

# It's all about Relationships!

*Presented by: Don Buttrey  
Sales Professional Training Inc.*

*"People buy from people.  
They buy from people they like and trust."*

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## Communication Model



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## Kinesics

Definition:

- 1) Kinesics is the study of certain body movements which interact with thoughts and feelings to complete the communication cycle.
- 2) Human non-verbal communication.
- 3) Vibes.

BODY LANGUAGE

WORD CONNOTATIONS  
VOICE TONE  
PERSONAL SPACE  
POSTURE  
GESTURES  
FACIAL CUES

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What percent of communication is  
kinesics?

7% words

38% tone

55% non verbal

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*Make these statements of affirmation!*

“I am constantly receiving messages.”

**Don't miss them!**

“I am constantly sending out messages.”

**Take 100% responsibility!**

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## *Listening*

*Listening is a critical sales fundamental.  
Customer interactions must be dialogs -  
not monologs!*

*ACTIVE Listening must be done  
on purpose.*

**“Ask more questions... and shut-up!”**

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# Relationship Model

*"I would pay more for the ability to get along with people than any other ability under the sun." - John Rockefeller*

*"The single most important ingredient in the formula of success is the ability to get along with people." - Teddy Roosevelt*

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Assign a rating of 1, 3, or 5 (as noted) for each of the 10 statements in all four sections of this questionnaire.

Each statement is a *behavior* - or a personal value that *drives* your *behavior*. Based on your behaviors and personal values, rate each one to provide an assessment of your personality.

No answers are "right" or "wrong". This is just a tool to help you better understand your personality style - so be very accurate and realistic with your answers.

Add up the ratings and put the TOTAL for each box.

Relationship Orientation Questionnaire	
Name _____	Date _____
<input type="checkbox"/> CUSTOMER RATING	<input type="checkbox"/> SELF RATING
<input type="checkbox"/> MANAGER RATING	<input type="checkbox"/> PEER RATING
OFTEN TRUE = 5      SOMETIMES TRUE = 3      SELDOM TRUE = 1	
Assign a value for each statement. Total up the values in each box. Relatively high totals indicate an initial orientation.	
<div>1. Values proof.</div> <div>2. Wants detail.</div> <div>3. Dislikes exaggeration.</div> <div>4. Designs systems and processes.</div> <div>5. Will hold ground to justify position.</div> <div>6. Avoids confrontation and emotionally charged situations.</div> <div>7. Makes decisions based on calculations and logic.</div> <div>8. Comes off as judgmental, perfectionist.</div> <div>9. Wants to keep things as they are, routine.</div> <div>10. Thinks and documents logically.</div> <div>_____ TOTAL</div>	<div>1. Values bottom-line.</div> <div>2. Takes decisive action.</div> <div>3. Dislikes inefficiency.</div> <div>4. Gets results.</div> <div>5. Makes decisions quickly.</div> <div>6. Will fight in order to get results. Confronts directly.</div> <div>7. Immediate, practical, abrupt.</div> <div>8. Becomes autocratic - takes over.</div> <div>9. Wants success and completion.</div> <div>10. Can be high pressure.</div> <div>_____ TOTAL</div>
<div>1. Values the team decision.</div> <div>2. Considers feelings.</div> <div>3. Dislikes insensitivity.</div> <div>4. Very loyal to relationships.</div> <div>5. Will give in to keep peace.</div> <div>6. Takes things personally, quiet.</div> <div>7. Makes decisions with others in mind.</div> <div>8. Holds in deepest opinions and feelings.</div> <div>9. Wants reassurance from others.</div> <div>10. Emphasizes service and teamwork.</div> <div>_____ TOTAL</div>	<div>1. Values excitement and passion.</div> <div>2. Wants recognition.</div> <div>3. Dislikes boredom.</div> <div>4. Comes up with ideas.</div> <div>5. Will talk a lot to prove point.</div> <div>6. Blames other people - verbal, loud.</div> <div>7. Makes decisions with a fresh idea.</div> <div>8. Goes off on tangents.</div> <div>9. Wants creative, new solutions.</div> <div>10. Inspires and motivates others.</div> <div>_____ TOTAL</div>

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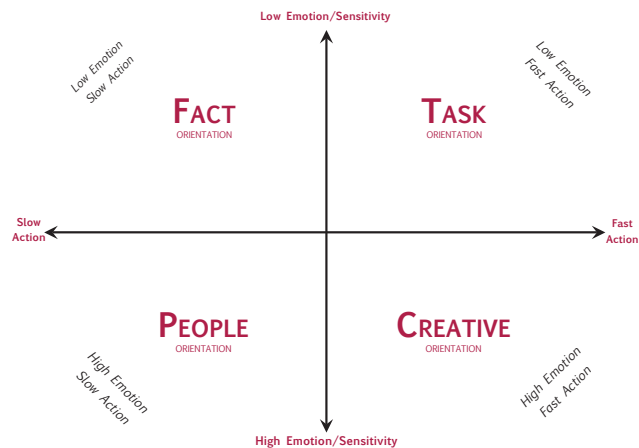
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## *Know Your Style*

- Each person has a primary style
- A person's value system effects their style.
- Each individual is unique!
- Many things impact our behavior and values
- Completing the Relationship Orientation Questionnaire provides an initial snapshot of your style

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## *Observe and Recognize the Other Person's Style*

- Training and skill in communication is foundational.
- Become very familiar with the model.
- Listen and observe current behavior.
- Cluster the many signals and recognize styles.
- People can be more than one orientation.

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## *Make Adjustments!*

- This is a powerful model.
- The model fosters adjustments versus "manipulation".
- Flexibility is the key!
- This honors OTHERS.
- Relationship skills are vital.

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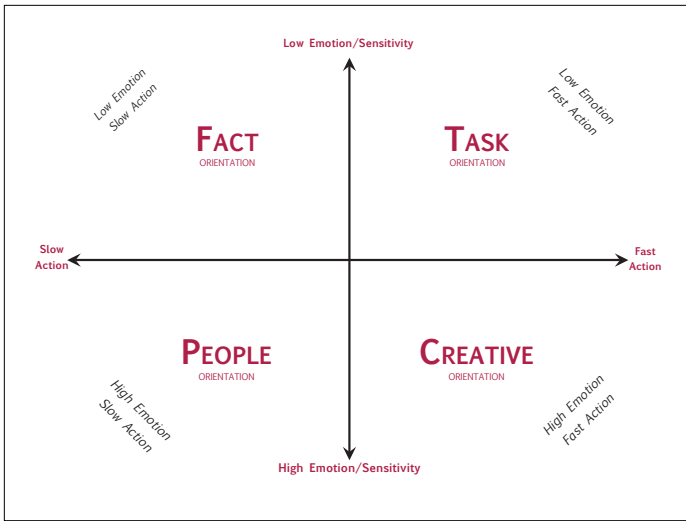
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## WORKSHOPS

There is a flip chart or pad in each corner of the room - one for each of the four styles. Each person go to the corner that best describes them (based on the questionnaire and the definitions of the four styles). Do the following workshops and have each group report to the entire team. Let's have some lively discussion and fun!

- ☐ List the strengths and weaknesses of your style. Report and compare.
- ☐ List some strategies to sell or work with the style diametrically opposite of you. Report and discuss.

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**THE FPDA**

MOTION & CONTROL NETWORK

INTERNATIONAL SEALING  
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## It's all about Relationships!

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