

## How People Process Information

A person's language will indicate how they are processing information at any one time. Through matching their preferred style or pattern, you can increase the level of rapport and therefore your level of personal influence. The Representational Systems are the ways in which we receive, process, store and retrieve information and experience.

Each of us has a unique way of representing the world, and one way that this will manifest itself is through the specific language we use. If you are able to identify the pattern being used by your communication partner you can increase the development of rapport through matching their system in the language that you use. In addition, when talking to people where you do not yet know their preferred patterns, you will find a major gain in rapport through using language in all systems.

### Which Car Would You Buy?

#### Car 'A'

Picture yourself at the wheel of this eye-catching model. From any angle, its clean distinguished lines project something about you. Behind the wheel, notice the bright clear cockpit display against the rich wood-veneer dashboard - all the signs of quality for the discerning motorist, coupled with sparkling performance. *A Vision in Design.*

#### Car 'B'

'A resounding YES for this car's quiet style' says *Why Buy?* Magazine. 'The car that tells you you've arrived.' From the soft seductive purr of the engine to the bright clear tones of the 6-speaker CD system - this car says everything about you. Advanced aerodynamic styling reduced cabin noise to a whisper. *You and your car in perfect harmony.*

#### Car 'C'

Slide into the cockpit and feel the contoured support of the driver's seat, and settle in to the most comfortable, relaxing drive of your life. Feel the excitement that this car generates - crisp gearbox, light responsive

steering, touch-sensitive controls, firm suspension plus air-conditioned comfort - just sink into the experience. *'Poetry in Motion'* as they say.

# What is Your System?

**Which senses are most predominant for you?**

1. Visual - do you picture things in your mind. Do you remember your childhood or your dreams through pictures? Can you close your eyes and visualize a picture or scene? Are you attracted by visual stimuli?
2. Auditory - Are sounds the way you remember things, such as music, words, laughter or crying? Are you easily distracted by sounds? Are you attracted by sounds?
3. Kinesthetic - Do you experience your life through feelings? Do you sense things? Are you more intuitive?
4. Olfactory - Are smells important to you? Do you associate certain memories or people with fragrances? Do you get tuned on or off by certain smells?
5. Gustatory - Are tastes important to you? Do you associate memories by the food that you ate or by other tastes?
6. Combination - List them here: