

How to Influence with Impact & Create WIN-WINs in your Business



Go-Digital
discover online business



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THE HUFFINGTON POST

cleo

 **THE
AUSTRALIAN**

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What makes Communication Effective?

Before answering these questions, make sure you have watched Video 1.

What are the key drivers of ineffective communication?

What are the three pillars of communication?

1)

2)

3)

Which of these do you use the most in your interactions with others?

What do you currently focus on when looking to establish a connection with your ideal prospects?

What makes Communication Effective?

What are the biggest communication challenges you currently face in your business?

What would be the positive impact to your business of addressing these challenges?

What is personally within *your* control to create positive changes with regards to this challenge?

What are your key take aways and 'ahas' from Video 1?

Simple Tricks to Attract your Dream Clients

Before answering these questions, make sure you have watched Video 2.

What could you do differently in order to build a stronger level of rapport or connection amongst your clients and prospects?

What are you currently doing in your business in order to build your '**Know, Like and Trust**' Factor amongst your clients and prospects?

List 2-3 additional ideas that you could put into practice to help you build this further

Introducing the DISC Model

Before you answer these questions make sure you have watched Video 3.

What is your understanding of the DISC model and what are the benefits of using it?

Key take aways about the 'D' style of communication

Key take aways about the 'I' style of communication

Key take aways about the 'S' style of communication

Key take aways about the 'C' style of communication

Introducing the DISC Model

Out of the D,I,S,C, factors which feels most aligned to your communication style?

Think of someone you find it **easy** to communicate with, and list three reasons why.

Think of someone you find it **difficult** to communicate with, and list three reasons why.

With your new awareness of the DISC model, which style do you think best describes each of them?

Introducing the DISC Model

For the person that you consider to be difficult, what on reflection do you feel they want most from an interaction?

What changes in approach could you take to gain a better outcome?

What could be the benefit of this shift in approach?

What are your key take aways and ahas from Video 3?

Creating WIN-WINs & Additional Income Streams

Before you answer these questions make sure you have watched Video 4.

When selling to each of the D,I,S,C styles what is most important to remember?

The D wants:

The I wants:

The S wants:

The C wants:

Creating WIN-WINs & Additional Income Streams

Remember, **the most powerful way to get what you want is to help someone else get what *they* want.** When you can create a WIN-WIN you can easily and effortlessly bring others on board and expand the opportunities for your business.

What other businesses, organisations, memberships, groups, practitioners or individuals share the same audience as you, but with a complimentary or different service?

What are all the opportunities you have to tap into these a) in your local area? b) online?

Creating WIN-WINs & Additional Income Streams

What can you bring/offer them in exchange for exposure to their audience? (e.g a free talk, information, a special offer or discount)?

Where do you see opportunities to 'join forces' to offer a package service that combines both of your offerings or services?

What are your key take aways and ahas from Video 4?

Unlock personalised insights to Influence with Impact in your business

Imagine if...

-You knew specifically what would get the **highest levels of engagement and performance** from yourself and each member of your team?

-You had the insights to know exactly **where and how to focus energy, effort and talent to maximise productivity and output** in your business?

-You could **build more trust, commitment and conversions amongst your clients and prospects, and increase cooperation while minimising conflict amongst team members and suppliers?**

Discovering your personalised DISC communication and behavioural style will equip you with practical insights and strategies to truly influence with impact and give yourself and your business a competitive edge with clients.

The science-validated Talent Insights report not only looks at your unique communication style and the corresponding strengths to leverage, it goes a level deeper (beneath the iceberg) to also identify your Workplace Motivators- your primary drivers.

When we are able to align our Workplace Motivators to our business, we increase our levels of engagement, productivity and fulfilment.

Used worldwide for its accuracy, simplicity and ease of implementation, this science-based profiling tool is a game-changer for all forward-thinking businesses and entrepreneurs.

The customised Talent Insights report is packed with insights and strategies and looks at:

How we behave and communicate -using the world famous DISC model

Why we move into action -using the simple yet powerful Workplace Motivators model

Download a FREE sample Talent Insights report

To learn more about what's included and how this can set you up for success and increased sales conversions in your business, [click here to access a FREE sample report.](#)

Want to increase your sales conversions and get a YES more often to your products and services?

Selling can often feel daunting, overwhelming or even uncomfortable, especially if you are new in business, or have had bad personally experiences yourself of being 'sold to'.

However, for an entrepreneur or business owner, selling is an essential skill if you want to build a sustainable and successful business with consistent income.

What if I told you that with some simple strategies, you could improve your selling techniques to not only bring more clients on board, but in a way that actually feels effortless and even enjoyable?

I work with clients from all types of businesses to help them map out a strategy to create more 'WIN-WINS' and close more sales through my 1-1 Impactful Selling Coaching program.

Through this program we will work together to create your customised 'sales blueprint' and bring more clients on board to your programs and services (without feeling rude, pushy or arrogant).

Limited spots available. For more information and to apply please contact holly@hollymaccue.com



About Holly MacCue

Holly MacCue is fast developing an international reputation for her engaging and dynamic coaching and training style; a genuine passion to empower others, and for her game-changing programs that deliver transformational results.

Originally from the UK, Holly has lived and worked in England, France, Spain and Switzerland before choosing Sydney, Australia as her home in 2013.

With a background in marketing strategy working on multi-million dollar brand portfolios for leading global organisations in the challenging Fast Moving Consumer Goods industry, she knows first hand the powerful impact of mental agility as well as influential communication skills as the enablers to sustainable success in business.

Holly is a coach, trainer, consultant, speaker, blogger, and founder of 'Future Focus Training and Development' through which she delivers programs on personal leadership, effective communication, coaching fundamentals and high performance teams. She has coached clients from all industries and backgrounds, including entrepreneurs, accountants, engineers, lawyers, teachers, and even nuclear scientists, supporting them to influence with impact and achieve their full potential.

About Holly MacCue

Holly has studied with the industry's top thought-leaders for the past decade. A qualified Personal Performance coach, she attained her Diploma with Distinction from the world's largest coaching organization, The Coaching Academy UK. Accredited in DISC profiling, Workplace Motivators and Emotional Intelligence, Holly incorporates these multi-science tools into her training and coaching programs with powerful results. She is also a Neuro-Linguistic Programming Practitioner, certified by the International Training Academy and NLP co-creator John Grinder.

Described as 'personal, professional and magnetic', Holly is a public speaker and a career blogger for the Huffington Post, and has appeared in The Australian, Marie Claire and Cleo.

To connect further with Holly and understand how she can support you to grow your business please contact holly@hollymaccue.com

✦ What Others Say ✦



"I am now truly living the life I always wanted"

When I began my coaching with Holly I was excited but clueless where to begin. She helped me zero in and gave me the courage to tailor my business to exactly what I wanted rather than the model I felt I had to fall into.

Holly is definitely true to her words when she says she will help you custom design a career of your choice. I am now truly living the life I always wanted where I have the flexibility to be there for my children but also have a fulfilling career that lights me up.

"Holly helped me find the courage to make my own rules, narrow down exactly what I wanted professionally and personally and go out and get it. And I got it!"

Taryn Gray, A Centred Life



"I had ideas on the backburner for 14 years...now I've created my dream career and lifestyle and tripled my annual income"

"When I first met Holly I was stuck at a crossroads wondering what to do next. I had spent years in large organisations trying to break the glass ceiling and had dreamed of starting my own business but had no idea how. With Holly's help I have been able to start a digital marketing business that means I can work from anywhere and spend time with my family.

I have tripled my annual income and am working with global brands as my clients. Holly's support has helped me learn how to communicate and promote myself even though I am a huge introvert! Thank you Holly".

Anne-Lee Archer, Digital Marketing Strategist , 8VA



"Four weeks into coaching with Holly and I'm blitzing it!"

Secured my first paying client, lined up four meetings with potential clients in the space of one hour and now have a clear direction on who I serve, what my business offering is and how I plan to go about making a profitable, enjoyable business.

Holly has held me accountable in a nurturing space to take the necessary steps that I wouldn't have taken on my own. THANK YOU HOLLY!.

Julie Swan, Success Coach

