

CENCAN CONFERENCE

BUILDING RAPPORT WITH CLIENTS

TIPS FOR CREATING CONNECTIONS AS
INTROVERTED VETERINARY PROFESSIONALS

JOLENE WATSON, RVT
Professional Speaker & Trainer
Creating Connections



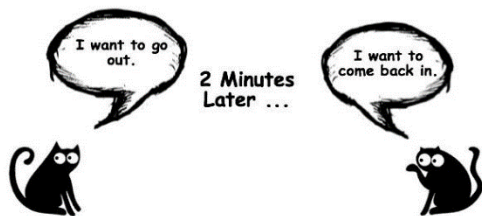
**YOU CAN'T CHANGE YOUR PERSONALITY TYPE BUT
YOU CAN DEFINITELY CHANGE YOUR BEHAVIORS**

NOTES:



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Why introverts are like cats



| | | |
|---------------------|--------------------|---------------------|
| EXTROVERSION | | INTROVERSION |
| Initiating | | Receiving |
| Expressive | | Contained |
| Gregarious | ENERGY | Intimate |
| Active | | Reflective |
| Enthusiastic | | Quiet |
| | | |
| SENSING | | INTUITION |
| Concrete | | Abstract |
| Realistic | | Imaginative |
| Practical | INFORMATION | Conceptual |
| Experiential | | Theoretical |
| Traditional | | Original |
| | | |
| THINKING | | FEELING |
| Logical | | Empathetic |
| Reasonable | | Compassionate |
| Questioning | DECISIONS | Accommodating |
| Critical | | Accepting |
| Tough | | Tender |
| | | |
| JUDGING | | PERCEIVING |
| Systematic | | Casual |
| Planful | | Open Ended |
| Early Starting | LIFESTYLE | Pressure-Prompted |
| Scheduled | | Spontaneous |
| Methodical | | Emergent |

E Extraversion
Action
Outward
People
Interaction
Many
Expressive
Do-Think-Do

I Introversion
Reflection
Inward
Privacy
Concentration
Few
Quiet
Think-Do-Think

S Sensing
Facts
Realistic
Specific
Present
Keep
Practical
What is

N Intuition
Ideas
Imaginative
General
Future
Change
Theoretical
What could be

T Thinking
Head
Distant
Things
Objective
Critique
Analyze
Firm but fair

F Feeling
Heart
Personal
People
Subjective
Praise
Understand
Merciful

J Judging
Organized
Decision
Control
Now
Closure
Deliberate
Plan

P Perceiving
Flexible
Information
Experience
Later
Options
Spontaneous
Wait

before you speak

THINK

- T** ~ is it true?
- H** ~ is it helpful?
- I** ~ is it inspiring?
- N** ~ is it necessary?
- K** ~ is it kind?

HOW TO CARE FOR EXTROVERTS

- 1 RESPECT** THEIR INDEPENDENCE
- 2 COMPLIMENT** THEM IN THE COMPANY OF OTHERS
- 3 ACCEPT AND ENCOURAGE** THEIR ENTHUSIASM
- 4 ALLOW THEM TO EXPLORE** AND TALK THINGS OUT
- 5 THOUGHTFULLY SURPRISE** THEM
- 6 UNDERSTAND** WHEN THEY ARE BUSY
- 7 LET THEM DIVE RIGHT IN**
- 8 OFFER THEM OPTIONS**
- 9 MAKE PHYSICAL AND VERBAL GESTURES OF AFFECTION**
- 10 LET THEM SHINE**

HOW TO CARE FOR INTROVERTS

- 1 RESPECT** THEIR NEED FOR PRIVACY
- 2 NEVER EMBARRASS** THEM IN PUBLIC
- 3 LET THEM OBSERVE** FIRST IN NEW SITUATIONS
- 4 GIVE THEM TIME TO THINK** DON'T DEMAND INSTANT ANSWERS
- 5 DON'T INTERRUPT** THEM
- 6 GIVE THEM ADVANCE NOTICE** OF EXPECTED CHANGES IN THEIR LIVES
- 7 GIVE THEM 15 MINUTE WARNINGS** TO FINISH WHATEVER THEY ARE DOING
- 8 REPRIMAND THEM PRIVATELY**
- 9 TEACH THEM NEW SKILLS PRIVATELY**
- 10 ENABLE THEM TO FIND ONE BEST FRIEND** WHO HAS SIMILAR INTERESTS & ABILITIES
- 11 DON'T PUSH THEM TO MAKE LOTS OF FRIENDS**
- 12 RESPECT THEIR INTROVERSION** DON'T TRY TO REMAKE THEM INTO EXTROVERTS



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PROVIDE VALUE

DESCRIBE YOUR IDEAL CLIENT:

VIDEO: HOW TO KNOW YOUR LIFE PURPOSE IN 5 MINUTES- ADAM LEIPZIG

1. WHO ARE YOU?

2. WHAT DO YOU DO?

3. WHO DO YOU DO IT FOR?

4. WHAT DO THEY WANT OR NEED?

CUSTOMER BILL OF RIGHTS

1. KNOW ME
2. VALUE ME
3. UNDERSTAND MY NEEDS
4. TREAT ME WITH RESPECT
5. VALUE MY TIME
6. MAKE IT EASY

-Taking your customer care to the next level, Nadji Tehrani

NOTES:

5. HOW DO THEY CHANGE AS A RESULT?

MY 20-45 SECOND CONVERSATION STARTER:

F.O.R.M

FAMILY/FRIENDS:

- TELL ME ABOUT YOUR FAMILY.
 - *DON'T ASK WHY THEY ARE SINGLE HOWEVER!
 - WHERE DID YOU GROW UP; WHAT BROUGHT YOU HERE?
 - DO YOU STILL HAVE FAMILY THERE?
 - IF THEY HAVE CHILDREN- WHAT IS YOUR FAVORITE THING ABOUT HAVING KIDS? HOW MANY? (CAREFUL WITH ASSUMING THEY WANT OR HAVE CHILDREN; LET THEM BRING IT UP).
 - WHO IS YOUR 'PERSON'? FAVORITE FRIEND? WHY?
- LOOK FOR SIMILAR INTERESTS AND EXPLORE THEM DURING YOUR CONVERSATION.

OCCUPATION:

- IF EMPLOYED: WHAT IS THE MOST REWARDING PART OF YOUR CAREER? ONCE YOU GET TO KNOW THEM YOU MAY ASK THEM ABOUT CHALLENGES THEY HAVE FACED.
 - HOW DID YOU GET INTO THIS CAREER? WHAT WAS YOUR ORIGINAL CAREER OR JOB? (THIS IS USUALLY FASCINATING)
 - ARE YOU HAPPY IN YOUR CURRENT POSITION OR LOOKING TO EXPAND WITHIN THE INDUSTRY?
- WHAT WOULD YOUR DREAM JOB/CAREER BE IF YOU HAD NO LIMITATIONS? (OFTEN THEY WILL LIGHT UP AND ENGAGE RIGHT AWAY AS YOU ARE DELVING INTO WHAT THEIR TRUE PURPOSE IS IN LIFE).

RECREATION:

- WHERE DO YOU TRAVEL TO? TELL ME ABOUT YOUR DREAM VACATION? WHERE WOULD YOU GO AND WHY?
 - WHAT SPORTS/ACTIVITIES DO YOU WATCH OR PLAY? ARE YOUR CHILDREN IN SPORTS/DANCE (IF YOU KNOW THEY HAVE KIDS).
 - WHAT KIND OF MUSIC DO YOU LISTEN TO AND WHY?
 - WHAT DO YOU DO FOR FUN; HOW DID YOU GET INTO THAT?
 - DESCRIBE A PERFECT SUNDAY AFTERNOON...
 - WHAT MOVIE IS YOUR FAVORITE? WHY?
- WITH INTROVERTS MAKE SURE THEY TRUST YOU AND KNOW YOU WELL BEFORE ASKING PERSONAL QUESTIONS; EXTROVERTS OFTEN ANSWER ANY QUESTION ASKED.

MOTIVATION:

- ASIDE FROM WORK AND RECREATION WHAT IS REALLY IMPORTANT TO YOU?
 - WHAT ORGANIZATIONS DO YOU SUPPORT OR VOLUNTEER FOR? (OFTEN PEOPLE DESCRIBE PASSIONS HERE)
 - IF YOU COULD DO IT ALL OVER AGAIN, WHAT WOULD YOU DO DIFFERENTLY?
 - WHERE DO YOU SEE YOURSELF IN 5 OR 10 YEARS?
 - WHAT IS YOUR TOP GOAL YOU WANT TO ACHIEVE THIS YEAR?
 - WHAT WAS YOUR CHILDHOOD DREAM? IF YOU COULD GO BACK TO SCHOOL AT NO COST WHAT WOULD YOU STUDY?
- TELL ME MORE...

QUESTIONS I AM COMFORTABLE ASKING:

1.

2.

3.

4.

5.

6. WHO WOULD BE YOUR IDEAL CLIENT & WHY?

VETERINARY

BE CURIOUS:

- WHY DID YOU CHOOSE THIS BREED? THE NAME?
 - DO YOU TAKE YOUR PET TRAVELING?
 - WHAT GOES INTO YOUR PETS MOUTH IN A 24 HOUR PERIOD?
 - TELL ME ABOUT YOUR FIRST PET?
- MAKE THEM FEEL LIKE THEY ARE THE MOST IMPORTANT PERSON IN THE WORLD IN THAT MOMENT AND THAT THEIR PET IS THE CUTEST AND MOST UNIQUE PET YOU HAVE SEEN ALL DAY!



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STRENGTHS / POSITIVE ATTRIBUTES / CAREER ADVANCEMENT

These can be used in performance reviews, interviews and most importantly to boost confidence!

ASSIGNMENT:

1. Think of two positive qualities or attributes that others have said about you that you know to be true.
2. Write out a PAR for each one:

P- Name a problem or challenge you have faced in the workplace or your personal life

A- What action did you take?

R- What was the result; how does this prove you are what was said about you?

Some examples of positive attributes:

EXUDE CHARISMA

| | | | | | |
|--------------|-------------|-------------|------------|-------------|---------------|
| Approachable | Decisive | Humble | Lively | Passionate | Trustworthy |
| Admirable | Encouraging | Helpful | Leader | Perceptive | Thoughtful |
| Ambitious | Empathetic | Intuitive | Motivating | Persuasive | Tenacious |
| Brave | Engaging | Innovative | Modest | Patient | Understanding |
| Balanced | Fearless | Imaginative | Nurturing | Resilient | Unique |
| Courageous | Fun | Insightful | Nice | Reliable | Versatile |
| Charismatic | Giving | Joyful | Natural | Spontaneous | Vivacious |
| Creative | Gentle | Kind | Optimistic | Sincere | Willing |
| Dedicated | Grateful | Loyal | Outgoing | Strategic | Wise |
| Daring | Honest | Loving | Positive | Smart | Vibrant |

| QUALITY | 1 | 2 |
|---------|---|---|
| PROBLEM | | |
| ACTION | | |
| RESULT | | |



APPRECIATION STYLES: www.5lovelanguages.com

1. **WORDS OF AFFIRMATION**- Words, both oral and written, can be used to affirm and encourage those around us. Some people prefer personal one-on-one communication, while others value being praised in front of others (but it is important to know that a lot of people do not like to receive public affirmation in front of a large group.)

2. **QUALITY TIME**- Personal, focused time and attention with their supervisor is highly affirming for some. But others enjoy different types of time — “hanging out” with their coworkers, working together as a team on a project, or just having someone take the time to listen to them. And the type of time desired can differ significantly depending on whether it is with colleagues or with their supervisor.

3. **ACTS OF SERVICE**- Assisting in getting a task done can be extremely encouraging to a colleague. Helping a teammate “dig out” from being behind, working collaboratively on a project that would be difficult to do alone, or just working alongside with them on a task, are all ways of showing appreciation.

4. **TANGIBLE GIFTS**- The key to an effective gift in the workplace is the “thought,” not the amount of money spent. Taking time to notice what your colleagues and clients enjoy (chocolate, coffee, cashews), observing their hobbies and interests (sports, books, crafts) and buying them a small related gift shows that you are getting to know them as a person and understand what is important to them.

A person who feels
appreciated
will almost always
do more
than expected...



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BUILDING RAPPOR T WITH CLIENTS FEEDBACK FORM

NAME / ROLE:

CLINIC:

WHAT DID YOU VALUE MOST ABOUT THIS WORKSHOP?

MY TOP TWO TAKE AWAYS ARE:

ADDITIONAL COMMENTS/TESTIMONY:

Can I use your comments including your first and last name on my website? If yes, please give me permission via your signature below:

Signature First and Last Name (Printed) Email Phone #

WOULD YOU LIKE TO BE ADDED TO MY MONTHLY MAILING LIST FOR UPDATES? YES NO

Services I am interested in learning more about:

In-house Team Building Myers-Briggs® workshop (including customized reports) ____

Vision Boarding / Goal Setting Workshop for a retreat or corporate event ____

Have Jolene come to speak at my clinic or a local event in my community ____



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