

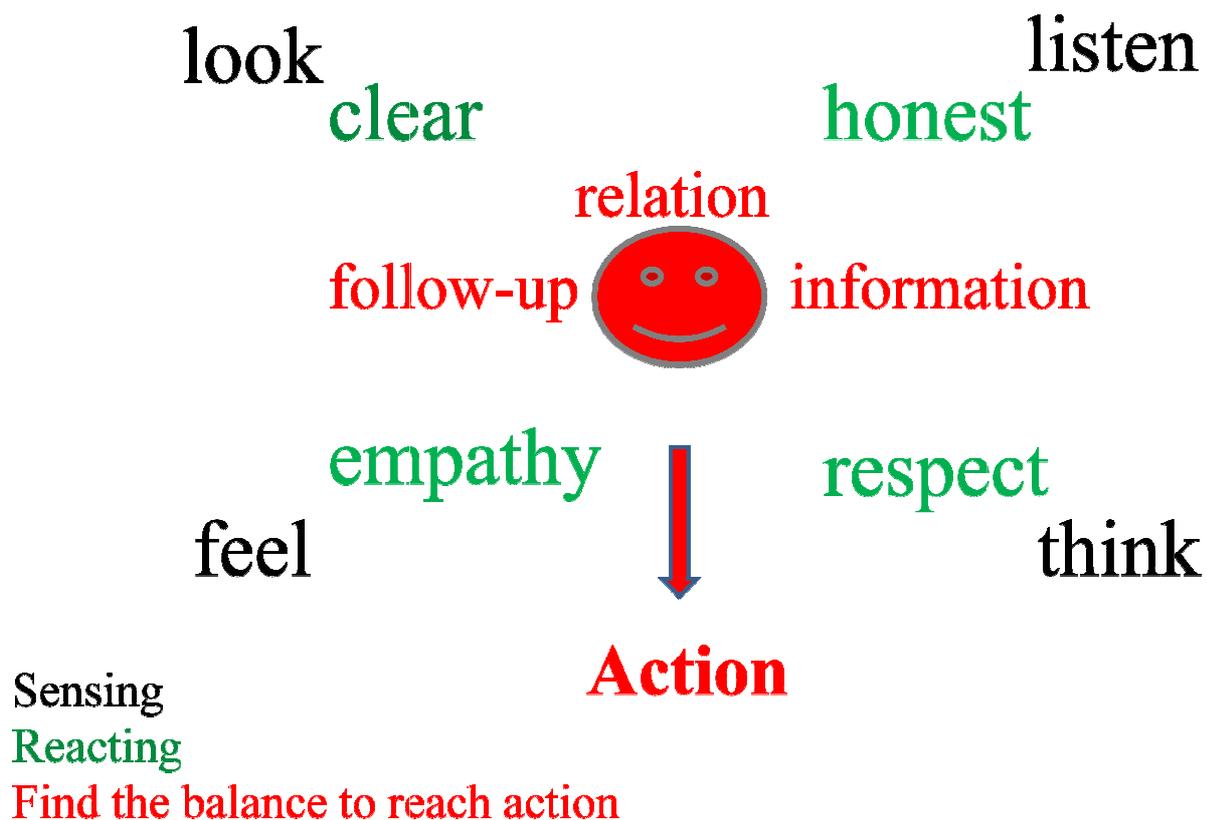
# COWSIGNALS TRAINING COMPANY



## The PeopleSignals® action model

The PeopleSignals® action model is developed by Joep Driessen to get trainers, advisors, farmers and other people into action.

### PeopleSignals© action model



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## Explanation of the model:

-Action is the aim, the smile (or click, rapport, spark, contact) is the only way in!

To reach that smile, you have to work your way in.

Some have natural qualities to level with all kind of people. Others have inborn or developed blockers to not reach the real contact moment. Once you are conscious about this, you can start learning to reach people better and have more effect, action, real communication.

## Black: Observe

-Look Listen Feel and Think. This is based on NLP (neuro linguistic programming) Use all 4 of these levels of communication.

## Green: React

-Clear Honest Empathy and Respect: basic communication. You can only be clear and honest if you first show respect and have empathy. Place yourself for a moment in the shoes and under the skin of the one you are talking with. How do you see / hear yourself?

## Red: Find balance to reach action

-Follow-up, Relation and Information should be in balance. All 3 are equally important.

Follow up = procedure, organization, planning, plan of action, set appointment, management, structure

Relation = process, acceptance, rapport, click, level, contact, value

Information= knowledge, content, advice

## Action:

Think together in solutions and make the first step to improvement.

## Training Program:

The interactive day training PeopleSignals is entertaining and educational.

You learn to know yourself better. We train with practical examples. You learn to find the key to any customer. You will definitely become a better advisor, trainer or salesman if you are open for improvements...

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## Peoplesignals® Tips for trainers and advisors

### Peoplesignals® tips for Cowsignal® advisors

1. Don't take yourself too seriously. The goal is much more important than your image.(Ego)
2. Believe in yourself, believe in your product. (Self esteem)
3. Accept everyone with his/her own truth.
4. You don't get a second chance to make a good first impression. Greet everyone on arrival and give them some attention, direct them to coffee.
5. Make sure everything is organized and ready before you start.
6. Pay attention to People signals: facial expressions, yawning, restlessness, turning away, commentary, and respond to these signals with for example, a time out or a question. You might do that with humor.
7. Try to connect with all the people. Use and be sensitive to all four communication levels, **seeing, hearing, feeling and thinking.**
8. Show **respect**, and serious interest, look at people, and give them time to express their thoughts and thank them for contributing.
9. Put yourself in the shoes of the participants, try to understand their thoughts and perspectives. Show **empathy.**
10. Present **excellent examples** and strong, well reasoned arguments.
11. Use **clear, simple language** and at least two synonyms for any difficult or new word. Aim your language comprehension level at that of a 12 year old.
12. Say what you do, and do what you say.
13. Give honest **feedback.** Use I feel, I think etc. Keep positive comments separate from negative ones, don't link them with "but". Consider the "shit sandwich" ...some praise, some criticism and then some more praise.
14. Maintain a balance between **information, relation and organisation**(agenda)
15. Keep it simple. Give practical tips and think together in solutions.
16. Give people a feeling of control, and a feeling of security. Stimulate being open and honest

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## Peoplesignals® tips for Cowsignal® trainers

1. There is more **knowledge in the group**, then there is standing at the front of the room.
2. If someone asks you a question, **never answer it directly**, mirror it back to the group and let everyone think about it first.
3. Make your first **question** a high value one (thought provoking, and generates interest in the group), before you bring new knowledge about that topic to the group yourself.
4. Repeat and acknowledge all answers, even the less useful and incorrect ones. **Say “that is interesting” or “OK” or “yes thanks for that”**
5. Look everyone in the **eye**. Don't point when asking for input, looking at people has the same effect and is more engaging.
6. **Honesty** is key, be direct, even confrontational, and say "That is a good question....I don't know the answer either."
7. **Never talk longer** than a match would take to burn out. (without dialogue)
8. **Fit in with the people in the group**, in terms of posture, clothing, speaking volume, speed and tone of voice as well as your choice of words. Sit down to promote and foster discussion and convey that you are among equals and that you are not the expert.
9. Show that you have heard what others say, by **repeating, paraphrasing, summarizing** or even humming.
10. Let the group work on their own several times. For example in **groups of 2 or 3**, take 1 minute to find and list five causes or solutions for the problem you see.
11. Don't try to move them in one giant leap, **one step at a time**, small steps in the beginning.
12. Always position the group shoulder to shoulder in a **“U” shape or cirkel** so everyone can look everyone in the eye. Do not accept people standing behind the circle in a second row.
13. Always **lead by a good example**. For example never walk on the feed.
14. Think together in solutions (**positive thinking**) rather than problems.
15. Add **variety**. Change position, speaking volume and tone, and presentation style.
16. Bring **“infotainment”** make it fun as well as educational. **Humor** reduces tension and the right humor can increase information retention.