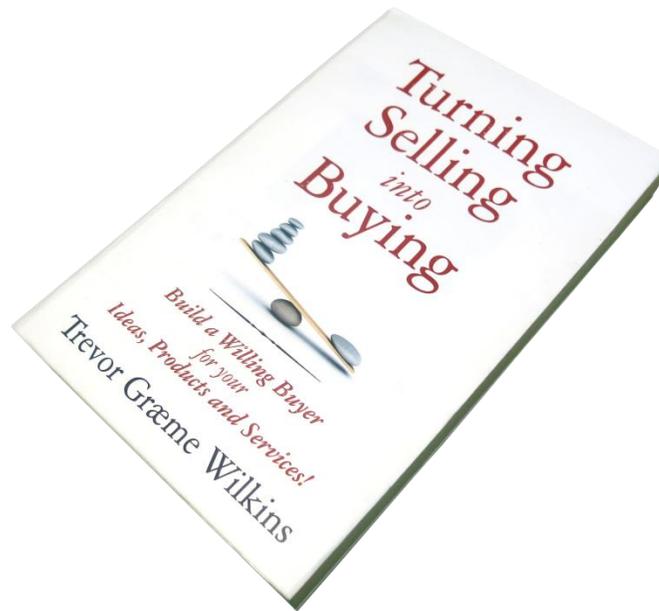


---

# TURNING SELLING INTO BUYING<sup>®</sup> WORKSHEET



## Chapter 2: How People Communicate & Influence



Downloadable now from [goo.gl/jouFq](http://goo.gl/jouFq) or by selecting it later from:  
<http://turningsellingintobuying.com/tsb-book-links/>

v2.3



Tell me and I may forget

Show me and I can remember

Engage me and I will understand

*Confucius 5<sup>th</sup> Century BC*

This **Turning Selling into Buying**<sup>®</sup> documentation and its associated processes and techniques are the copyright and intellectual property of Trevor Græme Wilkins.

This material is supplied solely for the personal use of the purchaser of any *Turning Selling into Buying* book or study material.

This material may not be copied or reproduced in any form or for any purpose, unless specifically specified on the individual document.

This document is not a licence for the use of the BCI Programme within the user's company, partners or customers. Nor is it a licence to use any 'subscription only' parts of the *Turning Selling into Buying Learning Hub*<sup>™</sup>.

Specifically, this material may not be used in any other internal or external work, project or coaching that is carried out at the user's organisation. This includes training, consultancy, mentoring, sales management, marketing, product management or project planning without the prior approval of Trevor Græme Wilkins or his agent.



---

---

## SELF-TEST QUESTIONS & SELF-DEVELOPMENT ASSIGNMENTS

### CHAPTER 2 — HOW PEOPLE COMMUNICATE & INFLUENCE — SEE ANNEX A FOR ANSWERS

---

#### SELF-TEST QUESTIONS

- 2.1. What desired outcome sets TSB apart from old-school approaches to influence?
- 2.2. What's the difference between a TSB Foundation and a TSB Mindset?
- 2.3. List two of each (then go back and re-read the ones you couldn't list)

#### THE HUMAN COMMUNICATION MODEL

- 2.4. List the 5 senses always delivering information to you —unconsciously & consciously
- 2.5. How many parallel information flows can your mind *consciously* process at once?
- 2.6. List four ways your mind might cause you to respond to the information it receives

#### FILTERS

- 2.7. Describe two people with different 'models of the world' and why they find communication is difficult
- 2.8. List the three types of filtration that our neurology carries out
- 2.9. Give three examples of information being deleted — each using a different sense
- 2.10. Give two examples of a distortion filter in operation
- 2.11. Give two examples of a generalisation
- 2.12. What can you do to recover missing information when someone talks to you but it's clear to you that they're deleting, distorting or generalising?
- 2.13. List three of the seven *advanced filters* and give one example of each

2.14. List three examples of the influences on each of us that create the filters we use

2.15. What does *State* mean?

#### **FRAMES**

2.16. What is a *Frame*? What is a *Reframe*?

2.17. Give one example each of a reframing question, and a reframing statement

2.18. Describe a recent experience of being reframed by someone else, or you reframing them

#### **INFLUENCE**

2.19. What is the definition of the *Fulcrum of Influence*?

2.20. Name as many of the 6 steps on the Fulcrum of Influence as you can; from 'least effective change' to 'most effective change'

#### **TSB MINDSETS**

2.21. What are the 4 TSB Mindsets?

2.22. What does SWIFM stand for?

2.23. What is the Mother of all Screw-Ups?

2.24. In which situations is the ability to 'sit on the other side of the table' most useful?

2.25. What are the two components of 'Precision Listening'?

2.26. What must you be consciously aware of in Active Listening?

---

---

**SELF-DEVELOPMENT ASSIGNMENTS**

**CH 2 ASSIGNMENT 1 — PROTECTING YOURSELF FROM OVERLOAD**

Practice being aware of how your mind filters everything you experience. As you go through your day, become *conscious* of the sounds that you weren't hearing before you started to focus. Then move onto seeing and the other 3 senses. If you cook some strong-smelling fish for dinner, be aware of how little you smell it once your mind 'is used to it'

**CH 2 ASSIGNMENT 2 — D, D, G FILTERS**

Become aware of the next level of detail — how you delete, distort and generalise every day — when you think about things, when you speak to other people, when you write them down. Do you have any bad habits? Do have any good habits? Once you're comfortable, start to observe how other people use the same filters

**CH 2 ASSIGNMENT 3 — FRAMES**

During your day, you'll be in different situations — at home, at work, at play; with friends, with colleagues, with your boss; outdoors in the sun, indoors in the shade. Become aware of how you are 'setting a different frame' for your observation in each place. Does it vary? Is that difference useful? Is it obvious to those around you?

**NOTES AND ACTIONS:**
