

CLASS 5

# 7 Steps

**Consultation  
MasterClass**

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 **timely** × *Dario*



It's important to remember that 65% of all communications are absorbed visually;

- 38% tone
- 7% words
- 65 % body language

The content of our verbal communication (what we are actually saying to clients) will only be working for us if our professional look and body gestures are working together.

Look professional and have a smile to match.



## 1) CONNECT

The “yes” frame - in the introduction of meeting them you want to ask them simple questions to which you are sure they will reply “yes” to, such as the weather:

“Are you here to see \_\_\_\_\_?”

“I understand you’re here for a \_\_\_\_\_ and \_\_\_\_\_, is this correct?”

This is called the ‘agreement frame’. This will get them used to saying “yes” to you and put them in a positive state of mind.

This will assist them in surrendering and letting go.



## 2) RAPPORT

Here is how you discover the modality:



**Visual 40% of population.** Will use words such as: see, clear, clarity, vision, imagine, picture. They usually speak fast (as a picture has a thousand word). They look up to access their information.



**Kinaesthetic 40% of population.** Will use words like: feel, felt, touch, heat, feeling, gut instinct, soft, smooth. They usually speak more slowly – as they are digesting your words. They usually look down to access information.



### 3) MODALITY



Here is how you discover the modality:



**Audio 10% of population.** Will use words like: hear, sound, music, speak, talk, chat. They will usually turn their head to the side when they are listening to you speak and they may not need to look at you. They look to the sides to access information.



**Analytical 10% of population.** Language built on the business world – logic, KPI, exact, calculate, analyse. They always try to put things in order.

*Please note this will take some practice, just have fun with it, and it will come naturally to you.*



### 3) MODALITY

### Tonality

Ups and downs of their voice.

### Modality

Visual, kinaesthetic, audio, analytical. Use this language.

### Body language

Do not mirror or match clients who are angry or appear sad.

Do not make mirroring and matching obvious or too accurate, be sure to put your own personality into it as you are presenting yourself in communication with the client.



## 4) MATCH & MIRROR YOUR CLIENT

### Nice / Shy Clients

If your client is nice or shy, sit down in front of them at eye level. Always turn your client away from the mirror so they will focus on communicating.

### Controlling clients

Abrupt or rude, she is probably nervous. This resistance will mean a lack of rapport.

*TIP: to handle this is to stand in front of them with self-belief and certainty while you match and mirror. Ensure your voice is calm and assertive.*

Your certainty must exceed their doubt about the process.

Be sure to clarify everything with this person, to ensure that it is agreed that you are on the same page, it also gives room to incorporate the “yes” frame, putting them in a more accepting place.



## 4) MATCH & MIRROR YOUR CLIENT

Remember you are the professional, they are the client.

They have come to you for your advice, so you have to listen and give 100% of yourself to the client's needs and wants.

To be 100% listened to is rare and will build rapport quickly.

Empty yourself before you talk with a client and when she talks to you, let it pour into you. Remember this service is 100% about them.

If you make it about the client, they will never forget it and will recommend you.



5) ALWAYS USE  
COMMAND TONALITY

Focus on quality, communication effectiveness and rapport.

Clarify what you take in from the client so that you can build an even higher level of rapport, and to ensure that they feel understood, this also gives an opportunity for a “yes” frame.

“So what I’m hearing is \_\_\_\_\_. Is this correct?”



5) ALWAYS USE  
COMMAND TONALITY

Your body language generates your emotional and physical responses to all you encounter in life.

The more fluent you are in comprehending and gently responding to your body language, the more you will know yourself, and embody a sense of humble self confidence, health and wellbeing.

When you act with this intention you will see this come back into your life.



## 6) DECODING BODY LANGUAGE

You will develop a verbal model of the world that complements and clarifies the language of emotion spoken by your body so what you say matches what you do.

93% of communication is non-verbal. Including tone of voice, eye movement, posture, hand gestures, facial expressions and more.

The pressure of body language can especially be felt in emotional situations.

Body language usually prevails over words.



## 6) DECODING BODY LANGUAGE

Hand signals can communicate without the use of any speech.

Touching communicates.

Touching can be friendly or it can be aggressive.

The way a person stands reflects their level of confidence and comfort levels. If a person stands tall to speak they are seen as more confident. If someone is standing with their hands in their hips, this can indicate aggression or alertness.



## 7) GESTURES



## Gestures and Meanings:

**Gesture:** Sitting with legs crossed, foot kicking

**Meaning:** Boredom

**Gesture:** Sitting, legs apart

**Meaning:** Open, relaxed

**Gesture:** Arms crossed on chest

**Meaning:** Defensiveness



## 7) GESTURES

CLASS 6

# Consultation Experience

**Consultation  
Masterclass**  
**Dario Cotroneo**

WEDNESDAY 11TH NOVEMBER  
8AM GMT. 7PM AEST. 9PM NZT

