THE POWER OF UNDERSTANDING

Understand before you seek to be understood.

Before you seek to understand, it’s vital that you first establish a degree of liking, trust and rapport.

BE LIKEABLE

Your success in life is determined by the choices you make and other people’s choices about you.

People tend to work best with people they like.

Six ways to be more likeable:

1. Give compliments regularly.
2. Thank people.
4. Use positive words and phrases such as:
   • “Absolutely”
   • “Yes”
   • “I’ll take the responsibility to make sure that gets done.”
   • “It would be my pleasure.”
5. Show interest in people’s personal lives. Use the Marcus Welby Sandwich Technique.
BE TRUSTWORTHY

Five Ways to Be Trustworthy

1. Under-promise and over-deliver.
2. Tell the truth.
3. Admit when you’re wrong plus one.
4. Learn to say, “I don’t know.”
5. Understand them first.

GAIN RAPPORT

Four Ways to Gain Rapport

1. Discover something you have in common with people and have short conversations about it.
2. Match their conversational style.
3. Mirror and match their body language.
4. Realize that men’s and women’s brains are different.

If you want people to understand what you want to accomplish, they must feel that you understand them first.

The best way to understand people is to listen, observe and ask great questions.

The Golden Rule says, “Treat others in the way you would like to be treated.”

The Diamond Rule says, “Treat others in the unique way they would like to be treated.”

When it comes right down to it, people want emotions.

Values are the emotions people want most.

The Value’s Question is, “What’s most important to you in . . . . . ?”

Sparks are what has to happen for people to experience their Values.

The Spark’s Question can take many forms. In general, the Spark’s Question is, “What has to happen in order for you to have . . . . ?” or “What can I do to help you . . . . ?”
Before you ask The Diamond Touch Questions, it’s important to preview them by saying, “Maria, everyone I work with has different wants and needs when it comes to their job and their relationship with a leader. In order to discover what’s most important to you, would you mind if I ask a few questions?”

THE DIAMOND TOUCH CUSTOMER QUESTIONS

1. **Explore Values Area #1**, ask, “What’s most important to you in a job/occupation?” As an example, they may answer, “Growth.” To discover another Value for this Values Area, ask, “What else is important to you in a job/occupation?”

   Value #1 =

2. Ask the Sparks Question. “Great. What can I do to help you grow in your job?” As an example, they may answer, “Help me gain management experience.” To discover another Spark for that Value ask, “What else can I do to help you grow in your job?”

   Spark #1 =
   Spark #2 =

3. **Explore Values Area #2**, ask, “What’s most important to you in a relationship with a leader?” As an example, they may answer, “Trust.” To discover another Value for this Values Area, ask, “What else is important to you in a relationship with a leader?”

   Value #1 =

4. Ask the Sparks Question. “Trust is important to me too. What can I do to make sure that trust is there for you in our relationship?” To discover another Spark for that Value ask, “What else can we do to create trust in our relationship?”

   Spark #1 =
   Spark #2 =

FOUR HELPFUL HINTS

1. If they give you a Spark when you ask a Values question, write it down and suggest the value you think the Spark provides.

2. Be specific on their sparks. Remember, “Three bottles of green label Korbel Champagne is more useful information than “champagne.”
3. Don’t grill people like an old cops and robbers movie. Bob and weave. Always be thinking, “What do they want and how do they want it?”

4. You may have to suggest possible answers.

**DIAMOND TOUCH QUESTIONS DO THE FOLLOWING**

1. They develop rapport. They let people know that you’re interested in their unique desires.

2. They put people in state. When this happens, your department and you become linked to that state.

3. They give you valuable information so that you can show them how they can get exactly what they want, in the way they want it. Precision is power!

**NOW YOU CAN TAKE THE APPROPRIATE ACTION**

After You Discover Peoples Values and Sparks, You Have Five Options:

1. Give it to them in expected ways.

2. Give it to them in unexpected ways.

3. Educate them.

4. Negotiate with them.

5. Refer them to someone who can serve them better.

With your current team-members, ask The Juice Man Question, “What can I do in the future to be an even better leader?”

**USE THE DIAMOND TOUCH IN ALL THE RELATIONSHIPS OF YOUR LIFE.**