

# DYNAMIC PROFILING

## Level two: The 12 Questions of Mastery



Each question answers a particular neural puzzle. For example, one neural puzzle is being "convinced". There are 4 possible answers to this particular puzzle. By asking the correct question you will know how the individual is "convinced".

This means that by asking the right question and observing the response and using the answer, the odds of success change from 25% (chance) to 100%.

This replaces the guess work with confidence in knowing.

Because each puzzle is a neural process and people use the same process time and time again. Once you have their neurological profile, you can use it with success time after time.

The answers to these questions will allow you to know what to include in an interview, presentation or pitch and know what to leave out for maximum effect. Know what to close on and when.

**Secure Your seat Today for an Introductory 2 hours to Dynamic Profiling. Phone Robb on 1300 305 173 or Email: training@robbwhitewood.com**

*continued over ...*

**This day consists of training in 12** neural questions and observations. These questions and observations can be used singularly or collectively to produce the most effective presentation for the client.

### How to Book

Book through your contact directly. They will guide you through the booking process and prepare your training schedule and quote. **Your contact is:**

**Robb Whitewood**

**E: training@robbwhitewood.com**

**P: 1300 305 173**

**For Further Information:**

**Freecall 1300 305 173**

**Email training@robbwhitewood.com**

**Web www.robbwhitewood.com**

## Dynamic Profiling, Level 2: The 12 Questions of Mastery

### What are the 12 neural puzzles?

1. How does a person know something to be true?
2. What is the perfect occupation?
3. How is this person convinced?
4. What is the focus of their attention?
5. What are the reasons they do things?
6. What's important to them?
7. Do they like detail?
8. How do they work with a crowd?
9. Are they motivated by pain or pleasure?
10. How do they relate to people?
11. Are they driven by "could" or "must"?
12. Is the client motivated by what you say?

### What will be achieved in just one day of Dynamic Profiling Level 2?

You will have the ability to:

- \* Know your own neural patterns according to the 12 questions
- \* Be able to utilise the 12 questions
- \* Know how to observe and record the client's responses on the Dynamic Profiling Card
- \* Be able to make decisions that direct your client or staff based on these neural questions

*"This course has helped me understand why people are the way they are. This information enables me to choose employees wisely. It has also helped me handle those clients who I have first deemed difficult and has allowed me to build enough rapport to confront difficult issues and work with them to achieve a beneficial outcome for both parties." Karen Young -- Marketing Communications Senior Business Director*

### ***Businesses that have embraced this technology:***

Pure Hacking  
Suntory Australia  
Sydney Information and Technology Centre  
John Spence Real Estate  
Royal Australian Air Force  
Compass Pools  
Foseco (Australia)  
Aust. Society of Clinical Hypnotherapists  
Bartercard Ltd  
Gosford Hospital  
Holiday Inn (United Kingdom)  
President Health (United Kingdom)  
Dedication Enterprises (Taiwan)  
Gram English Institute (Taiwan)  
International Language Centre (Tokyo)

**Robb Whitewood** has been developing Dynamic Profiling technology over the past 17 years - it has been fine tuned over the past 3 years.

Robb Whitewood Training courses are amongst the most respected and enjoyed in Australia today in the field of NLP, Hypnosis, Business Communication Excellence and Self Development.

*"Dynamic Mind Works has been the single most important factor in the success of Pure Hacking ..."* Pure Hacking was featured in April 2007 in BRW and has been listed as one of the companies to watch.

*The Robb Whitewood Training Team*