



## What is Whole Brain Thinking™?

We all naturally tend to process information, solve problems and relate to others in a particular way, and such inclinations roughly correspond to four different quadrants of the brain. *Jane teaches your sales team how to identify and understand these quadrants. This is the first step to know how to engage a prospect, build trust and sell.*

- *A* quadrant (upper left): People who have this preference are analytical, mathematical, logical problem solvers. Drawn to statistics and the workings of machinery, they can overanalyze a situation so much they have trouble taking action.
- *B* quadrant (lower left): These people are controlled, methodical, disciplined sticklers for structure and routine. Punctual and neat, they always have a plan, timetable and calendar with appointments penciled in.
- *C* quadrant (lower right): Lower-right thinkers are emotional, spiritual and focused on people and human connection.
- *D* quadrant (upper right): *D* types are strongly visual and easily bored, attracted to new ideas, fun and risk taking.

\*Whole Brain Thinking has been researched and scientifically validated since the 1970's. Further data is available at [www.HBDI.com](http://www.HBDI.com).

### Why Does Jane Use the Whole Brain Model?

The Whole Brain model examines at our natural thinking preferences rather than our personality. It deciphers the lenses through which we see the world. By knowing our own filters we are able to determine how to best communicate with people who have similar filters, and

more importantly, people who have differing filters. Once we understand that good communication isn't just about communication techniques, but also about *the people* with whom we are communicating, the door opens to *better personal and client relationships, teamwork, creativity, problem solving and other aspects of personal and interpersonal development.*

### **How Does Jane Use Whole Brain Thinking?**

The Whole Brain model is an effective tool for understanding the differences between our preferences and those of our customers and colleagues. Jane uses the tool in many of her programs to encourage your client-facing team to understand their own mental filters and to be able to determine their clients' filters. With this information, Jane shows program participants how to adjust the way they communicate in person, in presentations and in written documents. *The end result is deeper, stronger client relations.*

### **How Do You Benefit from This Approach?**

Many corporations use assessments. Jane is a pioneer in integrating tools such as this into her programs so that the skills become adopted and used by your sales team *every day*. Without integration, assessments are nothing more than an interesting report. Jane believes that understanding thinking preferences and using them to modify your approach to communication builds stronger, deeper relationships. And, stronger client relationships mean *sales growth* for you.

\*The Whole Brain Thinking model is just one of the innovative tools that Jane uses in her programs. Let us tell you more. [www.info@janegentry.com](mailto:www.info@janegentry.com) or 877.438.6271