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Nota di contenuto	The Power of Understanding People: The Key to Strengthening Relationships, Increasing Sales, and Enhancing Organizational Performance; Contents; Preface; Introduction: We Are All Delusional!; Sociocultural Schemas; Interactive Styles; Hollywood Style!; A Disclaimer; The Assessment; Chapter 1: Understanding Romantics and Warriors: It's Feelings versus Logic for These Styles; Romantics; Warriors; Chapter 2: Understanding Experts and Masterminds: Tried and True Contrasted with Possibilities; Experts; Masterminds; Chapter 3: The 12 Interactive Combinations-Hollywood Style!; The Best Friend The Love InterestThe Crusader; The Hired Gun; The Sage; The Power Broker; The Voice of Reason; The Specialist; The Detective; The Eccentric; The Social Reformer; The Adventurer; Chapter 4: Recognizing Each Style: The Behavioral Cues That Might Indicate Another Person's Style; How Do I Recognize Romantics and Warriors?; How Do I Recognize Experts and Masterminds; Chapter 5: Leading Each Style: Creating a High- Performing Culture by Understanding Interactive Style; Coaching and Counseling by Style; Progressive Counseling; Things to Consider When Counseling Each Style

Chapter 6: Selling to Each Style: You Can Expand Your Market Share by Adjusting to Your Consumer's Interactive Style Establish Rapport; Framing Tips; Common Objections; Handling Objection Model; Chapter 7: Providing Customer Service to Each Style: The Key to High Customer Satisfaction Results Is Adjusting to the Customer's Style; Behavior Breeds Behavior; You Can Choose Your Behavior; Positive Behavior Overcomes Negative Behavior; Interact with People the Way They Prefer; Serving the Romantic; Serving the Warrior; Serving the Expert; Serving the Mastermind; LAST Model of Service Recovery
Chapter 8: Personal Relationships and Interactive Style: Better Understand Family and Friends and Enhance Your Marriage Conflict Resolution; A Model for Conflict Resolution; Conclusion: The Unusual Goal of an Educator; Index

Sommario/riassunto

"How to build lasting connections through meaningful communication
Developing successful relationships is critical to our success in both our personal and professional lives. The Power of Understanding People shows you how to establish and develop extremely effective relationships by providing you with techniques to better identify and understand the intrinsic needs of others. As a result, you will achieve better team dynamics, increased sales and client satisfaction, higher levels of employee engagement and performance, and even more satisfying marriages and friendships. This book provides the tools to understand others' unique communication style as well as your own. Get detailed advice on how to adjust to diverse communication styles, develop a unifying language for the organization, and better match motivational techniques to team members. Through storytelling and experiential exercises, author Dave Mitchell helps you gain insight into your own unique interaction style and teaches you how to communicate, motivate, sell, and service more successfully no matter the personality types involved. Offers insight into the behavior cues and questions to ask to better understand someone's interactive preferences Explains how to enhance your sales efforts by better targeting your brand message to the client's style so that your products/services resonate with them more Examines strategies for creating a high performing work environment and achieve greater customer service excellence Contains conflict resolution strategies, including how to effectively work out differences within a team, between work units, with customers, and even in your personal life Armed with the ability to interpret the behavior of the people around you, you will achieve greater levels of success at work and at home while also learning how to better handle the difficult situations involving people in your life"--
