

## **How do you know who you're talking to?**

Knowing who you're communicating with saves time and effort, whether you're influencing, selling or negotiating.

When people want to hear what you've got to say, influencing them becomes easier.

So how do you work out what they want? Begin by thinking about their personality, needs and attitudes.

When you know someone you often recognise their preferences. Do they prefer to have lots of facts and figures or are they an ideas and possibilities type of thinker? Talk about things that are relevant to them, enthuse them, and keep a clear picture of what they want to hear.

What if you've never met them – or there are lots of them? Perhaps you're writing a column in a local newspaper....

One way is to create a 'Ted' or 'Tess' for yourself – to create a caricature of the ideal person that you want to read your article, to be influenced, and to take action on it.

What sort of person would be the ideal listener to your presentation? Think about what they do at work, their hobbies, age, where they live, what they wear, favourite music and food, where they go out. Make your character rich and detailed so that you really get to know them. You might find a picture that captures them, or even draw one.

Keep Ted or Tess in mind when you are planning a particular communication to ensure that it's relevant - after all if nobody reads what you've written, or listens to what you said then what was the point of doing it?

For more ideas about how to use your brain in business contact Stella Collins at [stella@stellarlearning.co.uk](mailto:stella@stellarlearning.co.uk), visit [www.braininbusiness.com](http://www.braininbusiness.com) or phone 0118 983 6339.

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