

SENSES: REPRESENTATIONAL SYSTEM (PREFERRED THINKING SYSTEM)

To understand 'Preferred Thinking System' or PTS, first we need to understand how we human beings structure our internal representations.

We receive and represent information through five senses-

Sight or Vision

Means 'we perceive the things through our vision'

Sound or Auditory

Means 'we perceive the things through our ears'

Touch or Kinesthesia

Means 'we perceive the things through touch or feelings'

Smell or Olfaction

Means 'perceiving the things through smell'

Taste or Gustatory

Means 'we perceive the thing through taste'

Though we use five senses, but we use primarily only three of these senses: the visual, auditory and kinesthetic system. These specialized receptors send external stimuli to the brain. And each of you know that through the process of deletion, distortion and generalization, the brain takes these signals and form an internal representation of the external event.

It means the internal representation has a structure and that structure has three ingredients i.e. visual, auditory and kinesthetic. These ingredients do not have to be in equal quantity or quality. For an event, I may have 'Visual' dominated representation while for you it may be auditory dominated and for someone else it may be kinesthetic. Though the external event was one, yet three people may have different internal representation of it. When you ask people to describe an event, they speak in different language.

It is because it is not the event in the outer world that matters, but the personalized internal representations of that event that matters and helps you make your response.



VISUAL PEOPLE

People who are primarily visual tend to see the world in pictures. You can recognize those people.

- Their speech is usually fast, and breathing is high in chest.
- The vocal tone is high-pitched & nasal.
- There is muscle tension, particularly in the shoulders.
- They point a lot.
- They often have hunched shoulders and extended neck.

Around half of the business population, according to research, is made up of people whose preferred thinking system is visual. Since 'visuals' code their experiences in picture form, therefore they respond most readily to incoming information.

Typical 'Visuals' think, talk and behave as though their entire mental process are held on film. This is why they are fast talkers. Visuals get impatient when they are interrupted as it means 'losing part of the picture for them.' They need to talk as fast as the film show running on their mental screen. At worst, they may lose their entire thoughts if interrupted.

During conversation, 'visual's' often are seen using their hands freely. Their free hand movements complement whatever they are saying. Sometime they are move around a lot and pace the floor while talking. Sometime they are looking around at anything other than the people pace the floor while talking. Sometime they are looking around at anything other than the people they are speaking to because the eye contact may disturb a non-visual person, though is not the signal disrespect or lack of interest.

The main disadvantages with the 'Visuals' is that they have an over dependence over on visual information. They show low tolerance then they are interrupted. Any information which is not represented in the graphic form may bore and frustrate the visuals.

VISUAL MANAGERS

When you have a visual manager or a boss, do hustle around a fistful papers before him. It will ensure for the visual manager that you work more that a person who is sitting quiet and completing his/her job.

VISUAL EMPLOYEE

A visual real talent lies in the areas that demand visual skills like: designing, architecture, photography on media. Visuals should kept away from customer relation department.

VISUAL CLIENT

When you have visual, don't waste time in telling what your product is? Show him. They want to see what they are getting for money, be it a flat, TV, or anything else. Before making a final decision, visuals what to want to see the things. If you are making a sale to visual customer, show him what you are offering and then give sometime. Give some time to create a clear and vivid mental image before they finally decide.

Do use of your hands freely when you are taking to visuals. They will see the pictures that you are painting in air. This does miracles when you are selling a concept.

When the visuals make final and right mental pictures, they will make their decision quickly. Avoid too much chitchat with them because it may alter or spoil their mental image and the sale too.

If you find that, the visual customer is not ready to make a deal on the spot, give him some kind of visual reminder to take away with him.



Language for the visuals

Some of the key words and phrase of visuals are:

See, Look, Clear, Focus, picture, bright, dim, hazy, colorful, view, appear, show reveal, envision, imagine, flash, illustrate, make a scene, in light of, in view of, eye to eye, beyond a shadow of doubt, bird's eye view, looks like, see to it, catch a glimpse of, mental imagine, mind's eye, naked eye, paint a picture, tunnel vision, hazy idea, flashed on, under your nose.

AUDITORY PEOPLE



The Auditory People have more modulated speech. The tempo is balanced. The voice tends to have a clear, Resonant tonality. Their breathing is even and deep, coming from the diaphragm or the whole chest. They tilt their head slightly to one side.

The auditory eye moments are to left or right towards ears. When they make some internal dialogue, their eyes go left down. They make around twenty to thirty percent of the business population.

When you are selecting people for customer-facing functions like reception or customer care department, make sure people with auditory PTS are at the top of your list.

Some auditors may tend to be some what assertive. They dominate meetings because they verbalize their thoughts in order to order to clarify their ideas.

Auditors respond best to instructions which is delivered primarily in words, at a speed roughly equivalent to their own normal rate of speech.

When you have circulated any order through mail or in hard copy, or you have assigned your employee with an assignment, auditories often come to you for some verbal clarification. It is simply because auditors find written instructions less meaningful and convincing than straight verbal communication.

In corporate houses, when some of the top persons have auditory PTS, they do not believe in written communication or communicating through mails. It sometimes become a threat for the organization because nothing is there in written. It becomes more severe where the first generation entrepreneur is running the show where the system is yet to be made and enacted.

Unlike visuals, auditors make decisions very largely, on the basis of what they hear. Thus, auditors dislike being offered multiple options. They often find it relatively difficult to come down on one side or the other in an argument or discussion.

The main disadvantages for auditors is that they have a particularly strong need for a quiet or soothing background as they can easily be distracted by loud or disharmonious noises. This is why many auditors prefer to get to work early or stay late for they can work without being disturbed.

Auditors like telephone. When someone prefers to do business by telephone or does not really need to see you face to face, he is an auditory.

AUDITORY MANAGERS

When you are dealing with your auditory boss, do present your information as precise as possible, in verbal form, and then leave him to make a decision. Make your vocal style interesting. Auditors often think in dialogue mode, therefore start dialogue in an appropriate direction.

AUDITORY EMPLOYEES

If you are a visual or kinesthetic manager, you need to know that auditors are quick on the uptake, but need to make sense of whatever is said to them before they can act on it. Being visual or kinesthetic manager, you may think that written instructions are enough, but a short conversation will play an important role in long run with auditors. If you want to encourage them, do ask relevant questions and give constructive feedback.

SELLING TO AUDITORY CILENTS

You might be thinking that the best way to sell to auditory customer is talk about your product. No, do the otherwise. Give an auditory customer as much as possible to talk to you.

Undoubtedly, you are the best sales man of your product, but remember, the best sales person for an auditory is his own voice. They may start repeating themselves. Listen to them carefully. They may give a clue of the barrier that may mat the deal.

As a sale person, while selling to auditors lay stress on the auditory qualities that you offer in your product. For example, if you are selling cars, lay stress how the engine sounds or hums. If you are in real estate and selling house, tell him that it has a quiet neighbor, or it sounds amazing being in the balcony in the morning. There is a musical chirping of wonderful birds in the courtyard. As auditors are deeply affected by what they hear, you tickle their ear with some words that sound musical. If you are selling insurance or some benefits to your auditors, you may make a sentence like. 'Don't leave your dependents financially weak, socially meek and emotionally bleak.' It sounds so terrible that you have grabbed his auditory senses completely. So, if you want to motivate your auditory kid or spouse for healthy gums, say to him or her, 'If you want your smile to stay nice, brush your teeth twice.' Beside words, you can use music as an aid. If you are meeting a customer in your office, soothing music will play an important role for an auditory.

Auditory Language

Some of the key words and phrases of auditors are:

Hear, listen, sound, resonate, harmonize, be all ears, ring a bell, make music, clear as a bell, describe in detail, earful, express yourself, outspoken, keynote speaker, hidden message, idle talk, give me your ear, grant an audience, heard voice, loud and clear, pay attention to, word for word, tell the truth, voice an opinion.

KINESTHETIC PEOPLE:

People who are more kinesthetic tend to be even slower. They primarily react to feelings. Their voice tends to be deep. Many times, they take long pauses between words and have low, deep tonality. They try to get the feeling. When they get their feeling, they are able to continue their talking.

Kinesthetic s' eye movement is-down and to right.

The Kinesthetic are around one fourth in business world. They attach great importance to their feelings. They often find it difficult to deal with logical reasoning unless they have decided how they feel about the topic in question.

Kinesthetic love to touch people and things. They often touch you to make a point-on the arm, or on the shoulders etc. When they are talking to you across a desk, they often pick up some objects like paperweight, pen etc. and start playing with them. During conversation, they often look to their right and down and start caressing the table before them. Touching gives them a feeling of connectedness.

Kinesthetic feel temperature changes more often than visuals and auditors.

A kinesthetic may take it negatively when he offers you tea, coffee or cold drink and you refuse him.



Kinesthetic get information primarily from touch, emotions and gut instinct.

Internal kinesthetic are primarily attuned to their own feelings and therefore appear to be rather introverted or insensitive and even 'cold'.

External kinesthetic are much more attuned to the people and events around them. They may feel unsettled and vulnerable in an emotionally charged or physically chaotic situation.

KINESTHETIC MANAGER:

Kinesthetic manager give little importance on the kind of information that appeals to visuals and auditory. Kinesthetic rely on their gut reactions. This characteristic may become the reason of notable success and fiasco as well.

Once a kinesthetic manager has made a decision, he finds difficultly to change his mind even when contrary evidence is placed before him.

When you want to deliver your message convincingly to a kinesthetic, you need to take him to an emotional level. This you can do through the use of metaphors. These are the things by which you can communicate to a kinesthetic, however, there is no guarantee that your kinesthetic listener will receive exactly the message that you intended.

KINESTHETIC EMPLOYEES

Kinesthetic employees tend to prioritize their work according to their personal feelings about each task. This is why they need to exercise considerable amount of patience.

Kinesthetic seek an emotional framework in everything that they do. When they build a positive version of the person they are working for or working with, they do their job well and playfully without being stressed or tired.

SELLING TO KINESTHETIC CUSTOMERS:

Making a sale to a kinesthetic customer can be easy and difficult as well- and both in the same transaction.

Kinesthetic respond to emotionally charged presentations. They do respond to 'hands on' products. However, the things may go wrong because of salesperson's enthusiasm.

The challenge with the kinesthetic customers is that they buy in response to their feelings. If these feelings fade away, they are quiet like to change their mind. In such situation, a good sales man does keep motivating this customer through built in reassurance.

When you are dealing with a kinesthetic customer, give him things to touch. You will sell many folds faster. If you are selling him a car, get him to touch its seats, dashboard etc. Let him kick the tires. It satisfies the kinesthetic person.

If you are selling your product and have only the brochures or any other illustrative material, make him hold it. To grab the attention of a kinesthetic customer, make your point with a physical action of some kind.

Kinesthetic Language

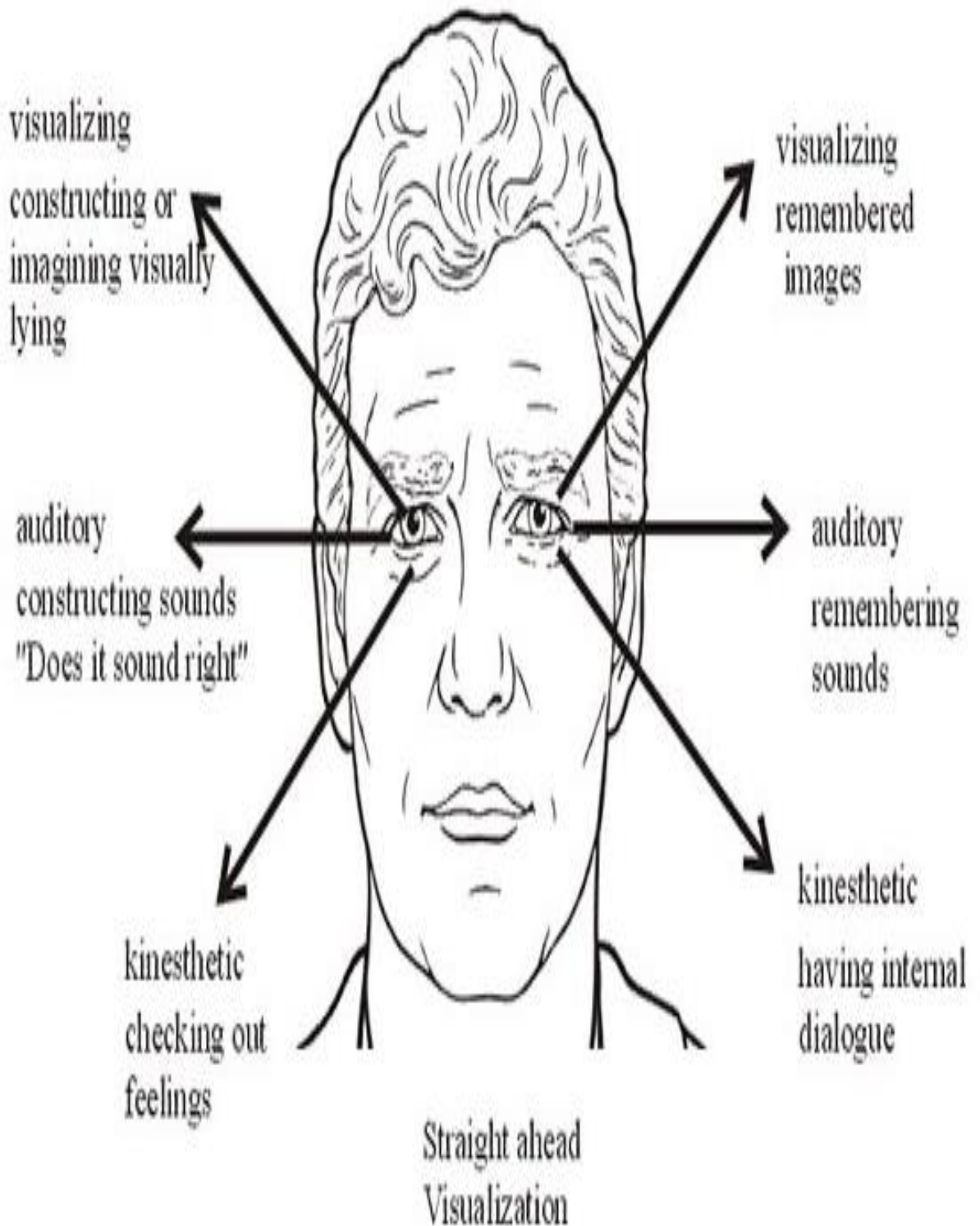
Some of the common words or phrases of kinesthetic are:

Feel, touch, grab, solid, hard, scrape, concrete, slip through, throw out, get a handle, get hold of, pain in the neck, hold on, hold it, boils down, come to grip with, hand in hand, pull some strings, start from scratch.

EVERYONE HAS ELEMENTS OF ALL THREE MODES, BUT MOST OF THE PEOPLE HAVE ONE SYSTEM THAT DOMINATES. WHEN YOU KNOW PEOPLE'S REPRESENTATIONAL SYSTEM, YOU UNDERSTAND HOW THEY COMMUNICATE AND DECIDE.

Right Construct

Left Remember



IDENTIFY YOUR PREFERRED THINKING PATTERN: QUESTIONNAIRE

This questionnaire is in no way a definitive analysis but is merely to raise your awareness of how you think. Your thinking patterns may vary from one situation to another.

The aim of this exercise is to help you identify any preferences you have in your thinking pattern.

You may tick as many senses as are true for you for any question. You may, for example:

Have one sense ticked for one question and five for another question. Work through each question and be aware of what come to your mind, the moment you see it; (i.e. it is

- a.) An image or picture,
- b.) A sound,
- c.) A feeling or an emotion,
- d.) A taste,
- e.) A smell

- *Chocolate Bar*
- *Your best friend*
- *The way you would like most to spend your time*
- *What you did last on Sunday*
- *Any function or party where you enjoyed most*
- *Your favorite restaurant*
- *Something from your childhood*

- *Something from work*
- *Where you may be tomorrow*
- *Something you find too difficult to do*
- *Something you find rewarding*
- *Something you find amusing*
- *A goal that you have fixed for future*
- *Your expectation for the rest of this week*
- *What are you doing this moment?*

PREDICATES FOR DIFFERENT REPRESENTATIONAL SYSTEM

- What do you notice about the following four sentences?
- You have shown me a bright idea on how to proceed and I would like to look into it further.
- You have to tell me of a way to proceed that sounds good and I would like to hear more about it.
- You have handed me a way to proceed that is on solid ground and I would like to get more of a feel for it.
- You have provided me with a way to proceed that makes sense and I would like have more details.

The first sentence uses visual words, the second auditory, the third kinesthetic and the fourth uses words that are not sensory based (auditory digital), yet all four sentences convey the same general meaning.

You use words to describe your thoughts. If your thoughts (internal representations) are mainly pictures, then you will tend to use more visual words when describing your thoughts. If your thoughts are based on logic or making sense of something, you may tend to use words that reflect the logic of your thinking. Likewise, for auditory and kinesthetic. The words you use reflect the logic of your thinking. Likewise, for auditory and kinesthetic. The words you use reflect your internal thoughts and thought structures to others through the words you choose to use or not use- more about this in later articles.

In NLP terms, visual, auditory, kinesthetic and auditory digital words are called predicates. The predicate, that a person uses will provide you an indication of the person's preferred representational system.

Can you think of the other words or phrases that can be added? Notice that some words like fuzzy could appear in more than one column.

Exercise 1: For two minutes, describe your home using only visual words.

For the next two minutes use only kinesthetic words and for the final two minutes use only auditory digital words.

Hint: for visual, you can describe the different colors; for auditory, the different feelings or textures; and for auditory digital, you can use facts and figures. Notice which modality (or modalities) gives you the most difficulty. These are the ones that you will need to practice. If you want people to clearly see, hear, grasp or understand your message, you need to be able to speak their language.

Exercise 2: Listen to the predicates that your friends or family members use. They will use a mixture of visual, auditory, kinesthetic and auditory digital predicates and one or two of these will be used more frequently and this is their preferred representational system.

ASSIGNMENT:

Watch people closely when they are talking; their eye movement, tonality, breathing pattern and physiology. Watch how they have stored their information.