

## Know your Card Member's Communication Preference

We all have a preferred way of processing and presenting information. Some of us need to see stuff, some of us need to hear stuff and some of us need to feel stuff! It's part of our makeup and we give clues to our preference in the way we speak.

- Someone who likes to see stuff use visual language "This looks good".
- Someone who likes to hear stuff will use auditory language like "This doesn't sound right".
- Someone who likes to feel will use kinaesthetic language "I'm not comfortable with this".

Most people have a preference for how they process information - visual, auditory and kinaesthetic.

Look at the table below for some phrases and words to look out for.

If you can present information in a way that the Card Member likes to process it, then you are a super rapport builder!

	Phrases	Words	You Say
Visual	<ul style="list-style-type: none"> <li>• I see what you mean.</li> <li>• Show me what you mean.</li> <li>• You'll look back on this and laugh.</li> </ul>	Appear, Aspect, Clarify, Dark, Demonstrate, Expose, Flash, Hindsight, Glimpse, Illusion, Perspective, Show, Spectacle Fantasy, Mirage.	I see what you mean? Would you like to look into other offers? Picture the situation
Auditory	<ul style="list-style-type: none"> <li>• We are on the same wave length</li> <li>• That rings a bell</li> <li>• That music to my ears.</li> </ul>	Alarm, Articulate, Ask, Discuss, Earshot, Gossip, Harmonize, Hear, Listen, Loud, Mention, Music, Tune, Eloquent, Synthesize	Does that ring a bell? Have you heard about our new deals? Listen to this for spec list
Kinaesthetic	<ul style="list-style-type: none"> <li>• Keep in touch.</li> <li>• I can grasp that idea.</li> <li>• They're just scratching at the surface.</li> </ul>	Affected, Cold, Firm, Flow Gentle, Grasp, Grip, Hold, Hard, Heated, Hunch, Impact, Touch, Feel, Rough	I get what you mean. Let's see what we can get hold of... How would that feel?