

# DYNAMIC PROFILING

## Level one: Communication Confidence



thinking and how they will act in the future. These assumptions are then categorised and given a names like eagle, bear, I.N.T.J, Alpha Male.

These titles then have interesting story lines that go with each title. These story lines give the big picture as to how to approach these people, however it is very loose on the detail and specifics of how to communicate with them. A specific detail like 'how many meetings are required before I c'an close a deal', 'what is the correct level of detail to go into as to inform - not bore', is not possible with the general profiling systems.

Dynamic profiling is about removing the guess work out of these assumptions. When this system is used correctly, one question removes all the guess work on 'how many meetings are required before I can close a deal' . You will know how many meetings are required. How much time to leave between these meetings. If the deal can be closed on the spot or not.

**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 ...

**The first level of training** looks at the basics. It's primary aim is to get its participants into the swing of using profiling as a part of their daily routine.

The majority of communication and selling systems are based on a set of behavioural assumptions as to what a person is

### 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 1: Communication Confidence

**What will be achieved in just one day of Dynamic profiling Level 1?**

You will have the ability to:

Recognise the key to communication is responsiveness (Communication mastery is not about what we say but does the other person understand and act on our communication)

Recognise micro communications (These micro communications represent up to 93% of human communication. With this skill the guess work and gamble in business is removed)

Recognise the 4 areas of the brain that are used in day to day communication Develop the language skills required to trigger specific brain areas. (Understanding and utilisation of this technology dramatically increases the responsiveness of a client or employee)

Recognise and utilise if a person is motivation by moving away from pain or going after pleasure (If we choose the wrong one it will fail to inspire or fail to motivate)

Recognise and utilise if a person is motivated by necessity or possibility (One of these responses will produce an interesting effect in a client the other will do very little, the issue is people are one or the other)

*"I now have a Neurological Profile on all my clients. It has removed all the guess work."*

### ***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*