

Step 2: Understand Relational Needs

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How to relate to a	<p><u>Be Direct</u></p> <ul style="list-style-type: none"> * Start with results/benefits first and then provide details only as needed * Be quick and to the point * Challenge them 	<p><u>Be Enthusiastic</u></p> <ul style="list-style-type: none"> * Be positive, friendly * Provide praise * Validate their self worth * Give them a feeling of “I need you” 	<p><u>Be Relational</u></p> <ul style="list-style-type: none"> * Use friendship * Be easy-going * Be low-key on objectives * Don’t push * Let them respond at their own pace 	<p><u>Be Analytical</u></p> <ul style="list-style-type: none"> * Give clear facts * Present ideas objectively * Don’t rush * Be specific and thorough
How to persuade a	<p style="text-align: center;"><u>Key Question:</u> WHAT?</p> <ul style="list-style-type: none"> * Focus on results/ bottom line first * Answer their question, “What are the benefits?” 	<p style="text-align: center;"><u>Key Question:</u> WHO?</p> <ul style="list-style-type: none"> * Provide emotion/be enthusiastic * Share testimonies of significant people * Answer their question, “Who else has done this?” * 	<p style="text-align: center;"><u>Key Question:</u> WHY?</p> <ul style="list-style-type: none"> * Be friendly with them * Take time with them * Answer their question, “Why do you want to change things?” 	<p style="text-align: center;"><u>Key Question:</u> HOW?</p> <ul style="list-style-type: none"> * To them it is important to do it right * Show them step-by-step how to do it * Answer their question, “How do you want me to do this?”
How to lead a	<p style="text-align: center;"><u>Goals/Results</u></p> <ul style="list-style-type: none"> * Give them the what—let them determine the how * Let them have control, be in charge of something 	<p style="text-align: center;"><u>Group/Recognition</u></p> <ul style="list-style-type: none"> * Consult/counsel with them about ideas, projects, people * Recognize their efforts in front of others * Let them have fun 	<p style="text-align: center;"><u>Group/Together</u></p> <ul style="list-style-type: none"> * Doing things together is important * Always, maintain the relationship * Let them have peace—minimize conflict 	<p style="text-align: center;"><u>Goals/Quality</u></p> <ul style="list-style-type: none"> * How to do it the best way is important * Be available to work closely with them * Let them have time to do things right
How to disagree with a	<p style="text-align: center;"><u>Agree With Their Goal + Test</u></p> <p>Ask: Why do you think this is the best way? Have you considered other alternatives to reach your goal?</p>	<p style="text-align: center;"><u>Agree on Their Vision + Time</u></p> <p>Allow time to pass. They get excited about so many things, they’ll move on to something else.</p>	<p style="text-align: center;"><u>Together</u></p> <p>Take the time to convince them that the disagreement will not disturb the relationship.</p>	<p style="text-align: center;"><u>Facts</u></p> <p>Gather your facts. They will not be swayed by emotional appeals or verbal persuasiveness.</p>