

Representational System

Preference Test

For each of the following statements, please place a number next to every phrase. Use the following system to indicate your preferences:

- 4 = Closest to describing you
- 3 = Next best description
- 2 = Next best
- 1 = Least descriptive of you

1. I mostly make decisions about money based on:

- ___ the right gut level feelings
- ___ which is the best, sound solution and resonates for you
- ___ what looks best to me after clearly seeing the images in question
- ___ precise review and study of the situation

2. During an argument, I am most likely to be influenced by:

- ___ the loudness or softness of the other person's tone of voice
- ___ whether or not I can see the other person's viewpoint
- ___ the logic of the other person's argument
- ___ whether or not I am in touch with mine and the other person's feelings

3. I like to be aware of the following in conversation:

- ___ the way people display themselves and give-away facial expressions
- ___ the feelings that we share

___ the words I and they choose and whether it all makes good sense

___ the variability of sounds and intonations in the 'story' of the voice

4. If I had the choice of these in order, first I would like to:

___ find the ideal volume and tuning on a stereo system

___ review the layout of the room to understand the person by this method

___ select the most comfortable furniture

___ look around and take in the décor, pictures and how the room looks before doing anything else.

5. Which describes your room that you live in:

___ the hi-fi is very prominent and you have an excellent CD/MP3 collection

___ it's a practical layout and things are situated in logical location

___ the feel of the place is the most important to you

___ the colors you choose and the way a room looks are most important

Step One: Copy your answers here:

1. -----K
-----A
-----V
-----Ad

2. -----A
-----V
-----Ad
-----K

3. -----V
-----K
-----Ad
-----A

4. -----A
 -----Ad
 -----K
 -----V

5. -----A
 -----Ad
 -----K
 -----V

Step two: Add the numbers associated with each letter. There are 5 entries for each letter:

	V	A	K	Ad
1				
2				
3				
4				
5				
Totals:				

The comparison of the total scores in each column will give the relative preference for each of the 4 major Representational Systems.

Representational Systems

V Visual

People who are visual often stand or sit with their heads and/or bodies erect, with their eyes up. They will be breathing from the top of their lungs. They often sit forward in their chair and tend to be organized, neat, well-groomed and orderly. They memorize by seeing pictures, and are less distracted by noise. They often have trouble remembering verbal instructions because their minds tend to wander. A visual person will be interested in how your program LOOKS. Appearances are important to them. They are often thin and wiry.

A Auditory

People who are auditory will move their eyes sideways. They breathe from the middle of their chest. They typically talk to themselves, and are easily distracted by noise. (some even move their lips when they talk to themselves.) They can repeat things back to you easily, they learn by listening, and usually like music and talking on the phone. They memorize by steps, procedures, and sequences (sequentially). The auditory person likes to be TOLD how they're doing, and responds to a certain tone of voice or set of words. They will be interested in what you have to say about your program.

K Kinesthetic

People who are kinesthetic will typically be breathing from the bottom of their lungs, so you'll see their stomach go in and out when they breathe. They often move and talk very slowly. They respond to physical rewards, and touching. They also stand closer to people than a visual person. They memorize by doing or walking through something. They will be interested in your program if it "feels right".

A_d Auditory Digital (self talk, or labelling system)

This person will spend a fair amount of time talking to themselves. They will want to know if your program "makes sense". The auditory digital person can exhibit characteristics of the other major representational systems.

Predicates

Visual	Auditory	Kinesthetic	AD/Labeling
<p>Memorize by seeing pictures and are less distracted by noise.</p> <p>Often have trouble remembering and are bored by long verbal 'instructions because their mind may wander.</p> <p>They are interested by how the program looks.</p>	<p>Typically are easily distracted by noise.</p> <p>They can repeat things back to you easily & learn by listening.</p> <p>They like music and like to talk on the phone.</p> <p>Tone of voice and the words used can be important.</p>	<p>Often they talk slowly and breathy.</p> <p>They respond to physical rewards & touching.</p> <p>They memorize by doing or walking through something.</p> <p>They will be interested in a program that feels right or gives them a gut feeling.</p>	<p>They spend a fair amount of time talking to themselves.</p> <p>They memorize by steps, procedures, sequences.</p> <p>They will want to know the program makes sense.</p> <p>They can also sometimes exhibit characteristics of other rep systems.</p>
<ul style="list-style-type: none"> • See • Look • View • Appear • Show • Dawn • Reveal • Envision • Illuminate • Imagine • Clear • Foggy • Focused • Hazy • Crystal • Picture 	<ul style="list-style-type: none"> • Hear • Listen • Sound(s) • Make music • Harmonize • Tune in/out • Be all ears • Rings a bell • Silence • Be heard • Resonate • Deaf • Mellifluous • Dissonance • Question • Unhearing 	<ul style="list-style-type: none"> • Feel • Touch • Grasp • Get hold of • Slip through • Catch on • Tap into • Make contact • Throw out • Turn around • Hard • Unfeeling • Concrete • Scrape • Get a handle • Solid 	<ul style="list-style-type: none"> • Sense • Experience • Understand • Think • Learn • Process • Decide • Motivate • Consider • Change • Perceive • Insensitive • Distinct • Conceive • Know •

Relationship Sales Dynamics™

www.SpikeSpencer.com