

next tuesday afternoon

august 28, 2007

Did you know that by the time you're eight years old you've developed a primary learning style? I learned this from an introduction to Neuro-Linguistic Programming (NLP) – or in layman's terms – understanding communication at its core and how to use it to build relationships in any environment. Part of the basic training is a review of the three primary learning styles: visual (V), auditory (A) and kinesthetic (K).

VAK starts with V - the visual learner - who is very quick because they see pictures as they're thinking. They're very organized and have especially neat desks (you know who you are). Recognize what they're saying and if you notice verbs like "look" and "see", you'll know that this person is predominantly visual, so when communicating, say it in pictures.

Auditory folks are all ears. They basically tape record information, and it takes them longer to sort things out before they act. Many will turn their ear toward you, and use words such as "listen" and "hear." Hang on their every word and you'll get through to them successfully.

Have you ever shuddered at the sight of a messy desk? You've just encountered a kinesthetic learner – a touchy, feely sort. When showing them a house, they will actually open the oven door and even touch the stone on the fireplace. If you email a photo to them, it will leave them absolutely cold. They would rather have the actual photo to touch and feel. If you are trying to do business with them, give them plenty of time to process how they feel about it.

As far as the population goes, 45% of us are visual, 35% kinesthetic and 19% auditory. Where is that other 1%? Well, some of us are genius communicators who are adept in all three - think Shakespeare and The Beatles as those who have and will continue to survive the ages. It's fascinating in and of itself but its application to marketing is ultra-dynamic. 98-99% of the population use two styles, but very little of the other. All the more reason to cover all three bases. Check it out at StephanieShipper.com.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

Lisa Davis
859.225.2684
Lisa@OneAlliance.com

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