

Engage your prospect's learning style



By [John Boe](#)

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The successful outcome of your next sales presentation will be determined largely by your ability to do two things very well; develop rapport with your prospect and adapt your sales message to engage his or her preferred "learning style."

The "learning style" theory was developed back in the early 1970s and has proven to be an extremely powerful communication model that every school teacher, parent, manager, and sales rep should have in his or her toolbox. Simply stated, the "learning style" theory promotes the concept that people have a natural preference, based upon their dominate sense, in how they choose to learn and process information; visual/seeing, auditory/hearing, or kinesthetic/touching.

Unfortunately, far too many sales reps unknowing undercut their sales effectiveness by failing to recognise the need to engage their prospects' learning styles. For example, if a sales rep determines that his or her prospect is a visually-based learner, it's up to the sales rep to make the adjustment and incorporate more colorful graphs/charts, brochures, and other visual aids throughout the presentation.

It's easy to quickly and accurately determine your prospect's preferred learning style by simply paying attention to his or her most commonly used words and phrases.

Visual-based learners might say:

"I can certainly see your point."

"That looks good to me."

"Do I make my point clear to you?"

Visual-based learners like pictures and prefer to get their information in writing. Use colorful charts, graphs, and other visual learning tools to help them make a buying decision.

Auditory-based learners might say:

"That sounds good to me."

"I hear what you're saying."

"That rings true to me."

Auditory-based learners tend to hang on every word that you say. This type of prospect learns best through group discussion and tends to talk things out when making a buying decision.

Kinesthetic-based learners might say:

"I can get my arms around that concept."

"This point really grabbed my attention."

"Let me get a grip on what you're saying."

Kinesthetic-based learners prefer to learn by physically touching and doing. Keep this type of prospect actively evolved throughout the selling process by using demonstrations and other "hands on" learning tools whenever possible.

If you want your prospects to get the most benefit from your website information, sales presentations, brochures, and related marketing materials, you need to present the information in the most engaging way possible. Multiple forms of information delivery will give you the best possible chance of appealing to each of these different learning styles.

ABOUT JOHN BOE

American John Boe presents a wide variety of motivational and sales-oriented keynotes and seminar programs for sales meetings and conventions. John is a recognised sales trainer and business motivational speaker with an impeccable track record in the meeting industry. For more information, go to www.johnboe.com. Free new sletter available on website.

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