

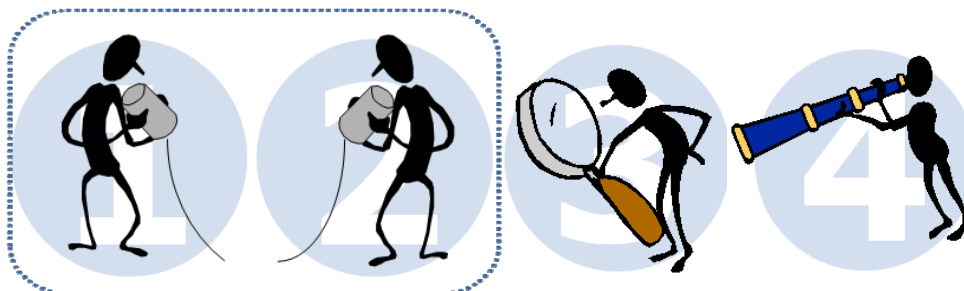
Perceptual Position

Adapted from NLP by M. Brown and Group Harmonics



Example: Preparing for exploratory meeting with prospective clients

Please note that the content below represents the starting point of longer discussions.



	First Person <i>Me/My</i>	Second Person <i>You/Your</i>	Third Person <i>Observer of Interaction</i>	Fourth Person <i>Observer of System(s)</i>
Move fully into each position and describe <u>your</u> <i>experience</i> in terms of...				
Actions you take or observe	Explain our ideas and products, ask about their needs	Ask questions, what they offer and why	1 may talk too much; 2 may be inclined to listen	2 is more heavily pulled by budget, processes than 1
Thoughts you have	Wondering how our ideas mesh with their activity	So many other options, why choose this one?	Would be better if 1 listened more to 2 for real needs	Can 1 be extra flexible, overcome bureaucracy?
Emotions you feel or observe	Nervous; Excited	Evaluating, reserving judgment	Mismatch of excitement/reserved may cause problems	2 has layers of direct reports influencing thinking
Information available to you	My company info; their website; their emails	Detailed, clear picture of what "we" need	Can see touch points between 1 offerings & 2 needs	How 1's offerings would support 2's systems
While in each position describe your <i>perception</i> of both the <u>First</u> and <u>Second</u> position's...				
Objectives	1: Find connection: our offerings, their needs; 2: learn about us	1: sell us; 2: find a solution to a business problem	1: sell, find a good solution; 2: find an optimal solution or another supplier	1: "the seller" must be "the partner"; 2: "the buyer" must evaluate options
Needs/Wants Requirements	1: Target solutions to match budget; 2: an easy answer	1: A sale; 2: something easy and turn-key, minimize setup	1: Sale/solution; 2: an easy to implement session	1: consistency with other offerings; 2: integration with other activity
Pressures/Stressors	1: Lack of info or receptiveness; 2: time	1: Time/money; 2: need something that will work, fast	1: Calendar/financial; 2: Time, group output, possibly budget	1: too much customization; 2: overall workload, internal perception
Environmental Factors	1: Timing/bookings; 2: Budget	1: Offerings; 2: Budget	1: Other client work; 2: PO approval process	1: market positioning; 2: profitability & stock price per share

Conclusions for 1: Listen carefully, offer turn-key solution that integrates with real needs and pain; don't over-sell or prescribe too much; help client "sell it" internally.