruction Book

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Driver

Expressive

Amiable

Analytical

Final Thoughts to Remember

- They are no good or bad styles
- Treat others the way “they” want to be treated
- Make sure all of your communication responds to their style
- Be intentional in all of your interactions

Analytical

Driver

THANK YOU

Amiable

Expressive

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OR

Select "Evaluations" on the Conference App

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