



# Speed Reading

Speed Reading is the ability to quickly identify your prospects personality traits in order to predict their behavior and how they prefer to be sold.

The ability to read people is a skill many people work years to master. Being able to read someone means you are able to accurately identify character traits in order to predict their behavior. It also means you are able to decipher how you should act to ensure successful communication. Speed Reading means you are able to do this at a faster rate.

Speed Reading skills are essential whether you contact your prospects over the telephone or in person. In a short amount of time, you must analyze both verbal and non-verbal clues to dictate how to interact with your prospects.

Below is a list of verbal and non-verbal clues that help you with Speed Reading.

Non-Verbal Clues Include:

- Easily Distracted
- Pauses/Silence
- Strong Ego
- Task Oriented

Verbal Clues include:

- Voice
- Tonality
- Pitch
- Speed
- Favorite words

Non-verbal clues dictate what you should say. Verbal clues help dictate how to say it. There are three things to do in order to Speed Read your prospects. They are:

- Look for it
- Identify it
- Act on it

## LOOK FOR IT

Mirroring is a communication technique that requires you to speak in the same manner as your prospect. Whatever rate of speech they use, you will match their speed. If the prospect says “fantastic” a lot, you should incorporate that word into your sales message.

## IDENTIFY IT

Non-Verbal clues are the hardest to read because they’re subjective. This skill requires you to not only listen to what they are saying, but identify their intent. This is the normal flow of communication:

Intent  $\rightarrow$  Message  $\rightarrow$  Perceived Intent

The flow of communication begins with the speaker’s true intent. Next, the speaker’s message is delivered to the listener. This is where communication often breaks down. Now, the listener must assume the speaker’s intent behind the message. We all know that assumptions have paved the path to many lost sales.

Identifying the prospect’s true intent is what we mean by “non-verbal” clues. To the novice, identifying the prospect’s intent seems subjective. To the expert it means what the prospect says will specifically describe their intent and their nature.

For example, does a prospect say “I feel...”, “I think...”, “I believe...”, or “I know...”? It would be great if we were able to read people minds, but we can’t. Speed Reading is not Mind Reading, so it doesn’t mean that 100% of the time we will be accurate. However, mastering the skill of Speed Reading will help you increase the number of times you are accurate and decrease the number of times you lose the sale.

You have to be careful not to come off as demeaning or mocking in your delivery. This will take practice. In order to practice the mirroring technique you can start by observing your family or friends. The first step is to identify the rate of speech of the talker. Next, focus on adjusting your natural rate of speech to meet theirs. After you mirror their rate of speech, try adjusting your speech to match the other verbal clues. This skill needs to be practiced daily in order to become comfortable.

## ACT ON IT

Let’s examine some of the common phrases prospects use and identify what it may mean and how you can act upon that knowledge. Industrial psychologists have spent years identifying personality traits and how to act with each. There are four major personality traits: Friend, Actor, Doer, and Thinker.

### FRIEND PERSONALITY

This type of prospect’s hot button is creating relationships. You can confirm the “Friend” personality by observing if they say “I feel...” a lot in conversation. If you visit their office you may notice a lot of pictures of family and friends, but few awards or pictures of themselves. Those that fall under this personality have a mission of helping others. When addressing this type of prospect, you should be prepared to engage in small talk. Your sales message will have a stronger impact if you are able to show them how the benefits of your product will help other members of their team.

### ACTOR PERSONALITY

This prospect’s hot button is to be the center of attention. You can confirm the “Actor” personality by observing if they say “I believe...” a lot in conversation. If you visit their office you will notice a lot of pictures of themselves and a wall of medals and awards. Those that fall under this personality have a mission to be in the spotlight.

Their ego and image is extremely important to them. Your sales message will have a stronger impact if you allow them to talk about themselves; and are able to show them how the benefits of your product will directly help them personally.

#### DOER PERSONALITY

This prospect's hot button is to be in charge or control. You can confirm the "Doer" personality by observing if they say "I know..." a lot in conversation. If you visit their office you will notice they are often on the phone giving advice or instructions. They are usually very successful people and see things in terms of the ultimate payoff. Your sales message will have a stronger impact if you are able to quickly get to the bottom line.

#### THINKER PERSONALITY

This prospect's hot button is to be correct and make the right decisions. You can confirm the "Thinker" personality by observing if they say "I think..." a lot in conversation. Your interactions with Thinkers should show they are analytical in everything they do. They are often accused of taking too long to come to a decision. Your sales message will have a stronger impact if you can get them to identify what they need to know in order to make a buying decision.