



Selling a Vacation



- Category:** Application
Goal: Encouraging participants to flex when communicating with a different style.
Materials: Flip Chart Paper, Markers
Preparation: Post 1 flipchart sheet for each style in a corner of the room.
Grouping: Participants are grouped by style.
Timing: 20 minutes.

(5 Min) Assigning & Participants Moving
(5 Min) Groups design Vacation Promotional Poster on Flipchart
(10 Min) Groups present and get feedback on their Poster.

Assignments: For “D’s”

1. Your assigned style is “S.”
2. As a group, create a promotional poster for a vacation that would encourage an “S” to buy.
3. For reference, remember S’s like harmony, predictable and loyal.
4. Record your promotional poster on a flipchart.
5. Be ready to sell the “S’s” on why your vacation is the one they should buy.

For “I’s”

1. Your assigned style is “C.”
2. As a group, create a promotional poster for a vacation that would help a “C” to decide to buy.
3. For reference, remember C’s like analysis, procedures, and accuracy.
4. Record your promotional poster on a flipchart.
5. Be ready to sell the “C’s” on why your vacation is the one they should consider to buy.

For “S’s”

1. Your assigned style is “D.”
2. As a group, create a promotional poster for a vacation that would motivate a “D” to buy.
3. For reference, remember D’s are competitive, goal oriented and efficient.
4. Record your promotional poster on a flipchart.
5. Be ready to sell the “D’s” on why your vacation is the one they should buy.

For “C’s”

1. Your assigned style is “I.”
2. As a group, create a promotional poster for a vacation that would motivate an “I” to buy.
3. For reference, remember I’s are fun-loving, high-energy and trusting.
4. Record your promotional poster on a flipchart.
5. Be ready to sell the “I’s” on why your vacation is the one they have to buy.

Training Tips

1. Walk around while small groups are creating their posters.
Question their progress if they are creating a poster for their own style, rather than their assigned style.
2. After each group sells their poster to their assigned style, ask the assigned style, would they buy this promoted vacation? If yes, why? If no, why?
3. After all groups have presented, have participants return to seats & write out what they need to remember when they are communicating with someone whose style is quite the opposite.