

Session 28

COMMUNICATING (Or: I thought you said she said he said?) – Timing and persuasion

WHOSE FUTURE GOAL 20: You will learn to communicate effectively in small group settings.



I just have to tell you what I did after our last session. Remember my little problem with the newspaper carrier... you know, soggy newspapers instead of soggy oatmeal? Well I thought about what you said last time and about some of the things we looked at about being a good advocate. Then I went into action.

Guess what? It works! And I learned some new things, too! Of course, you are the first person I wanted to tell about some of these new things.

Lucky you, right? Don't answer that!

This session we are going to deal with several parts of communicating during the meeting that all add up to one thing... being a good **SALESPERSON**!



Whoa, you say? What does being a good **SALESPERSON** have to do with communicating at your educational planning meeting?

Well, lots of things.... Persuasion, talking too much or too little, negotiating and compromising, and listening. These

are things a good **SALESPERSON** needs to be able to do, and they are things you need to be able to do if you are going to participate in your educational planning meetings.

Who knows, maybe this will lead to a great job selling *ROLLS ROYCE* cars!



Probably not, but then, you never know!

Now, let's think this thing through. What is the job of a **SALESPERSON**?



What is her mission, her goal?



You got it! To sell something! To sell **you** something. To sell you something you don't even know you need! To sell you something you probably don't even need!

Seems simple enough, right? Now, what is your mission in your educational

planning meeting?





Well, right... one thing is to participate

as an equal partner.

Another thing is to be a part of the decision-making process.



But a third thing is to get some things into that IEP that you want.





How are you going to do that?

Well, you're going to have to sell those OTHER PEOPLE a few things yourself. You are going to have to sell them something that they don't even know they want yet. You might even have to sell them something they don't want!

What? Of course I'm not talking about actually selling the OTHER PEOPLE on your planning team anything like magazines, candy bars, or Christmas wrapping paper.

I'm talking about selling them on your

ideas , your goals , your opinions. When I say "selling" I really am talking about convincing them that what you want is right. They have to


"buy" into your ideas,



your

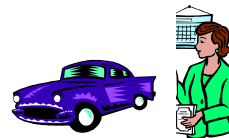
plans, your goals.



It's a lot like selling a car.  If you don't convince them that this is a good idea, they won't buy and you won't get what you want!

So, for the next few sessions, we are going to become someone else. We are going to take on a new role. We are going to get a new attitude. We are going to become a ...

CAR SALESPERSON !



That's right. Why? When you think of a SALESPERSON, one of the first things you think of is a car SALESPERSON. And believe me, some of the best salespeople in the world sell cars. And the good ones make a pretty decent living doing so. But, that's a different story.

So, from now on, you are a car SALESPERSON.

You think like a car SALESPERSON.

You act like a car SALESPERSON.

You eat like a car SALESPERSON.

You sleep like a car SALESPERSON.

You... SALESPERSON.

What's that? How does a car SALESPERSON eat and sleep? Well,

like everyone else in the world, I guess. Sorry, I got carried away.

We are going to go through an exercise looking at how you, the super car **SALESPERSON**, go about selling a car to a possible buyer. As we go through this, we will think about some of the skills that you, as a car **SALESPERSON**, have that could be useful in your

planning meetings.

Ready?



Begin:

You are going into work on Monday morning. It is a cold, somewhat misty



morning.

You turn



the wheel into the back lot of Kelsey's New and Used Cars. It is a huge place, with new and used cars of every make and model parked all around.

As usual, you are the very first **SALESPERSON** in the showroom this



morning.

That is one reason you are good at what you do! You are proud of the fact that you are the **#1 SALESPERSON** at Kelsey's New and Used Cars. You are also proud of the fact that you always treat your customers fairly, find out what they really want, and give them the best deal you can!

So, anyway, you are at work at 7:20 a.m. on a cold, drizzly morning. You had some preparation to do. There was that report on that new line of cars, the Speedo

XF2.



You found that it really pays to know all about a car before you try to sell one. People trust you if you know what you are talking about and can answer their questions.

REDUCE
SPEED
NOW



What is the first thing about being a **SALESPERSON** that would be important for your educational planning meetings?



#1 Being prepared!

Sure, we already knew that. We talked about that as being important to be a good advocate for yourself.

Remember? Knowing what you want? Well, being prepared is important if you are going to convince anyone that what you want is important. And that what you want should be included in your educational plan.



If you go back and work through all the things that we talked about in the first four sessions, I think


you'll be very well prepared for your meeting.

All right, the first point is that good salespeople are **prepared**.




On we go.

You look up from your report and see that it is now 8:55 a.m. Five minutes until opening time in the showroom. There are no customers there this morning, so you spend a few minutes looking at the Speedo XF2

parked there.  It is bright red, and you have to admit it is one nice car! You check out some of the features you were reading about, to make sure the demo model has them to point out.

At 9:15 the first customer walks in. You know that people like a minute to look around. If you go over too soon, they are going to tell you that they just want to look and you will never get a sale. On the other hand, if you ignore them for too long, they will take a quick look around and leave. There is a fine art here... knowing when to come up and when to stay back! You watch the customer and after she has had a moment to walk around the showroom, she comes

back to that Speedo XF2  you were just examining. You decide that it is time to act, so you walk over, introduce yourself, give her your business card, offer her a cup of coffee or tea, and let her know that you are available to answer any questions she might have. She has a question about the Speedo XF2.



Good thing you did your homework!



Take a look at the last bit.

What was important about the way you, the **SALESPERSON**, got to the point where you can begin to make a sale?



Maybe you already figured it out, but let's put it another way. Suppose that you had jumped up, rushed over to the customer when she first entered the door, and blurted out "BOY HOWDY, DO I HAVE A CAR FOR YOU!"

She would have turned and left the showroom quicker than you could say "Let me tell you 'bout this deal I have."

#2 Timing.



It's about **timing**.



The **timing** in when you bring up a topic or subject. There are good times and there are bad times.

Now, this is just as true during your educational planning meeting. You have to "time" when you bring up an idea or give your opinion on something. If you don't, you end up like **SALESPERSON** with the bad timing... everything he wants goes right out the door.

Let me try to explain this timing thing in another way. Say you are working at **Burger Beast** and your boss is working the same shift. You think it is time for your boss to think about giving you a

raise, and you have decided that you will

ask him. *Assertively!*



Here are four different times during your work shift that you could bring up the topic of your raise. Put a "Y" next to those times that are good times to bring up the subject, and an "N" next to those that are not such a good time:

☐ You have just flipped a burger



onto the floor, causing the customer to have to wait for another **Burger Beast Monster Meal**.

☐ You have been working hard all day and just finished waxing the **Burger**



Beast floor to a shiny finish.

☐ The other fry chef is on break and it is only you on the grill and your boss at the cash register. There is a line of six



people at the cash register, and the drive-thru is backed out into the

street.

☐ You and your boss finished cleaning up the grill, have just locked the doors, and are almost ready to leave for the



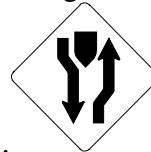
night. I'll let you figure out the good and bad times.

Helpful Hint: NO, YES, NO, & YES might be a good series of answers.

How can you tell when it is a good time or a bad time to bring up new points at your IEP meeting? Well, here are some things to consider:

1. Is someone else talking? The time is never right to interrupt someone else on the team. You will only get them upset. **Don't interrupt!**
2. Are you talking about the right topic at the time? If you have a specific employment goal in mind, and you bring it up when the team is talking about last year's goals or recreational outcomes, it is going to be ignored. **Be on topic.**
3. Do you have time to cover what you need? If you are five minutes from taking a break and you bring up a topic that takes twenty minutes to discuss, the team is not going to give enough thought to the idea. **Think Ahead!**
4. Have you heard enough of the other team members' ideas to include that in your discussion? If another team member has an idea that is different from your idea, you will be in better shape to get what you want if you can tell how it meets that team member's needs or wants. That way you can explain how your idea benefits everyone, or at least explain why it is more important to do what you want. **Listen to Everyone!**

Okay, let's go back to the car



story...


You have been talking with your customer for a long time...usually a good sign. She asked a lot of questions that showed she had been doing her homework, too. And you were able to answer all her questions, and give her more information about that Speedo XF2.



Then came the surprise.

After all that, she looks at you and says "I can buy it for the same price at a dealer that is closer to my house. That will make it easier for me to bring it in for routine maintenance."

For a moment, you think you have lost your sale. But you say there are other ways to get

that convenience, like our Gold Key  pick up and drop off service, which will come and pick up your car at your home and bring it back. Plus, that is only one factor you should take into consideration when you buy your car. You should compare our service department, the warranty, and the options we provide."

REDUCE
SPEED
NOW



What is going on here? You are trying to talk the customer into buying her car from you and not someone else. Look at the last part of that section and think about how you are doing that.




There are several ways you could get someone to change his or her mind about something. First, you could become

AGGRESSIVE!!



and threaten them. But they are going to get mad and do everything they can to keep you from getting what you want! Not a good strategy.

Alternatively, you could get real whiny and tell people that if you don't get what you want, you will just leave. But then again, if you do that, they will probably just let you leave. So that doesn't get you what you want.

Or, you could put on your persuade shoes  and take everyone to the

dance with you!



What? Persuade shoes?



Dance?



If you want to reach your goals and get what you want, you have to persuade people. Persuade. That means to convince people that what you have to say is worth listening to and might be better than other plans. So it is kind of like puttin' on some persuade shoes



and taking others to the dance!

How do you persuade people that what you have to say is worth listening to? Well, that is where the dance stuff comes in. What do you do when you dance?



You sort of move together with your partner, sometimes going one



way and sometimes another.

Sometimes you lead, other times you follow. Persuading people is sort of like

a dance. How? I'm so glad you asked. Shall we dance?

First, you have to do a kind of backward step.



You have to let the person know that **you understand what they are saying.**

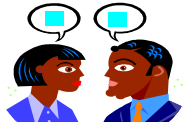


For example, your customer said that she could get the same deal at an automobile dealer near her home, which would be more convenient for her. You started persuading her by saying that convenience was an important thing to think about.

So, the first step in the persuasion dance is to take a backward step



and **restate what someone else has**



said. In your educational planning meeting you might find that someone wants to have you take a greenhouse and horticulture



course because they think that would be good for getting a job later on. You might start by saying that you agree that preparing for a job is important, but that you had something else in mind.

The next step in the persuasion dance is to take a forward step



and **show how you might achieve the same thing a different way... YOUR**



way! So, as a car **SALESPERSON** you tell the customer about the pickup and delivery service that is just as convenient for her. It meets the same needs talked about in the first step. So, for example, if you wanted to take a math course



instead of horticulture,



you might point out how that course prepares you for a job.

The final step in the persuasion dance is



to take a slide step to the right.

You do this by **telling all the other**



advantages of your plan



or idea. You could go on to show how the math class would also prepare you for post-secondary education if you decided to do that instead of going right to work after high school.

Let's see.

Step backwards



and **let people know that you understand what they said.**



Step forward



and **tell how your plan meets the**



same goal.

Take a slide step to the right
and **tell all the other benefits**



of your plan.

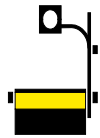


There it is... the persuasion shuffle!

Time to put on your persuade shoes




and go to the dance!



Okay. Let's look at what
you've covered this session.

☒ You learned how to be a good
salesperson at your planning meeting
by being p_____ and
communicating.

☒ You learned that t_____  is
very important. You need to know
when to persuade, when to talk,
when to negotiate, when to
compromise, and when to just sit
back and listen.

☒ You learned a new dance - the
p_____ shuffle.

First you step backward ↘

and let people know that you
u_____ what they said.



Then you step forward ↗



and
tell how y_____ plan meets the same



goals.

Finally, you take a slide step to the right





and tell a__ the other benefits



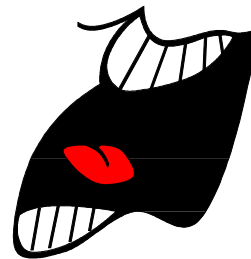
of your plan.



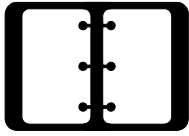
Before the next
session, you should
have:

-  Looked at how you can "sell" what
you would like to see done at your
next planning meeting.
-  Prepared yourself for the meeting by
going back and looking at topics we
have discussed in the past sessions.

Okay. So that's it for now.



Later.



Session 28 Summary Sheet - Timing and persuasion

WHOSE FUTURE GOAL 20: You will learn to communicate effectively in small group settings.

- ☒ You learned how to be a good salesperson at your planning meeting by being prepared and communicating.
- ☒ You learned that timing is very important. You need to know when to persuade, when to talk, when to negotiate, when to compromise, and when to just sit back and listen.
- ☒ You learned a new dance - the persuasion shuffle. First you step backward and let people know that you understand what they said. Then you step forward and tell how your plan meets the same goals. And finally you take a slide step to the right and tell all the other benefits of your plan.

