

Building Your Business

Why Don't They love Me?

Trevor Slater

Mast. Conf. Res.

ANZIIF Sen. Ass. CIP

Client Director

Financial Dispute Resolution Service

The job interview.....

<https://www.youtube.com/watch?v=Uo0KjdDJr1c>

‘What did the applicant do wrong?’



Selling you

- ▶ Nobody is going to promote ‘Trevor Slater Inc’ other than Trevor Slater.
- ▶ The only station they listen to is ‘WII FM’



Selling you

- ▶ Connecting
- ▶ In their shoes
- ▶ Negotiating
- ▶ Tips
- ▶ What's your plan



Connecting

**‘We tend to like people
like ourselves’**



MATCHING

- ▶ Voice
- ▶ Writing - emails
- ▶ Physiology



Connecting - Why?

- ▶ To create the right conditions for an effective exchange of thoughts and ideas.
- ▶ Or to make it easier to get along with them and they with you.
- ▶ To be efficient and effective with your communications



PERSPECTIVE

- ▶ 1st Position - Self Orientated - Aware of self and own point of view
 - ▶ “How does this affect me?”
 - ▶ “How do I feel about this?”
 - ▶ “It’s not my fault.”

PERSPECTIVE

- ▶ 2nd Position - Others Orientated - Aware of others position and point of view
 - ▶ “Like stepping inside someone else’s skin”.
 - ▶ “How would I feel if I was in their position?”
 - ▶ “Put yourself in their place.”
 - ▶ “The map is not the territory.”

PERSPECTIVE

- ▶ 3rd Position - Observer Orientated - The external objective
 - ▶ “How would this look to my peers?”
 - ▶ “What would someone else do?”
 - ▶ “How would this look to their boss?”
 - ▶ “What would my Mum think?”

Negotiating

Preparation Questions

- ▶ Establish the position of the parties **The ‘What’**
- ▶ Look for / establish the motivation (or underlying needs) of the parties **The ‘Why’**
- ▶ Generate multiple **‘Options’** that may meet the needs



Helpful Tips....



Cutting tennis balls in half lets you store 2 more balls, saving space

Helpful Tips....

- ▶ Prepare to negotiate
- ▶ Present you business plan
- ▶ Explain your process, controls and risk minimisation
- ▶ Demonstrate how you can add value - WII FM
- ▶ Play within their rules - you won't change them



A final thought.....

Sometimes you
have to accept
you can't win
all the time.

– *Lionel Messi*

Double Quotes
doublequotes.net

The Pity Train has just derailed @ the corner of Suck It Up and Move On, & crashed into We All Have Problems, before coming to a stop @ Build A Bridge and Get Over It



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Questions?

