

Climbing Together: Developing Critical Relationships

A Communications Workshop



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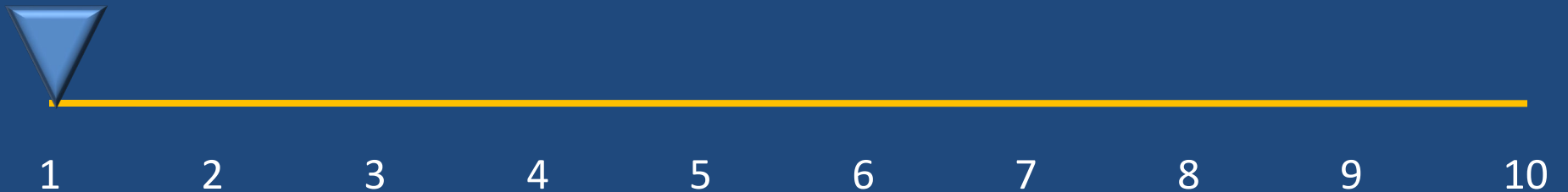
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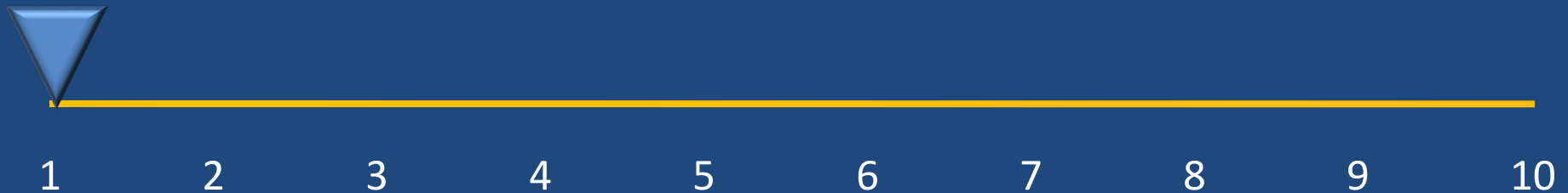
Ascend

Taking Your Communications to a Higher Level

Rate your organization's operation on a Scale from 1 – 10



Rate your ability as a communicator on a Scale from 1 – 10



What is the gap costing?

- In weaker relationships?
- In reduced donations?
- In fewer people participating in your programs?
- In time?
- In lost opportunities to leverage the talents of other FMSC partners who are your neighbors?
- In potential board members declining to serve?
- In falling short of reaching your objectives?



ASCEND
FMSC PARTNER CONFERENCE

Who Can We Learn From?

- A group that is skilled at relationship building
- A group that communicates well for a living
- A group that knows how to be trusted quickly
- A group that is able to communicate their expertise and passion
- A group that knows how to listen well
- A group that is “other person” centric vs. focusing on themselves and their organization
- They are.....Top Sales People!

Who Are the Top Producers?

- The 20% of the team that brings in 80% of the business
- The people who bring in 12-15 times as much business as the rest of the team
- What do they do that is so different?
- What can we learn from them if we want to be better communicators and relationship builders?

The 80/20 Rule for Development

80% of donations by 20% of the producers



Development Professionals



Productive Strategies, Inc.
Management and Marketing Consultants

What Do They Do Differently?

- Create value for those they speak/meet with
- We have identified 20 ways to do this
- You can begin to do it at this conference as you meet other FMSC partners

Behavioral Differences

- They have multiple assets to help them become better detectives in conversation
- They help the other person come to understand the implications of the issues they face
- They hold back on demonstrations, solutions
- They are good at obtaining commitment
- They do all this by asking good, well thought out questions

What Do Questions Do?

- Keep the conversation about the other person
- Reveal your expertise
- Express empathy
- Build trust
- Help you keep control without dominating the conversation
- Initiate, build, and sustain relationships

FOCIS[®]

There are five types of questions you can ask:

- **F** to learn the facts, background
- **O** to learn the other person's objectives, opportunities
- **C** to learn challenges, dissatisfactions, problems
- **I** to learn the impact or implications of O's & C's
- **S** to learn what other value is created by your proposed solution

Building Implication

Challenges

- Lack of good food

Implications

- Slow growth
- Difficulty learning
- Poor health
- Inability to exercise
- Never reaching full potential
- Premature death

Let's try FOCIS[®]

- Ask the person next to you their number one objective for 2019
- Learn what their number one challenge is
- Ask questions to learn the implications of the challenge you just learned
- Qualify the situation- is the wall of implication high enough to suggest a solution?
- Advise a potential solution
- Ask if the solution has other value
- Start over with another person



Questions?