

Client Reference Hand Outs

REPRESENTATIONAL SYSTEM

PREFERENCE TEST

For each of the following statements, please place a number beside each phase.
Use the following index to show your preferences:

- 4 = This best describes you**
- 3 = Close to best description**
- 2 = Good description**
- 1 = Least best description of you**

1. I make important decisions based on:

- _____ gut level feelings
- _____ which way sounds the best
- _____ what looks best to me
- _____ precise review and study of the issues

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

- _____ the other person's tone of voice
- _____ whether or not I can see the other person's point of view
- _____ the logic of the other person's argument
- _____ whether or not I am in touch with the other person's true feelings

3. I most easily communicate what is going on with me by:

- _____ the way I dress and look
- _____ the feelings I share
- _____ the words I choose
- _____ my tone of voice

4. It is easiest for met to:

- _____ find the ideal volume and tuning on a stereo system
- _____ select the most intellectually relevant point in an interesting subject
- _____ select the most comfortable furniture
- _____ select rich, attractive colour combinations

5.

- _____ I am very attuned to the sounds of my surroundings
- _____ I am very adept at making sense of new facts and data
- _____ I am very sensitive to the way articles of clothing feel on my body
- _____ I have a strong response to colours and to the way a room looks

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PREFERENCE TEST – Analysis Overview

Step One:

Copy your answers from the previous page to summary below:

- | | | | | | |
|----|---------------------------------------|----|---------------------------------------|----|---------------------------------------|
| 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 together the numbers of each of the letters above, i.e. there will be 5 numbers to add for each letter. Do this by filling in the numbers in the boxes below:

	V	A	K	Ad
1				
2				
3				
4				
5				
Totals:				

Step Three:

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

YOUR REPRESENTATIONAL SYSTEM:

PRIMARY _____
SECONDARY _____

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FAVOURED REPRESENTATIONAL SYSTEMS

V: VISUAL

People who are visual often stand or sit with their:

- heads and/or bodies erect
- with their eyes up
- breathing coming from the top of their lungs.

They often sit forward in their chair and tend to be organized, neat, well-groomed, and orderly. They appear physically often thin and wiry, and memorize by seeing pictures, and are less distracted by noise. They often have trouble remembering verbal instructions as their minds tend to wander. A visual person will be interested in how your program, product, etc. LOOKS. Appearance is important to them.

Remember they: **"SEE TO HEAR"**

A: AUDITORY

People who are auditory will quite often move their eyes sideways.

They breathe from the middle of their chest.

They typically:

- talk to themselves
- can be easily distracted by noise
- can repeat things back to you easily
- learn by listening
- usually like music and talking on the phone.
- memorize by steps, procedures, and sequences.

They like to be TOLD how they are doing and respond to a certain tone of voice or set or words. They will be interested in what you have to say about your program, product, etc.

Remember they: **"HEAR TO SEE"**

K: KINESTHETIC

People who are kinesthetic will typically be breathing from the bottom of their lungs, so you will see their stomach go in and out when they breathe. They often:

- move and talk very, very slowly
- respond to physical rewards and touching
- stand closer to people than a visual person
- memorize by doing or walking through something, i.e. to get a feel for it

They will be interested in your program, product, etc. if it FEELS RIGHT, or if you give them something they can grasp.

Remember they: **"FEEL TO SEE"**

Ad: AUDITORY DIGITAL

This person will spend a fair amount of their time talking to themselves. They will want to know if your program, product, etc. MAKES SENSE. The auditory digital person can exhibit characteristics of the other major representational systems

Remember they: **"THINK TO SEE"**

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FAVOURED PREDICATES

Each of the major representational systems have favoured words or phrases that they will use unconsciously when talking. This can be used to identify their preferences and enhance your communication and rapport with them.

VISUAL	AUDITORY	KINESTHETIC	AUDITORY DIGITAL
SEE TO HEAR	HEAR TO SEE	FEEL TO SEE	THINK TO SEE
Memorize by seeing pictures and are less distracted by noise. Often have trouble remembering and are bored by long verbal instructions as their mind wanders. They are interested by how things look	Typically are easily distracted by noise. They can repeat things back to you easily & learn by listening. They like music and like to talk on the phone. Tone of voice and the words used can be important.	Often they talk slowly and breathy. They respond to physical rewards & touching. They memorize by doing or walking through something, They will be interested in how things feel.	They spend a fair amount of time talking to themselves. They memorize by steps, procedures or sequences. They will want to know the program makes sense. They can exhibit characteristics of the other rep systems.
see	hear	feel	sense
look	listen	touch	experience
view	sound(s)	touch	understand
appear	make music	get hold of	think
show	harmonize	slip though	learn
dawn	tune in/out	catch on	process
reveal	be all ears	tap into	decide
envision	ring a bell	make contact	motivate
illuminate	silence	throw out	consider
imagine	be heard	turn around	change
clear	resonate	hard	perceive
foggy	deaf	unfeeling	insensitive
focused	mellifluous	concrete	distinct
hazy	dissonance	scrape	conceive
crystal	question	get a handle	know
picture	unhearing	solid	