

How many people do we employ?



13,000 people!
That's a lot!!

How many people visit our pools each year?

An aerial photograph showing a vast, dense crowd of people gathered on a wide beach. The crowd is composed of many small, colorful dots, suggesting a large gathering of diverse individuals. The beach stretches from the foreground towards the ocean, where the waves are visible. The sky is overcast and grey. The text "4.5 million visits – every year!" is overlaid in yellow on the left side of the image.

4.5 million visits – every year!

It's fair to say that people
are **crucial** to our industry...



**how do you get
John motivated??**



**What would make
Carol happy?**



**What does
Ahmet need
from his pool
experience?**

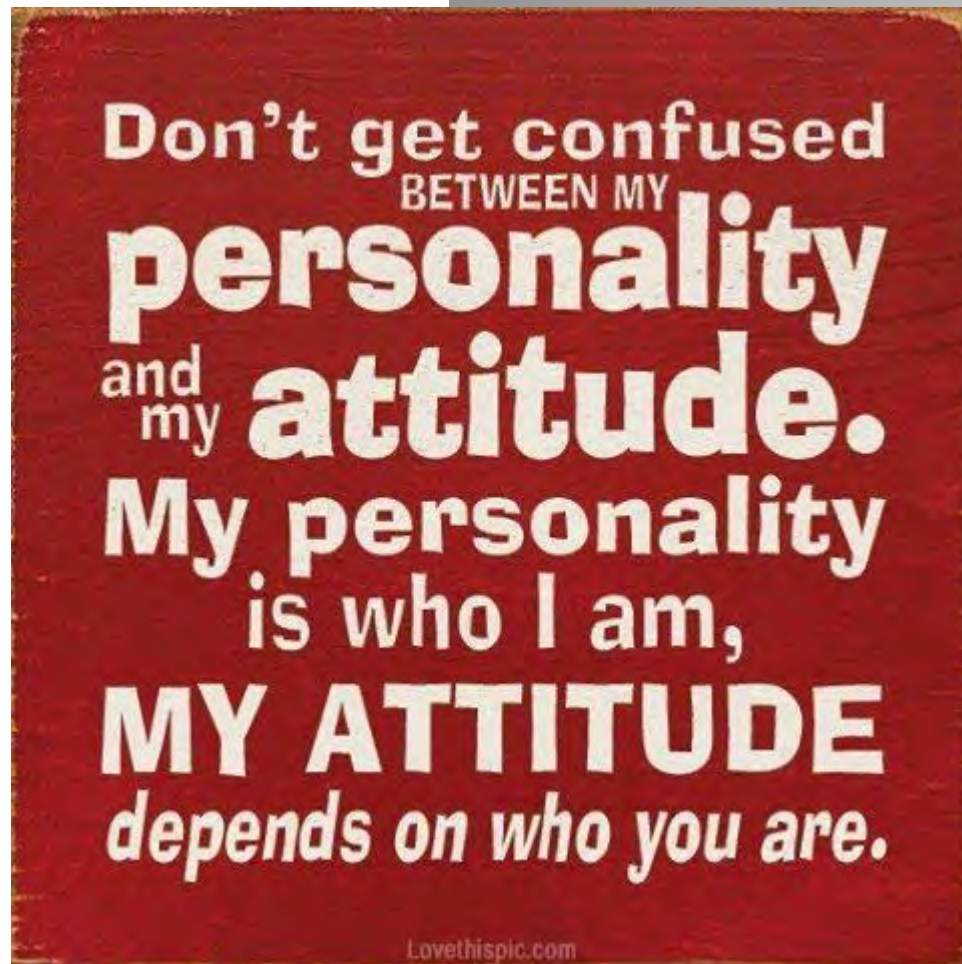


Exceptional Experience

Dealing with People is Magic

You run a people
organisation

Knowing what to say to whom can makes dealing with people fun.



Know your audience!

- **VW Commercial.... THE TOUGH SELL**

Dealing with People is about relating.

Why do you get on better with some types of people?

Why do people respond differently to you?

How can you relate better to your clients & staff?

How can you improve your staff performance?



Always remember.

People respond well to
people they _ _ _ _ .

What personality type are they ?



Who are you ?



Personality Quiz.



How to complete it....

Write a “4” next to the word that is most like you
Write a “1” next to the word that is least like you

Column 1		Column 2		Column 3		Column 4	
Directing	1	Influencing	2	Steady	4	Cautious	3
Decisive		Optimistic		Patient		Restrained	
Daring		Enthusiastic		Stable		Precise	
Competitive		Talkative		Amiable		Analytical	
Forceful		Charming		Easygoing		Curious	
TOTAL		TOTAL		TOTAL		TOTAL	

Write a “3” next to the word that is next most like you
Write a “2” next to the word the final blank word



How to complete it....

Fill in all the rows with number 1,2,3,4

Column 1		Column 2		Column 3		Column 4	
Directing	1	Influencing	2	Steady	4	Cautious	3
Decisive	2	Optimistic	1	Patient	4	Restrained	3
Daring	2	Enthusiastic	1	Stable	4	Precise	3
Competitive	1	Talkative	4	Amiable	3	Analytical	2
Forceful	3	Charming	1	Easygoing	4	Curious	2
TOTAL	9	TOTAL	9	TOTAL	15	TOTAL	13

Total each column

Circle your highest one



Your turn....

Write a “4” next to the word that is most like you
Write a “1” next to the word that is least like you

Column 1		Column 2		Column 3		Column 4	
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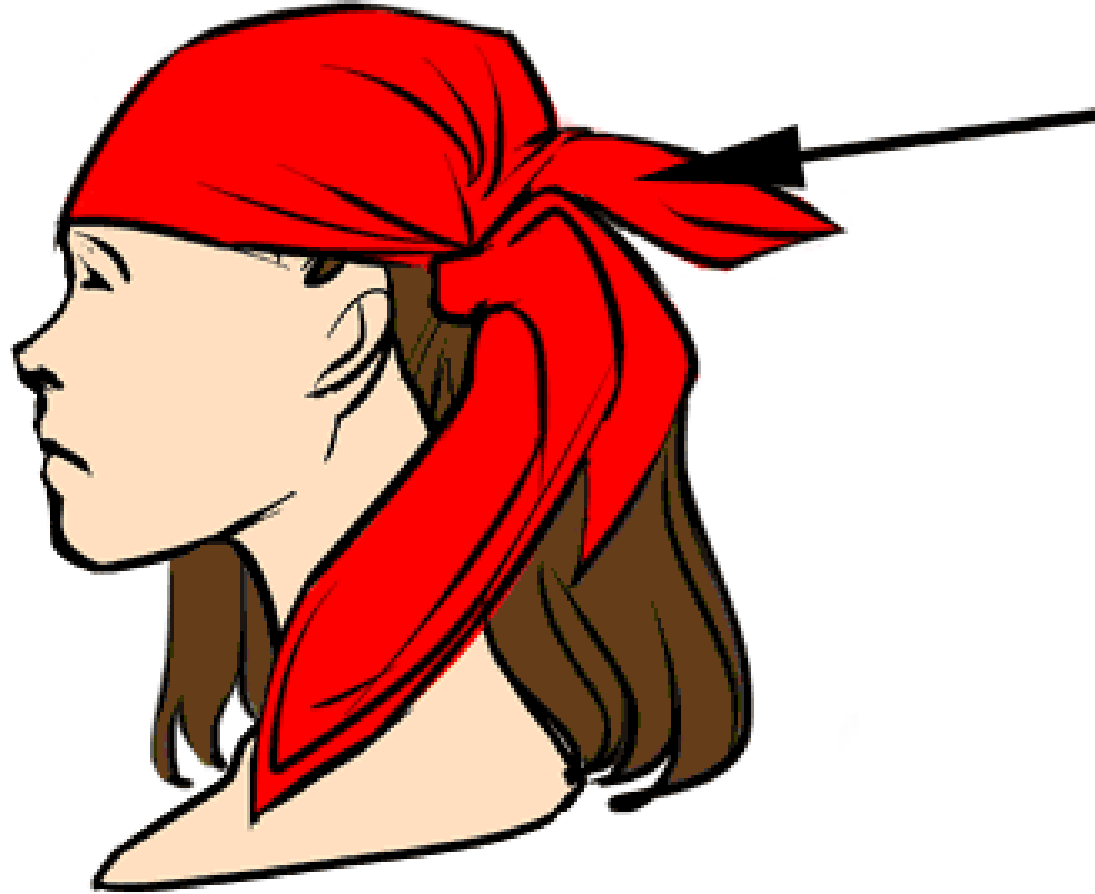
Bandana Time

Red

Yellow

Green

Blue



Personality types

Red

Dominant

Yellow

Influencing

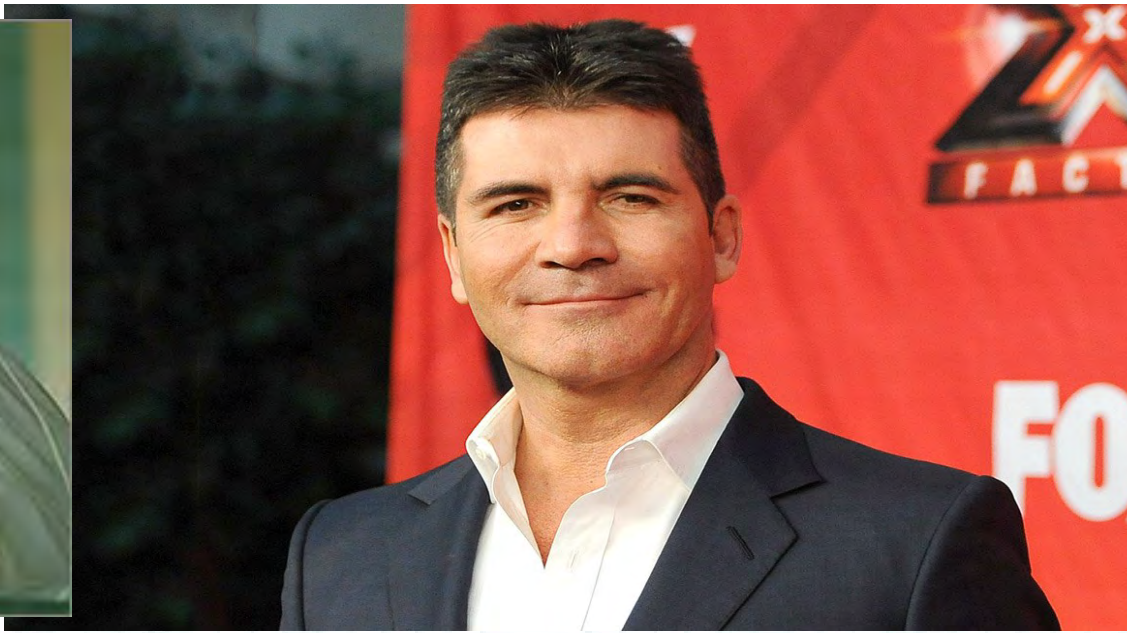
Green

Steady

Blue

Conscientious





Dominant

What is in it for me?

Personal achievement.

Results it will bring – the bottom line!

Wants to be in control.

Fast Paced.

Impatient. Selective listening.

Reds may seem to be blunt,
angry or aggressive.

But it is just them. In reality a
RED is an easy person to deal
with.

Show them the benefits (quickly)
What's in it for them.

Don't deal in Features rather
outcomes (BENEFITS).



Influencing

Positive, likes limelight.

Social recognition, happy environments.

Outgoing - Love to chat, tell stories and give their opinion.

Take rejection personally.

Fast paced, Spontaneous, Flashy.

Lack attention to detail and follow through.



Connect with them on a personal level. Talk, Talk Talk and build the relationship.

Ask open ended questions to create conversation, **pay compliments** and use social proof.

Testimonials.

Remember:

Keep the conversation going.

Not too much detail.

Listen to them.

Pictures and touching products.

Its all about them! Make them feel good about themselves



Nelson Mandela
1918-2013



Steady

Helpful, go with the flow.

Love stability and Maintaining status quo.

A safe pair of hands

Takes time to work things through.

Fear of change.

Slow paced

Long winded. Relies on processes.

Cares about relationship & others

Show Sincere interest in them.

Find some common ground, be open.

Be patient and draw out their goals slowly

Talk softly, Don't be Flashy.

Talk about service and support as these are very important to Greens

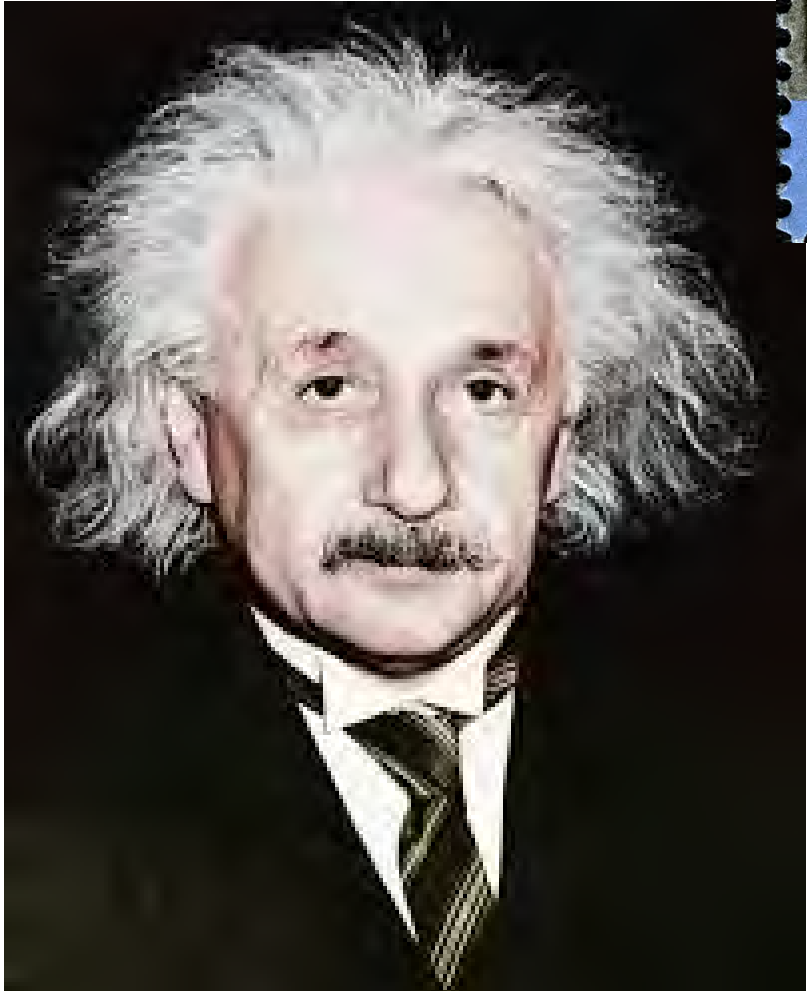
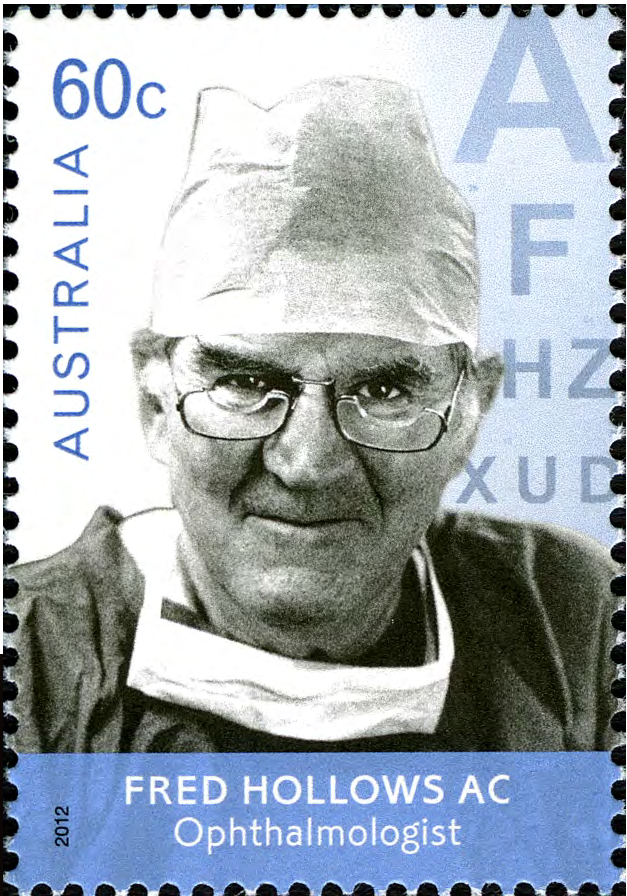
A green will almost always want to seek assurance from others.

Testimonials.

Don't be a pushy person!

Talk in terms of the benefits to them **and their family**.

Build rapport slowly and social proof has been established.



Conscientious

Attention to detail, work from the book.

Like being correct, having the right information.

Take time to give things a tick of approval.

Take things personal.

Slow paced, analytical and deliberate.

Tend to over analyse. Like perfection.

Dealing with a Blue

Stick to **details and facts**.

Get the ducks in a row.

Be logical and methodical.

Cover both sides, pros and cons.

Use charts, graphs and data.

Support what you say.

They want to know both the features and the benefits they will deliver.

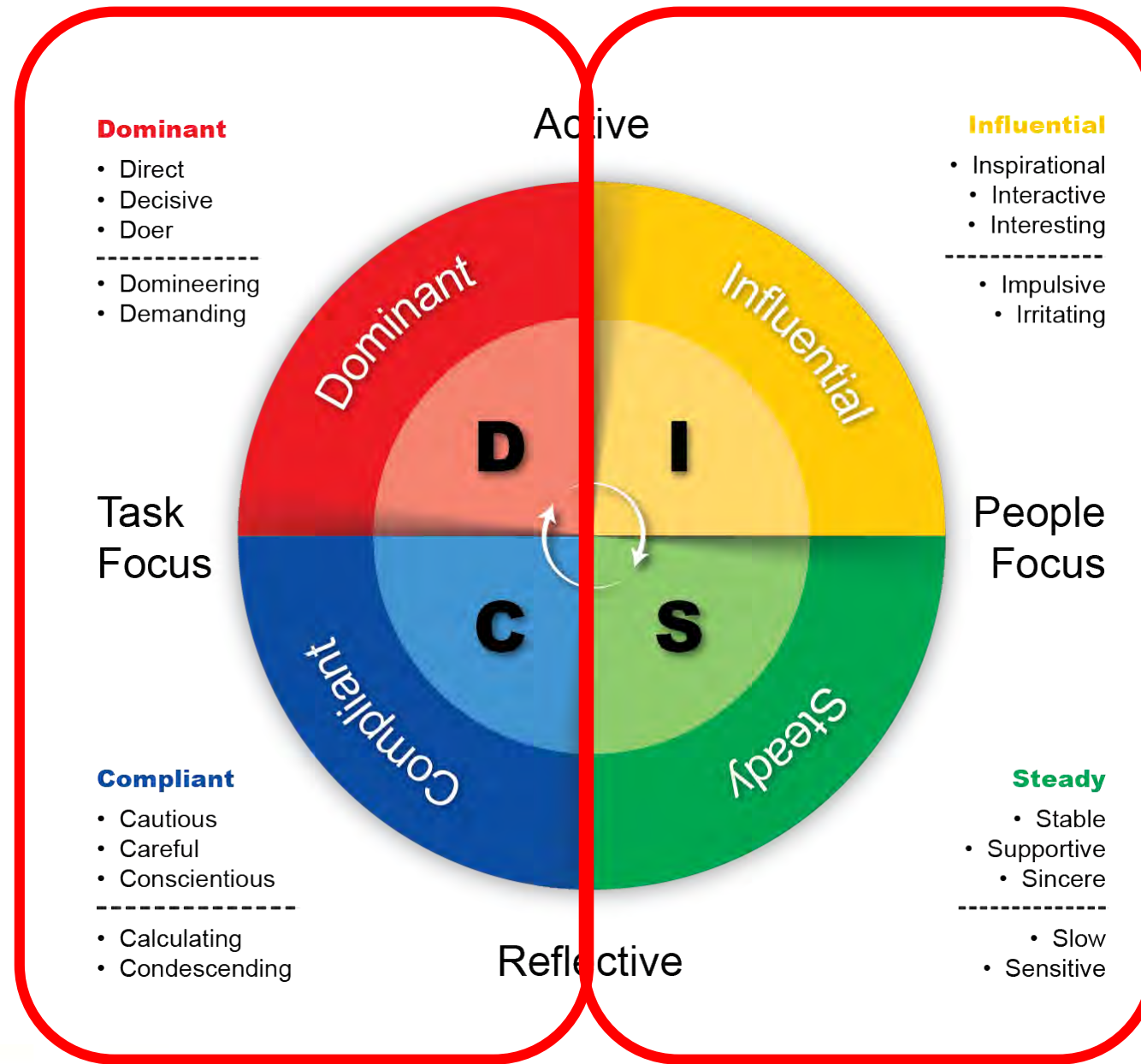
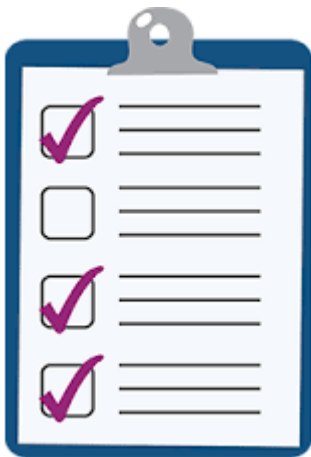
A **detailed** website brochure is great here.

Testimonials.

How can you tell what your staff / customers are?

DISC Profile - Refresher

TASK FOCUSED

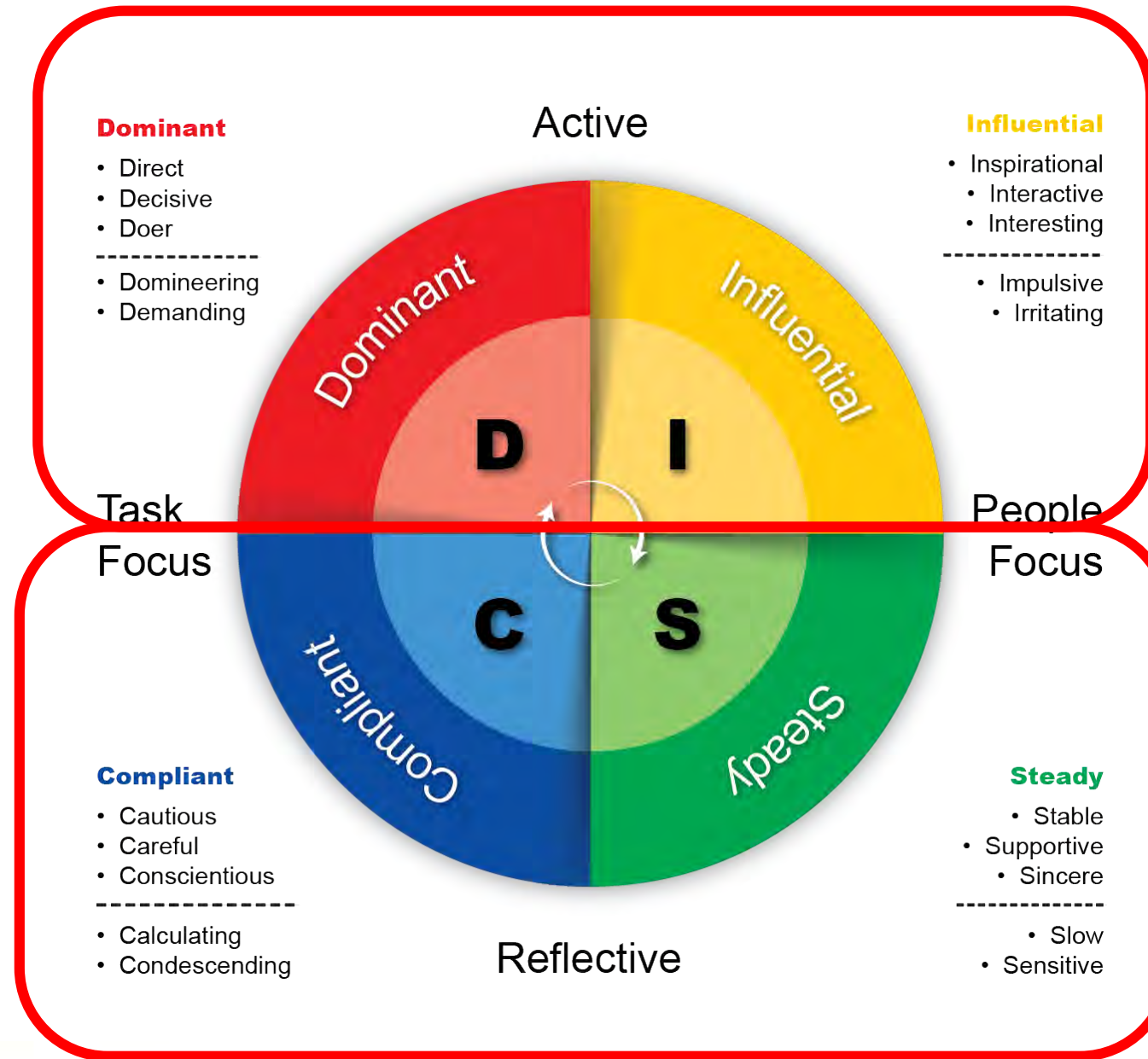


PEOPLE FOCUSED



DISC Profile - Refresher

FAST PACED



SLOWER PACED



Dealing with People is about relating.

- Deal with people how they want, not how you want
- Flex your style to suit the person
- We all have a little of every style – use that!
- Practice it, use it on:
 - Staff – recruitment, reviews, training
 - Customers – sales, service, support
 - Friends & Family



Exceptional Experience

