



Solution Creator
Identify | Release | Create

PREDICATES

VISUAL

Memorize by seeing pictures and are less distracted by noise. Often have trouble remembering and are bored by long verbal instructions because their mind may wander. They are interested by how the program looks.

see
look
view
appear
show
dawn
reveal
envision
illuminate
imagine
clear
foggy
focused
hazy
crystal
picture

AUDITORY

Typically are easily distracted by noise. They can repeat things back to you easily & learn by listening. They like music and like to talk on the phone. Tone of voice and the words used can be important.

hear
listen
sound(s)
make music
harmonize
tune in / out
be all ears
rings a bell
silence
be heard
resonate
deaf
mellifluous
dissonance
question
unhearing

KINESTHETIC

Often they talk slowly and breathy. They respond to physical rewards & touching. They memorize by doing or walking through something. They will be interested in a program that feels right or gives them a gut feeling.

feel
touch
grasp
get hold of
slip through
catch on
tap into
make contact
throw out
turn around
hard
unfeeling
concrete
scrape
get a handle
solid

UNSPECIFIED

They spend a fair amount of time talking to themselves. They memorize by steps, procedures, sequences. They will want to know the program makes sense. They can also sometimes exhibit characteristics of other rep systems.

sense
experience
understand
think
learn
process
decide
motivate
consider
change
perceive
insensitive
distinct
conceive
know

Speech Patterns

1. Quickly Grouped Words
2. Lots of interruptions with "um", or "ah"

1. Deliberate Phrasing
2. Long Complicated Sentences

Processing Patterns

1. Quickly with a minimum of detail
2. Will let you know unconsciously when they understand by changing the subject

1. Extensive Detail
2. Will not give indication of understanding unless you ask

Decision Thrust

1. Abstract to Global
2. Speculator, gambler

1. Fundamentals to Specific
2. Investor, speculator

Close On

"Be ready to take advantage of an opportunity..."

"Let's study the markets & plan some strategies"

Tone of Voice for Close

Slightly fast and excited

Thoughtful, considerate & just above



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LIST OF PREDICATE PHRASES

VISUAL

An eyeful
Appears to me
Beyond a shadow of a doubt
Bird's eye view
Catch a glimpse of
Clear cut
Dim view
Flashed on
Get a perspective on
Get a scope on
Hazy Idea
Horse of a different color
In light of
In person
In view of
Looks like
Make a scene
Mental image
Mental picture
Mind's eye
Naked eye
Paint a picture
See to it
Short sighted
Showing off
Sight for sore eyes
Staring off into space
Take a peek
Tunnel vision
Under your nose
Up front
Well defined

AUDITORY

Afterthought
Blabbermouth
Clear as a bell
Clearly expressed
Call on
Describe in detail
Earful
Give an account of
Give me your ear
Grant an audience
Heard voices
Hidden message
Hold your tongue
Idle talk
Inquire into
Keynote speaker
Loud and clear
Manner of speaking
Pay attention to
Power of speech
Purrs like a kitten
State your purpose
Tattle-tale
To tell the truth
Tongue-tied
Tuned in/tuned out
Unheard of
Utterly
Voiced an opinion
Well informed
Within hearing
Word for word

KINESTHETIC

All washed up
Boils down to
Chip off the old block
Come to grips with
Control yourself
Cool/calm/collected
Firm foundations
Get a handle on
Get a load of this
Get in touch with
Get the drift of
Get your goat
Hand in hand
Hang in there
Heated argument
Hold it!
Hold on!
Hothead
Keep your shirt on
Know-how
Lay cards on table
Pain-in the neck
Pull some strings
Sharp as a tack
Slipped my mind
Smooth operator
So-so
Start from scratch
Stiff upper lip
Stuffed shirt
Too much of a hassle
Topsy-turvy

If I could **SHOW** you an **ATTRACTIVE** way in which you could (potential benefit or their values), you would at least want to **LOOK** at it, wouldn't you?

If this **LOOKS GOOD**, to you we will go ahead and **FOCUS** on getting the paperwork in.

If I could **TELL** you a way in which you could (potential benefit or their values), you would at least want to **HEAR** about it, wouldn't you?

If this **SOUNDS GOOD**, to you we will go ahead and **DISCUSS** how to set up an account.

If I could help you **GET A HOLD OF** a **CONCRETE** way in which you could (potential benefit or their values), you would at least want to **GET A FEEL FOR IT**, wouldn't you?

If this **FEELS GOOD**, to you we will go ahead & set up an account by **HANDLING THE PAPERWORK**.



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FAVORED REPRESENTATIONAL SYSTEMS

V: Visual

People who are visual often stand or sit with their heads and/or bodies erect, with their eyes up. They will be breathing from the top of their lungs. They often sit forward in their chair and tend to be organized, neat, well-groomed and orderly. They are often thin and wiry. They memorize by seeing pictures, and are less distracted by noise. They often have trouble remembering verbal instructions because their minds tend to wander. A visual person will be interested in how your program LOOKS. Appearances are important to them.

A: Auditory People who are auditory will quite often move their eyes sideways. They breathe from the middle of their chest. They typically talk to themselves, and can be easily distracted by noise. (Some even move their lips when they talk to themselves.) They can repeat things back to you easily, they learn by listening, and usually like music and talking on the phone. They memorize by steps, procedures, and sequences (sequentially). The auditory person likes to be TOLD how they're doing, and responds to a certain tone of voice or set of words. They will be interested in what you have to say about your program.

K: Kinesthetic People who are kinesthetic will typically be breathing from the bottom of their lungs, so you'll see their stomach go in and out when they breathe. They often move and talk verry slooowly. They respond to physical rewards, and touching. They also stand closer to people than a visual person. They memorize by doing or walking through something. They will be interested in your program if it "feels right", or if you can give them something they can grasp.

Ad: Auditory Digital This person will spend a fair amount of time talking to themselves. They will want to know if your program "makes sense". The auditory digital person can exhibit characteristics of the other major representational systems.