

## **Engaging the Five Senses**

We were all born with five senses, each helping us to make generalizations about the world. You should engage all five sensations when trying to persuade an audience. However, keep in mind that there are three dominant senses we gravitate toward. They are sight, hearing, and feeling, or, visual, auditory, and kinesthetic sensations. When we learn, 75% comes to us visually, 13% comes through hearing, and 12% comes through smell, taste and touch. Most people tend to favor one of these perceptions over the others. As a Master Persuader, you need to identify and use your prospect's dominant perspective on the world. Granted, we generally make use of all three senses, but the point is to find the dominant perception. As you determine the dominant mode, consider the size of your audience. If you are speaking to one person, for example, you would want to pinpoint the one perception that is dominant in that person. If you have an audience of one hundred, on the other hand, you would need to use all three styles.

For example, if you were to ask an auditory person to be an eyewitness to a robbery, he would describe the situation something like, "I was walking down 1st Ave. listening to the singing birds when I heard a scream for help. The yelling got louder, there was another scream, and the thief ran off." A visual person might describe the same situation this way: "I was walking down 1st Ave. watching the birds playing in the air. I observed this large man coming around the corner. He looked mean and attacked the smaller man. I saw him take his wallet and run from the scene." The kinesthetic person would use this description: "I was walking down 1st Ave. and I felt a lump in my throat, feeling that something bad was going to happen. There was a scream, there was tension, and I knew that a man was getting robbed. I felt helpless to do anything."

The most commonly prevalent of the senses is sight, or visual perception. One study showed that those who used visual presentation tools (slides, overheads, etc.) were 43% more persuasive than subjects who didn't. Also, those using a computer to present their visual aids were considered more professional, interesting, and effective. Visually oriented people understand the world according to how it looks to them. They notice the details, like an object's shape, color, size, and texture. They say things like, "I see what you mean," "From your point of view..." "How does that look to you?" "I can't picture it," and "Do you see what I mean?" They tend to use words like see, show, view, look, watch, and observe.

Auditory people perceive everything according to sound and rhythm. Phrases you would commonly hear would be, "I hear you," "That sounds good to me," "Can you hear what I'm saying?" "It doesn't ring a bell," and "Let's talk about it." They use words such as hear, listen, sounds, debate, silence, harmony, rings, say, speak, discuss, verbalize.

Kinesthetic people go with what they feel, not only in a tactile way, but also internally. They are very into feelings and emotions. A kinesthetic person would say things like, "That feels right to me," "I will be in touch with you," "Do you feel that?" "I understand how you feel," and "I can sense it." They use words such as feel, touch, hold, connect, reach, unite, grasp, tension, sense, lift, and understand.

One last word on visual, auditory, and kinesthetic sensations: A general way to tell which type describes a particular person is to watch the movement of their eyes when they have to think about a question. Ask them a question, watch their eyes, and make sure the question is difficult enough that they have to ponder for a moment. Generally, but not 100% of the time, if they look up when they think, they are visual. When they look to either side, they are usually auditory. When they look down, they are kinesthetic. I am simplifying a complicated science, but if you try it, you will be amazed at the accuracy of this technique.

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