

Discover Your Communication DNA

As tax season winds down, you have now recently met with many of your clients. Have you ever wondered why some meetings go really well and others seem like a struggle? You know the kind where your client's eyes are visibly glazed over and you know you are talking but your client just isn't hearing.

Every one of us has a natural communication style and a preference as to how we wish to be communicated with. Most professionals communicate using their natural style and are happy when they interact with somebody who shares their communication style. Unfortunately, there are a variety of different communication styles and to maximize client engagement and satisfaction you need to understand each client's communication style.

There are four major communication styles and each of us has a combination of the four but with dominance in specific styles:

- Goal Setting Focus
- Lifestyle Desire
- Stability Need
- Information Need

If you have a high Information Need, you:

- Provide Facts when Communicating
- Use Specifics
- Closed Ended Questions
- Demonstrate Transparency

When you are communicating with a Lifestyle Focused client, he prefers:

- To Use Verbal Communication
- To Present Broad Facts
- To Openly Express Thoughts and Opinions
- To Communicate with Enthusiasm

He prefers a more fun and less formal meeting and is interested in the big picture rather than focusing on the details and prefers to look at graphs rather than numbers.

To connect with them and have them walk away from the meeting with a positive attitude, you need to understand their preferences and then plan the meeting and information that you are delivering based on his or her communication preferences.

The first step is to understand your own communication preferences. 2020 Canada has arranged with Financial DNA Canada for you to complete and receive your Communication DNA Assessment at no charge, if completed before the end of May 2010. 2020 Canada will use this information to better communicate with you. The process only takes about two minutes. Please visit the following link to complete your Communication DNA:

<http://www.financialdna.biz/CDNA/CanadaGeneral-727-CDNAIntro1.aspx>

If you have any questions, please contact Bob Simpson at 905-502-0100 or bob.simpson@sbc.ca or visit www.financialdna.ca