



Conversations that Close

#UVAMC



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Bio

I love a good story. Stories are all around us. You see them in the faces of people you meet, the restaurants you go to, the grocery store, even the mundane tasks in your day have a story. We are surrounded by stories.

I love to tell a good story too, always have. It was probably the biggest reason I had for getting in trouble in grade school, I just couldn't stop talking and telling stories.

All these years later not much has changed, I still love a good story, there's just a lot less detention now days. And the story is what I look for in the events I plan. I focus on the story; the message that needs to be communicated. Then I find the tools to deliver the story that will have the greatest impact on the intended audience. Because a story is just words unless someone is listening; and it's only noise unless they understand.



Home



Program



Attendees



My



Maps





We don't see things
as they are,
we see them
as we are.

- Anaïs Nin

If your venue is the right fit,
how often do you close the sale?

- a) They call me the “Closer” – 100%.
- b) It depends on the day – 50-50.
- c) I’d rather not say.



HEY...
YOU'RE ABOUT
TO STEP INTO
A HOLE.

DOGS
CAN'T TALK.

© 2006 Stivess

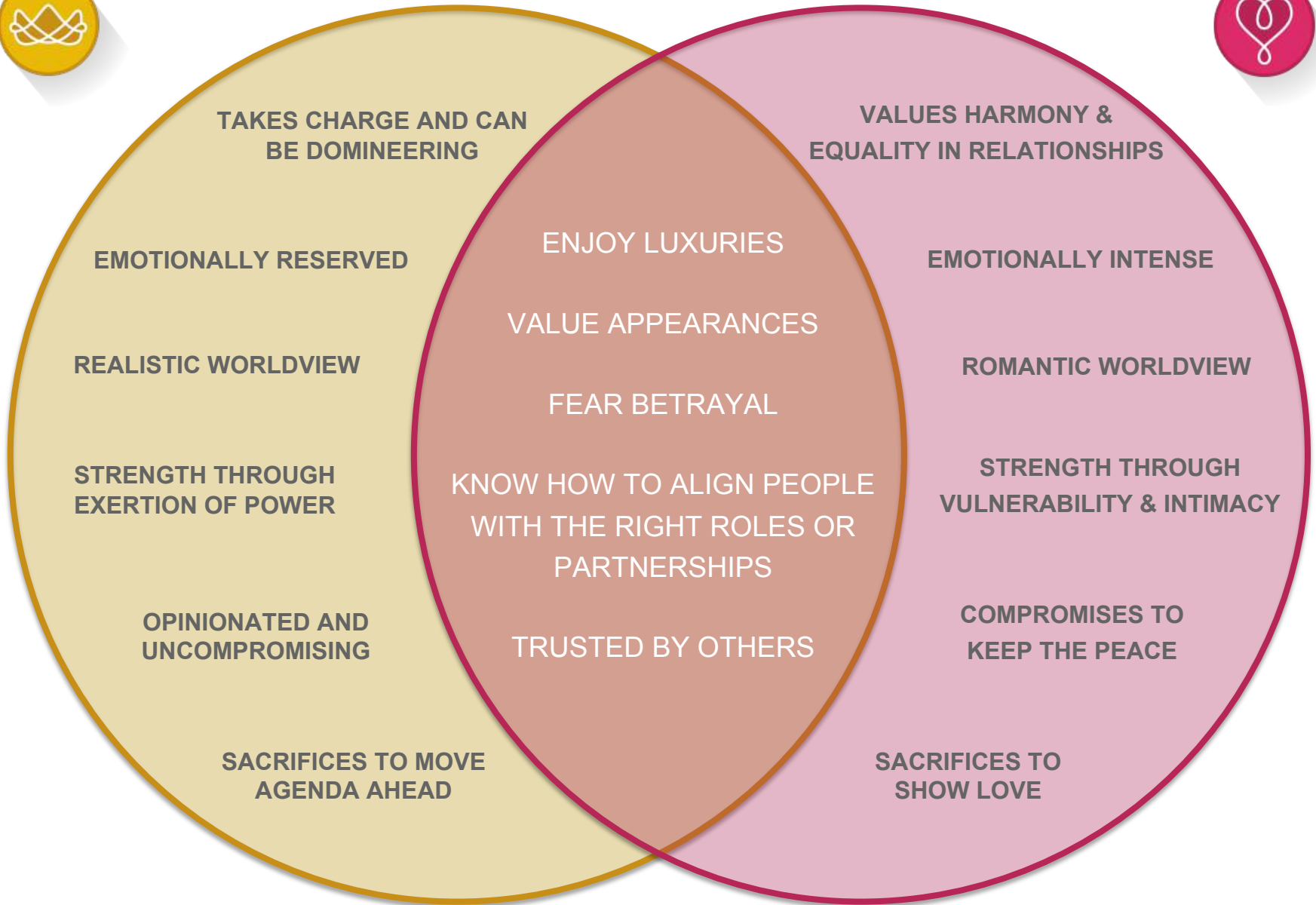
An Archetypal Framework





“Everything that irritates us about others can lead us to an understanding of ourselves.”

Carl Jung





How will President Obama be remembered?

- a) As an Innocent
- b) As a Magician
- c) As a Jester
- d) As a Sage



Step 1

www.CultureTalk.com/quiz

What's Your Archetype?

- a) Caregiver
- b) Creator
- c) Everyperson
- d) Explorer
- e) Hero
- f) Innocent
- g) Jester
- h) Lover
- i) Magician
- j) Revolutionary
- k) Ruler
- l) Sage

Exercise

Think about yourself from an Archetypal perspective:

1. What Archetype(s) are part of your personality?
2. List your Archetypal Strengths.
3. List your Archetypal Shortcomings.

*My strengths and weaknesses are twins
in the same womb.*

-Marge Piercy

Archetypes in Action

Scenarios



Step 2

Current Sales Challenge

In the past year, have you dealt with any difficult event planners?

- a) Hell no. Event planners love me.
- b) Hell yeah. It's the nature of the beast.

Exercise

Call to mind a current sales challenge and the person involved.

1. Write down their name or initials.
2. Summarize your challenge with this person.

*The best way to get along with people is
not to expect them to be like you.*

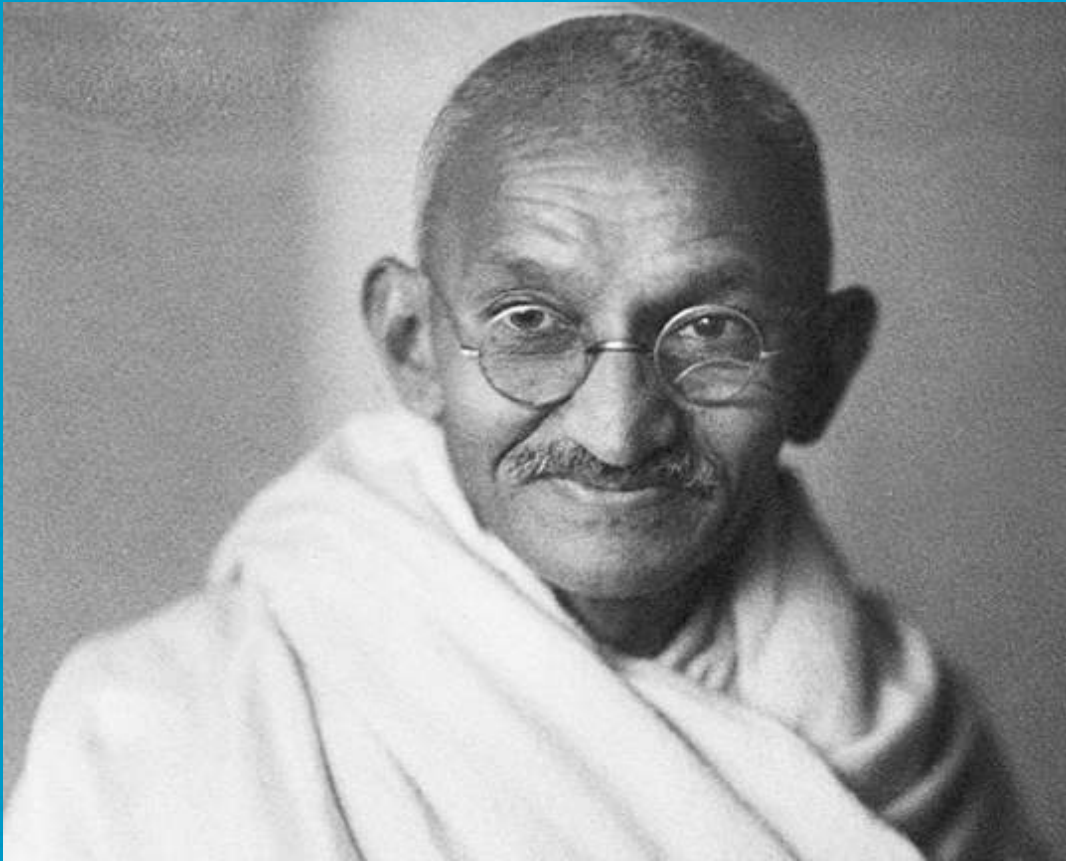
-Joyce Meyer



Step 3

What's Their Archetype?

Innocent



Everyyperson



Caregiver



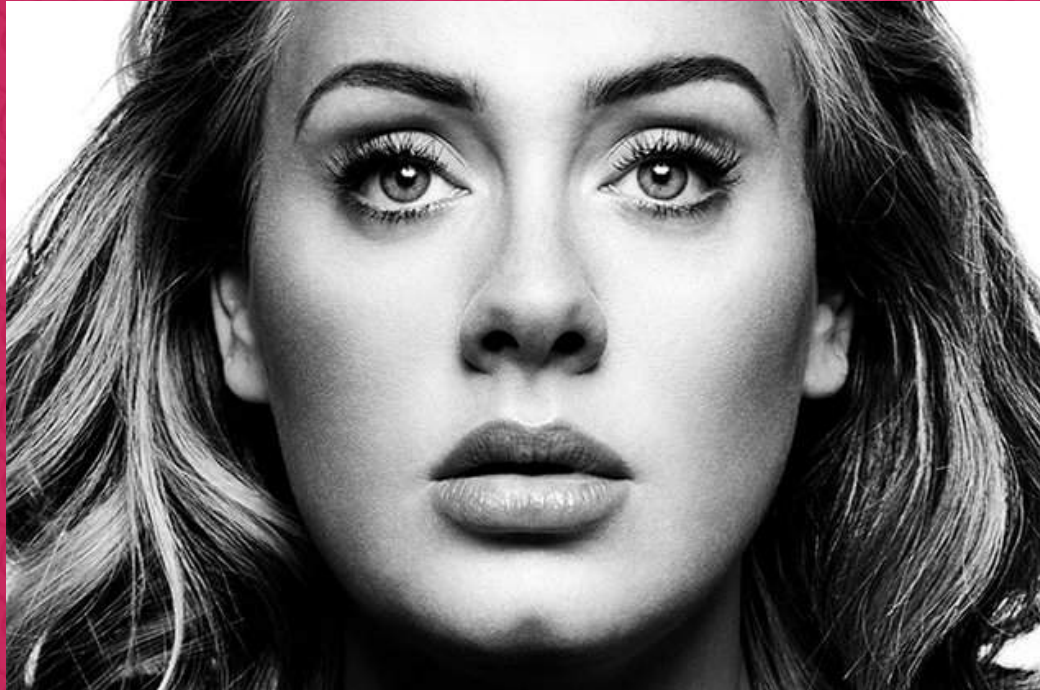
Hero



Explorer



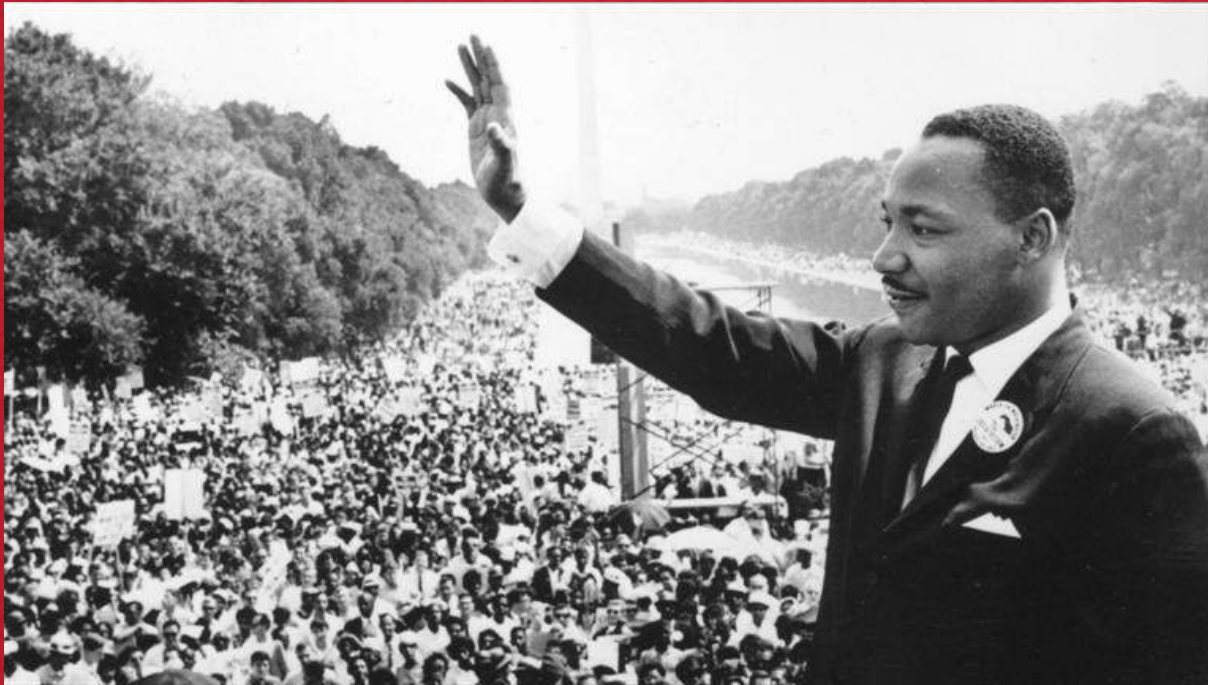
Lover



Creator



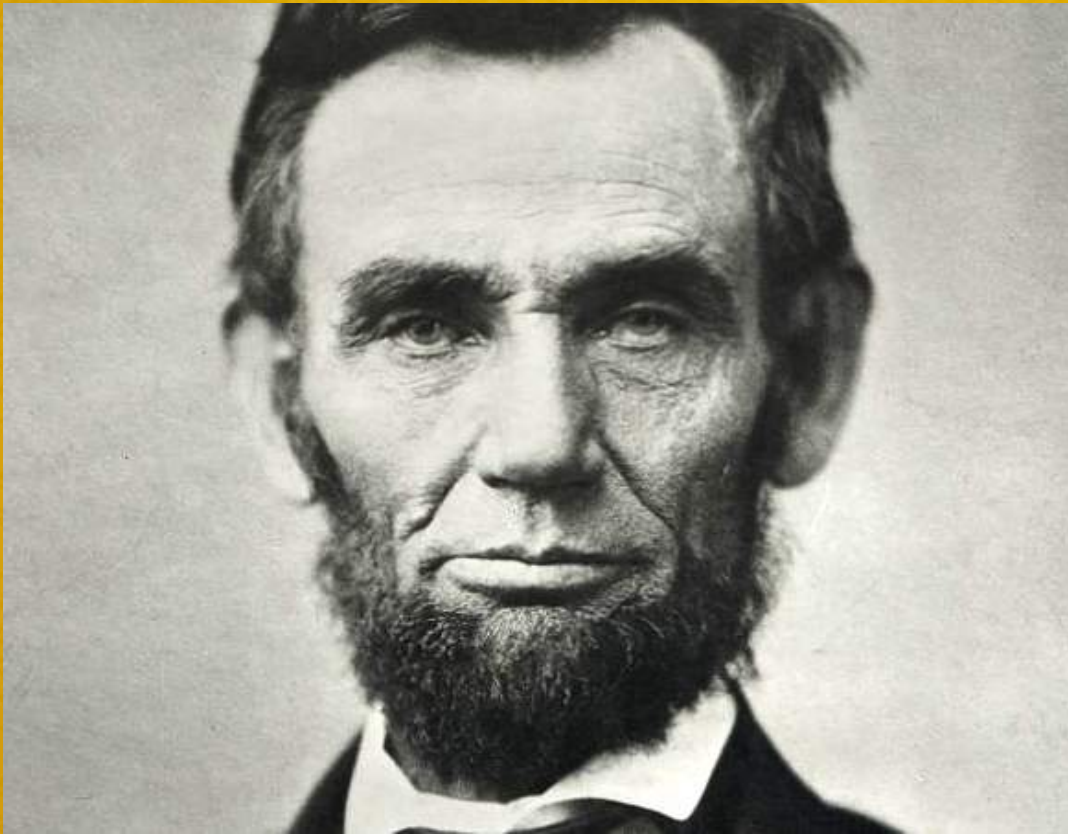
Revolutionary



Magician



Ruler



Jester



Sage



Exercise

Think again about the person you are trying to close a sale with:

1. What Archetype(s) do you think may be part of their personality?
2. List their Archetypal Strengths.
3. List their Archetypal Shortcomings.

*People take different roads seeking
fulfillment and happiness. Just
because they are not on your road
does not mean they are lost.*

-Dalai Lama

When it comes to your marketing and sales messages, do you ...?

- a) Have a one-size fits all approach?
- b) Tailor your pitch to the potential client?

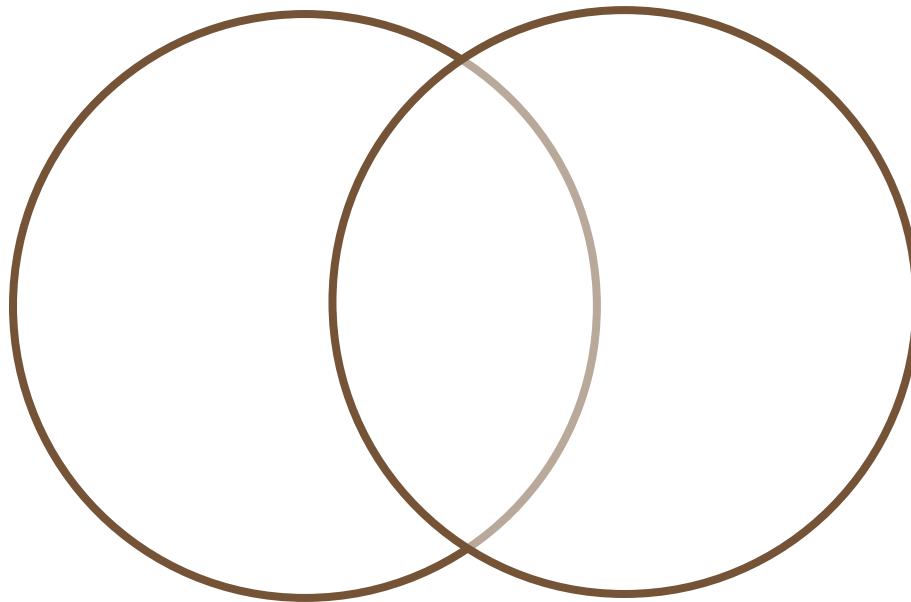


Step 4

Connections and Conflicts

Exercise

Complete the diagram to illustrate how your strengths and shortcomings either connect or conflict with each other.



Are you using marketing technology that allows you to personalize messages?

- a) Yes
- b) No
- c) I have no idea what you are talking about.



Step 5

Archetypal Action Plan

Exercise

List one to three steps you can take to turn potential conflicts into connections.

- 1.
- 2.
- 3.

How can you capitalize on your strengths?

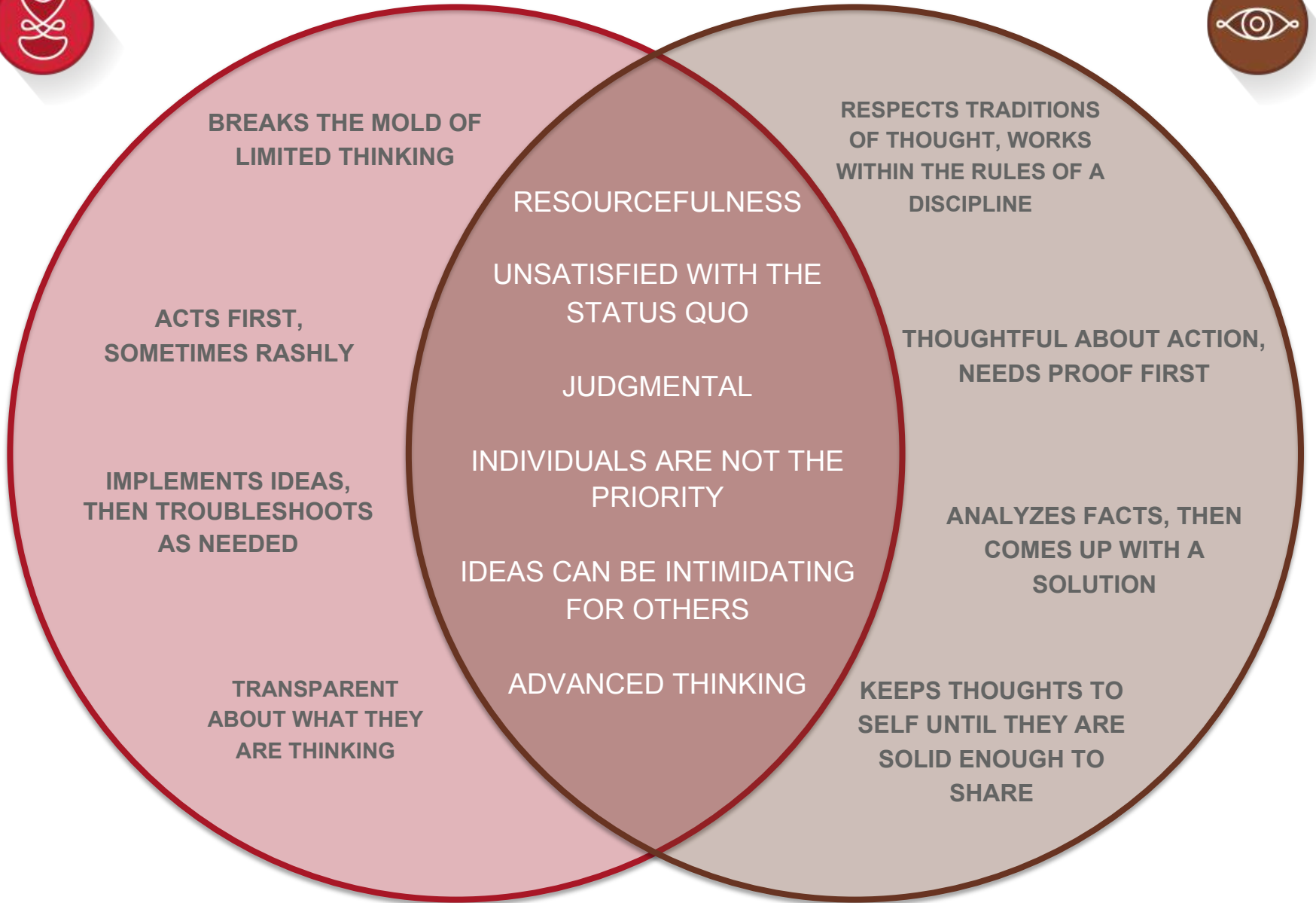
How can respond to this person's needs?

How can you create alignment?

Closing Scenario

Test your Archetypal Awareness





Who will America elect as our next President?

- a) The Revolutionary Ruler
- b) The Sage Ruler



HOME > ARCHETYPAL RESULTS FOR JANE SMITH

1

YOUR RESULTS

2

YOUR & YOUR ARCHETYPE

3

YOUR ARCHETYPE IN ALL ARCHETYPES

4

YOUR ARCHETYPE AT WORK

5

YOUR SUPPORTING ARCHETYPES

6

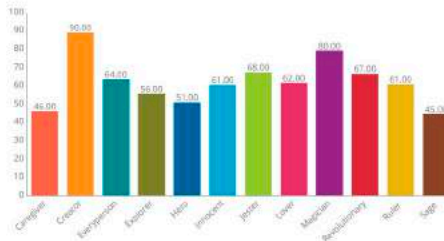
YOUR LATENT ARCHETYPES

7

WHAT'S NEXT

Your Primary Archetype is Creator

Your Primary Archetype represents the beliefs and behaviors that are you rely on the most. As you continue reading through this report, you might use a pen or highlighter to mark words or phrases that resonate for you. Make notes in the margins. Ask yourself, does this feel like me?



Your Archetypal Profile

This graph depicts the score for each Archetype based on the results of your survey. Your overall top Archetype is the one with the highest score. When differences between scores are small, these Archetypes may be equally represented in you.

TOP:
 Creator: 90

SUPPORTING:
 Magician: 80
 Jester: 68

LATENT:
 Sage: 45





CultureTalk™

An Archetype Survey System

Thank you!