



New Rules for Growing Your Book of Business: SpeedReading® People for More Productive Client Relationships

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Consider two important principles: the more similar two people are, the more easily they communicate, and we all assume others are like us. The reality is that not everyone can be just like us, and the more different others *are*, the harder we must work to create a bond.

In our relationship-driven industry, it is critical to understand how to best communicate with each client and prospect. Most people assume that people want to be communicated with in the ways that they prefer. However, different personality types require information to be communicated differently. Understanding how you are similar and dissimilar to your clients and prospects, and then learning to get on their wavelength can mean the difference between a successful client relationship and a failed one.

The problem is that we don't usually have the time or tools to assess our prospects and clients when we meet them, and we may not fully understand our *own* personality types to boot. That's where learning to Speed Read personality types can be a real asset to your practice. With a quick and easy-to-understand guide, these hurdles may be more readily overcome.

The problem: Divergent personalities

Putting jargon aside, and just using a few simple adjectives, let's consider two very different people—an advisor and a prospect.

First, the advisor: friendly, organized, analytical, realistic and driven. These are qualities many Financial Advisors have in common.

Now, consider a certain type of prospect: reserved, thoughtful, sensitive, artistic, and laid-back. If it's helpful to think of this person in terms of their occupation, then imagine her to be a pediatrician.



So, not knowing a whole lot about the prospect, and realizing that he has a limited time with her, the advisor begins by laying out all the benefits and how his expertise can help find the product that will work best for her. Perhaps he talks about his qualifications and his company's track record, citing plenty of statistics to back up his claims. As he discusses cost, he frames it in the context of return on investment—which is exactly the way he would want someone to pitch him.

There's only one problem. The advisor's prospect is nothing like him!

The single most important factor that will determine if she does business with the advisor is how she feels about him (and whether she likes him personally). To communicate successfully with this prospect, the advisor must *first* make a personal connection—something that would probably never occur to him, and something that would probably not work with him were their roles reversed.

The personality type connection

Using SpeedReading terminology, the Advisor is a **Thinking** type and the prospect is a **Feeling** type. While he makes his decisions based on logic and impersonal analysis, she bases hers on her personal values, feelings, and instincts.

Knowing this, what could the advisor have done differently?

First, he should have taken a few minutes to create a personal relationship with her...to find out a little bit about who she is, who the important people are in her life, and what she is passionate about. While these questions may feel unnatural and even intrusive, when done skillfully and sincerely, people like this prospect are not only eager to share, but feel an instant rapport with the person who is interested enough to ask.

Whether a person is a **Thinker** or a **Feeler** is one of four characteristics that make up an individual's Personality Type. Once you learn the other two types, and learn how to address them all, you can begin to unlock the power of personality typing for your business.

Knowing our communication assets and liabilities is an important first step. The more we can speak our prospects' language, the more comfortable they will be with us, and the more inclined they are to buy what we have to sell.

SpeedRead yourself

Take a free personality type assessment [here](#). Once you have answered a few simple questions, you may download your free "Communication Success Profile," which will



give you proven strategies that can help you communicate more effectively with anyone. Then, with a little practice, you may begin to grow your book of business more easily.

*Paul D. Tieger is an internationally recognized expert on Personality Type and has authored five books on the subject, including the best-selling career guide **Do What You Are**. Paul is also the President and CEO of SpeedReading People, a personality type-based communications, consulting and coaching company.*

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