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Session Title: Using Sales Theory to Deliver your Safety Message

Session Notes:

Empathy

Empathy means taking the time to take a walk in the customer's shoes. Do you know the challenges they face, are you really feeling their pain?

It involves:

- Taking a step back to try and get a picture of where they're coming from. Are they under time pressure, are they working to tight financial commitments, do they have a varied workforce or have they got other commitments not related to the project they are working on with you?
- Rather than opening up the conversation with an issue you have identified around safety, why not ask the individual how the project is going to date, if they have any observations or concerns with the project and then begin to engage with the identified issue at hand.

Approaching any situation this way will increase the likelihood of getting buy in.

Empathy and the Meeting Scenario

What happens if you manage to gather several people together and your objective is to ensure they all buy in to the safety message?

- Include everyone in the dialogue of the meeting. Make the meeting an inclusive one where you query and get feedback from each person.
- Ask questions like, "Does that sound realistic?" or "Where are you at with this right now?" From there you can gauge, understand, and react to help them through it.

When your safety message has been accepted, remain emphatic when engaged with all stakeholders and this will lead to sustainable relationships that are mutually beneficial.



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Collaboration

Collaboration supports:

- The generation of better outcomes and/or create better solutions to challenges being faced in your professional lives
- The ability to dismantle the “us versus them” scenario in the working world
- The creation of a more productive environment for all concerned

Collaboration Practice

- Approach the person / people involved with the concept of collaboration at the forefront of your minds
- Engage with them on the issue identified and solicit their input into how this could be resolved
- If met with resistance, display empathy and persevere

Ultimately, you should end up with a superior solution that sits well with all involved parties.

Timing

Recognise the importance of timing when engaging with others to increase the likelihood of buy in. Timings allows us to:

- Display a level of consideration for the other parties involved
- Provide a more personal and human touch
- Increase the relevance of the message you’re delivering
- Create a context that resonates with the other parties

Timing Practice

For example, getting the dialogue around safety going from the outset, you are creating the opportunity for each party involved in a particular project to see how safety can become part of their area of responsibility and get adopted more readily. By working in true collaboration style and getting your timing right, their input will also help shape the adopted safety messages increasing their effectiveness and the likelihood of them being adhered to for the duration of any given project. With the right timing, you are also building trust with the other parties as well as increasing the probability of your message being not only heard but accepted.

The Bigger Picture

Looking at any situation from a macro perspective often lends to more success when seeking buy in for whatever you have to sell. It allows us to:

- See where we fit in to the bigger picture
- Identify how our roles affect others
- Understand how our objectives are perceived by others
- View the situation more clearly
- Improve our effectiveness of achieving buy in



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Objectives – Benefits – Features

How we craft our messaging is an important activity when seeking the buy in of others and particularly important in situations where there may be obstacles or challenges highlighted to you by the people that you are seeking buy in from. Breaking down messages into Objectives – Benefits – Features will assist in achieving buy in.

- Look at each party involved on a construction site and understand what their **objectives** are regarding their role in the project
- Understand the **benefits** they seek, which link directly to their objectives
- Identify the **features** in the safety message that could support the achievement of these objectives

By using this model, you are able to demonstrate how acceptance of your safety message can assist them in achieving their objectives. It requires work and practice, but when the outcomes are more positive, you can see it is worth it.

Objectives: An objective identifies what is important to the customer

Benefit: A benefit links directly to the customer's objective and can be seen as the what's "in it" for the customer

Feature: The feature describes how you will deliver the benefit

Hypothetical Example of an OBF statement:

A contractor wants to execute his/her projects in a timely, cost effective and safe manner and to be recognised as a leader in their respective field (**objective**) so that his/her team are loyal to the company and are performing optimally ensuring growth in the company's revenue performance (**benefit**). This can be achieved thanks, in part, to the safety processes and procedures created with the entire project, and all the related teams involved, in mind, which have been designed with your input and expertise and are there to ensure a sustainable, safe, efficient workplace for all concerned (**feature**).

Strong Words for OBF Statements

The following are a list of strong words that should, when possible, be incorporated into your messaging. However, it's most important to use language that sits comfortably with you so that you remain authentic and genuine.

Achieve, assist, avoid, control, coordinate, create, decrease, ease, enhance, ensure/insure, facilitate, gain, give, help, improve, increase, inspire, justify, lead, lessen, manage, maximise, minimise, motivate, provide, receive, reduce, save, simplify and solve.



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Communication Tips

Listen actively: It is critical to put your 100% focus on the conversation at hand:

- Recap what the other party has said to show that you are listening and understanding
- Ask a relevant follow up question to highlight further that you have actively listened throughout the conversation.

Be present: You need to be 100% in the present moment:

- It shows that you respect the other party
- You value their time
- Appreciate what they have to say

Stick to the point: Remaining specific throughout your dialogue ensures:

- Time efficiency
- Increases likelihood that your messaging is being understood by the other party
- Improves acceptance levels

Ask good questions: By asking good questions you:

- Display genuine interest and enthusiasm
- Build stronger rapport with your customers

Be Honest: Honesty truly is the best policy:

- Don't be afraid to acknowledge that we don't know everything
- Don't hide any limitations or challenges linked to what you are trying to get buy in for
- Engage in honest dialogue to create solutions that work for your customer