

INFLUENCING FOR RESULTS: **CHEAT SHEET FOR DIRECTORS**

1 SECTION ONE: Begin a Needs Assessment with the Verbal Agenda

To set the stage for positive influence, a clear **Verbal Agenda (VA)** is crucial. It engages the parent and sets up the transition to Investigate.

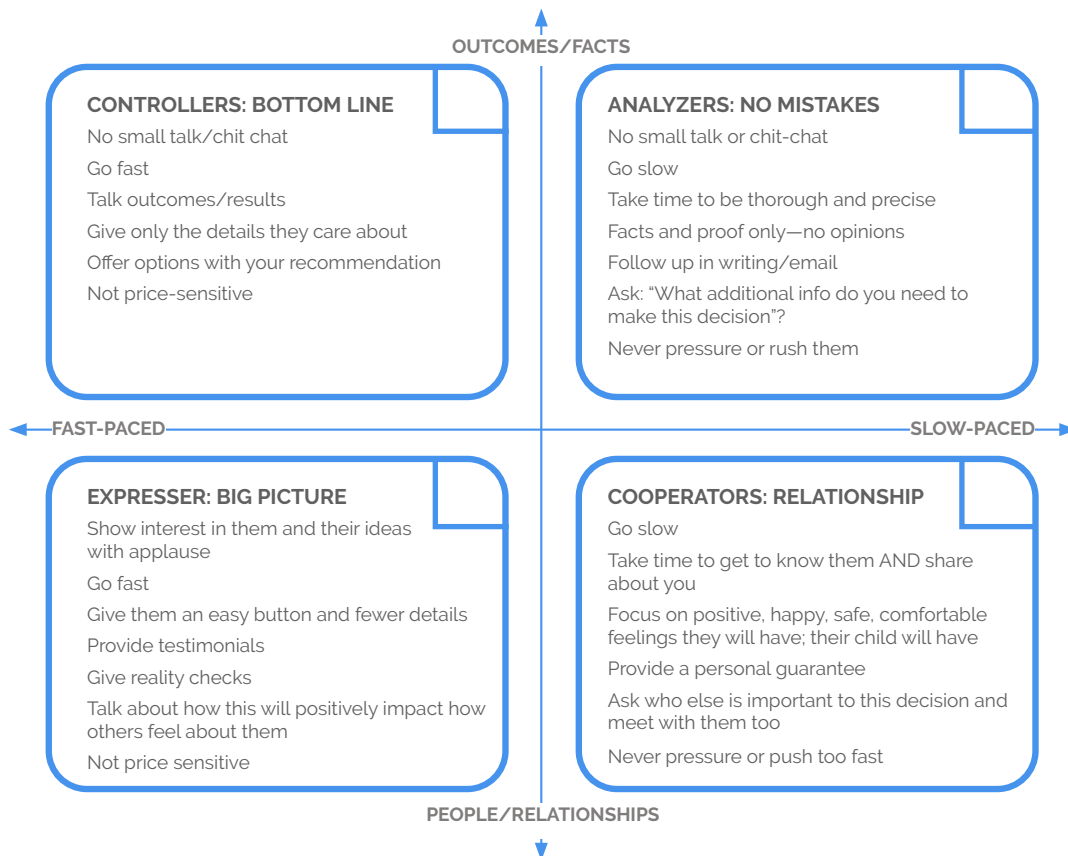
Your Verbal Agenda should:

- Explain you'll be asking questions.
- Explain that you'll be sharing information that's relevant to them.
- Explain that you'll discuss next steps together.
- Ask if there is anything else they'd like to add to the agenda.

MY VERBAL AGENDA

2 SECTION TWO: Go Deeper Into Needs Assessment with Buying Styles

Use a simple process to determine a person's needs and decision-making style using observable behavior. Assess the parent's patience and orientation and check the upper right area on the grid sections to indicate their buying style.



MY IFR **CHEAT SHEET**

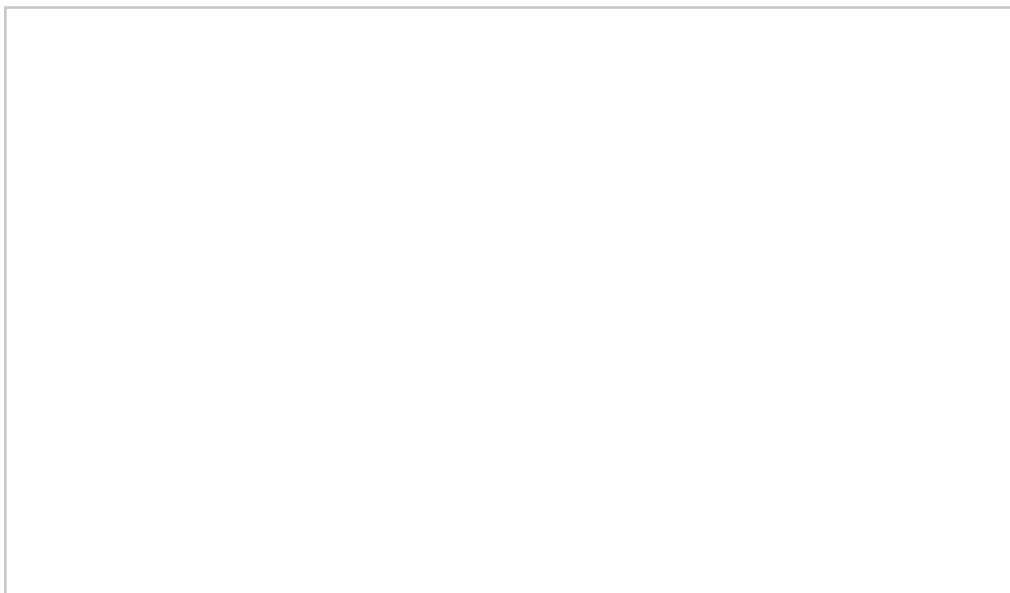
3 **SECTION THREE:** Transition from Needs Assessment with Investigate Questions

Investigate questions are the powerful tools you use to delve deeper into understanding the needs, concerns, and objections that a parent may have.

To craft your **Investigate questions**, consider starting with:

- Describe . . .
- Explain . . .
- Share . . .
- Tell . . .
- Give . . .
- Help me understand . . .

MY INVESTIGATE QUESTIONS (WRITE AT LEAST 8 QUESTIONS)



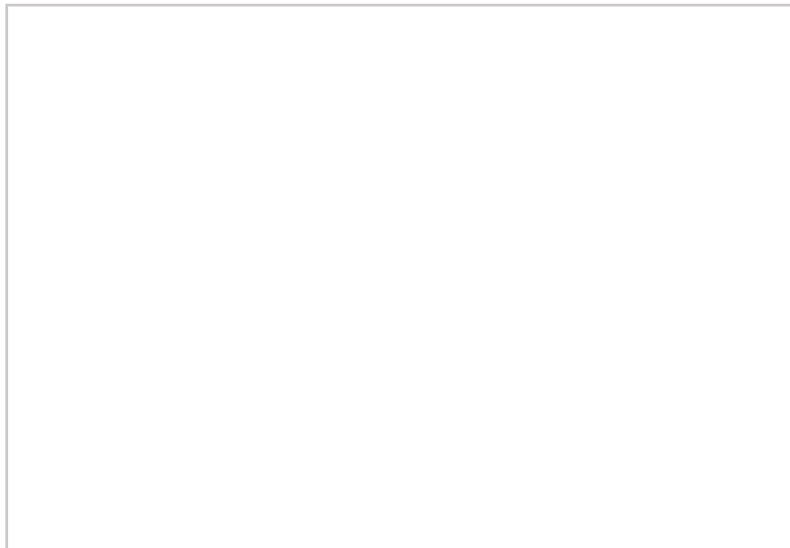
4 **SECTION FOUR:** Launch Your Benefits Presentation with a Verbal Summary

MY VERBAL SUMMARY (WRITE 4 SHORT STATEMENTS)

A **Verbal Summary** is your safety net. It ensures that you have accurately understood the conversation and are prepared to offer a solution.

Your **Verbal Summary** should include:

- So what I heard you say was . . .
- What I think that means is . . .
- Did I get that right?
- Is there anything else?



5 **SECTION FIVE:** Reflection and Practice

Use the space below to practice summarizing a recent conversation. What did you understand? Is there anything you can improve on next time?

- How might you improve your **Verbal Agenda**?
- How did you identify the parent's **Buying Style**?
- Which **Investigate question** worked well?
- How might you improve your **Verbal Summary**?

MY NOTES SECTION:

During my next parent visit, I will focus on improving . . .