

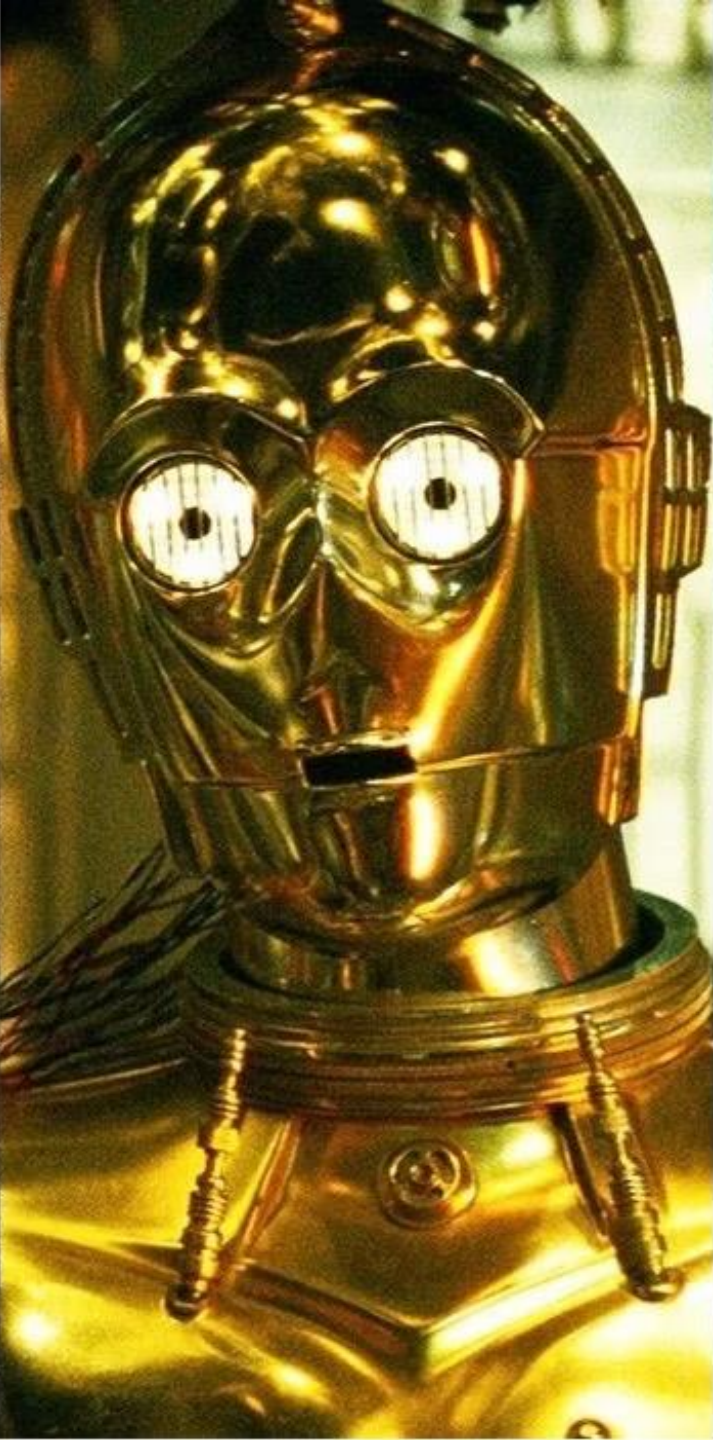


Catersource
+ The Special Event
by informa...

SPEAK THEIR LANGUAGE

Shape-Shift Your Communication Style to Win More Business







TELLS



DISCLAIMER





Let's take longer to pick the movie than it would take to watch it.



I have CDO. It's like OCD, but all of the letters are in alphabetical order, like they are supposed to be.







THE STAKES

Lost sales

Frustration

Inefficiency

Poor reviews



THE PLAN



IDENTIFY



ADAPT + CONNECT



CLOSE BY STYLE

TROY ADAMS

“gets a little too excited at this”



- 2025 NACE Speaker of the Year
- Owner, Carolina DJ Professionals
- Founder, Make Your Business Dance
- 20+ years industry / DJ experience
- The Knot Worldwide WeddingPro Educator
- BizBash Top 500 Most Influential Pros

- **33% avg yearly growth last 5 yrs**
- **Sales team closes 77%**
- **80% retention rate of new hires**
- **Over 3,000 five-star reviews**

- Former golf pro, GM, TV sportscaster
- Husband, father, son of a teacher/coach
- Mainer & part-Canadian
- Favorite artist: OAR
- **Walking conflict & Over-sharer**



TEXT: MYBD
to 66866

MAKE YOUR **BUSINESS**
DANCE
COACHING THAT MOVES YOU

★☆☆☆☆ Reviewed On 3/10/2017 by Ashley B

I never did have the opportunity to actually work with Carolina DJ and I would still tell you to stay away. The price seemed fair and the reviews seemed to speak for themselves so I thought it was going to work out great. They also seemed fairly nice upfront so I was hoping they would alleviate some stress moving forward. I was wrong. I spent weeks going back and forth through both email and phone calls that never were answered or took multiple of each before getting a response. Then when I finally got to the point of discussing the contract, we ran into a kink. I requested a seemingly simple setup that I've seen at several weddings (a plugged in piano with a mic and a plugged in guitar with a mic for live ceremony music). They thought on it for 2-3 days and that apparently wasn't enough time to come up with some solution. So instead of working on figuring out how to make it work, they decided that "we would not be a good fit to work together" and backed out. I suggested that they do our reception only and we would take care of the ceremony ourselves and they still felt as if "we were not a good fit," although up to that point they were excited to work with us. Thankfully I still have almost 4 months until the wedding, but now I'm stuck with having to find another DJ. I value prompt communication, and problem solving for your customer. They provided neither. [Read Less](#) ▲

Peter P. Married on 05/06/2021

★★★★★ 5.0 ✓

Are Super Heroes Real?

Are super heroes real?

The answer is yes. We had our original DJ/musician cancel our wedding venue due to their interpretation of North Carolina covid policy. Devastated and with just over a month till our wedding date, we searched for vendor(s) that could fill the gap the original vendor left void. We quickly realized finding a single vendor that can DJ and do live music wasn't going to happen again so we split them up. We found a string quartet with beautiful renditions of the songs we wanted for the reception and ceremony. When it came to the DJ, our only real criteria was to find one with a lighting package comparable to the original vendor that bailed. That's the first time we spoke to a super hero without even realizing it. Troy Adams of Carolina DJ Professionals was understanding and sympathetic to our plight of losing the DJ so close to the wedding date. Our phone conversation with him left us assured that all our needs would be met and then some. Our original vendor came with lights, which as a member of the international cinematographers guild, was important to me. Enter Troy, who on the phone sheepishly mentioned that he could match the 10 lights our original vendor offered, but that he had nearly 100 at his disposal. I was instantly sold. We didn't need nor want 100, but the preparedness of this human showed his years of experience in the business and his flexibility to tame the unknown. This being Troy's best super power (in my opinion) literally saved our wedding day. We had unforeseen complications happen on the day which extended the reception and pushed the ceremony, nearly 2 hours! Our string quartet vendor, God Bless them, stayed for an additional hour of the reception but had to leave for another event. Nobody could have guessed we'd have this delay for the ceremony, so nobody could reasonably be angry that the quartet had to leave. Enter Troy, again. When we approached him with the situation, his metaphysical cape bloomed. His demeanor and candor shifted; it was clear he knew what to do. He linked up with the quartet as they were packing their instruments, found comparable versions, beautiful versions, of the songs the quartet was lined up to play for the ceremony. With just an intense yet gentle glance, mobile speakers that Troy had brought moved exactly where they needed to be for the ceremony. Everyone could hear the music and everyone could hear our speeches under the chuppah. How it was put together so seamlessly, so seemingly effortlessly, and how those speakers moved

1

**IDENTIFY YOURSELF
IDENTIFY OTHERS**



LET ME SEE YOUR ID

- **PACE** (slow/fast)
- **FOCUS** (people/task)
- **LEARNING STYLE** (visual/auditory/kinesthetic)
- **LOVE LANGUAGE** (gifts, service, touch, WoA, QT)



HOW TO ID:

- **PACE + WORDS** they use
- **LENGTH + FOCUS** of conversations
- **BODY LANGUAGE** and appearance
- **ANSWERS** to your questions



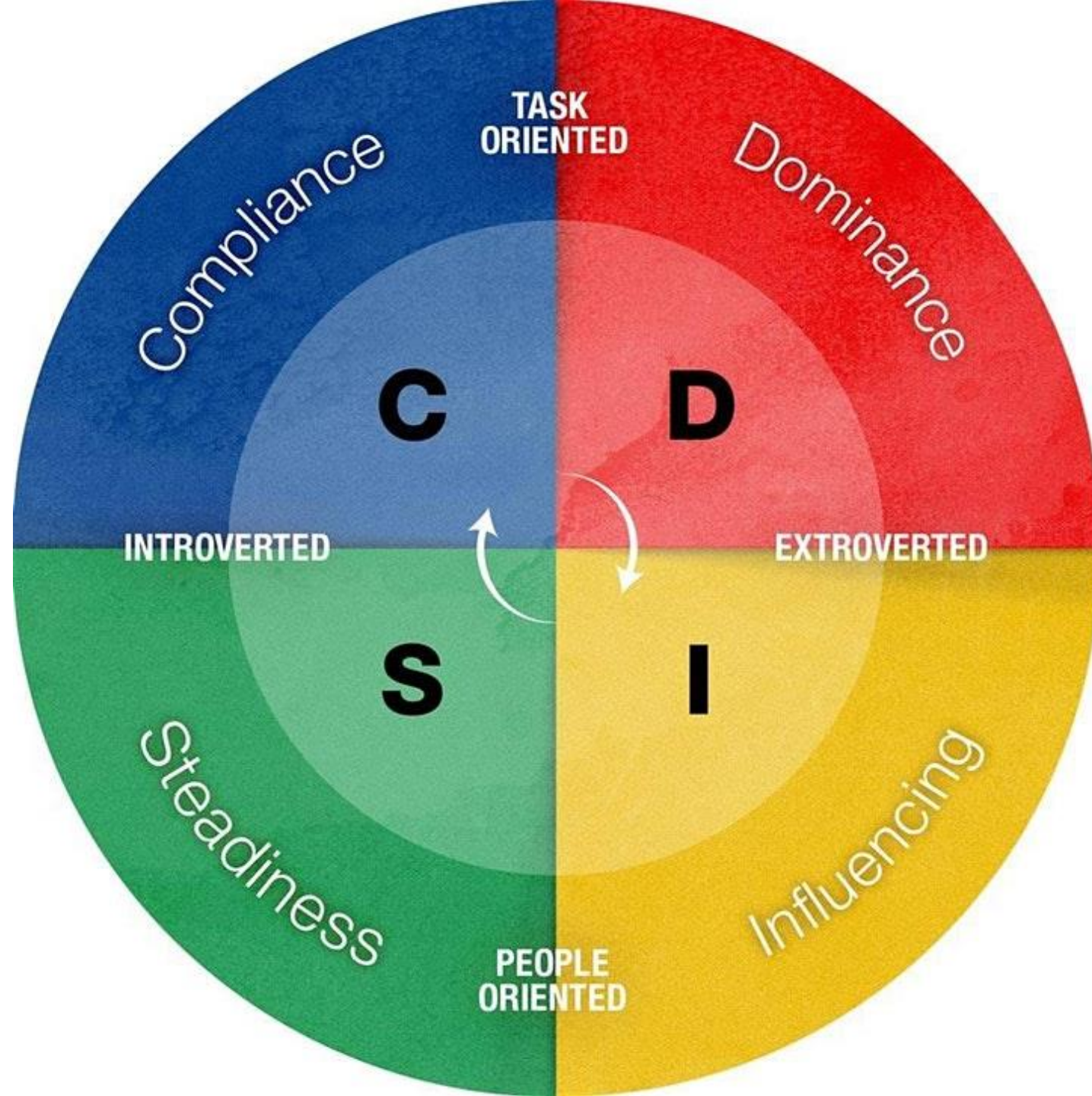
QUESTIONS

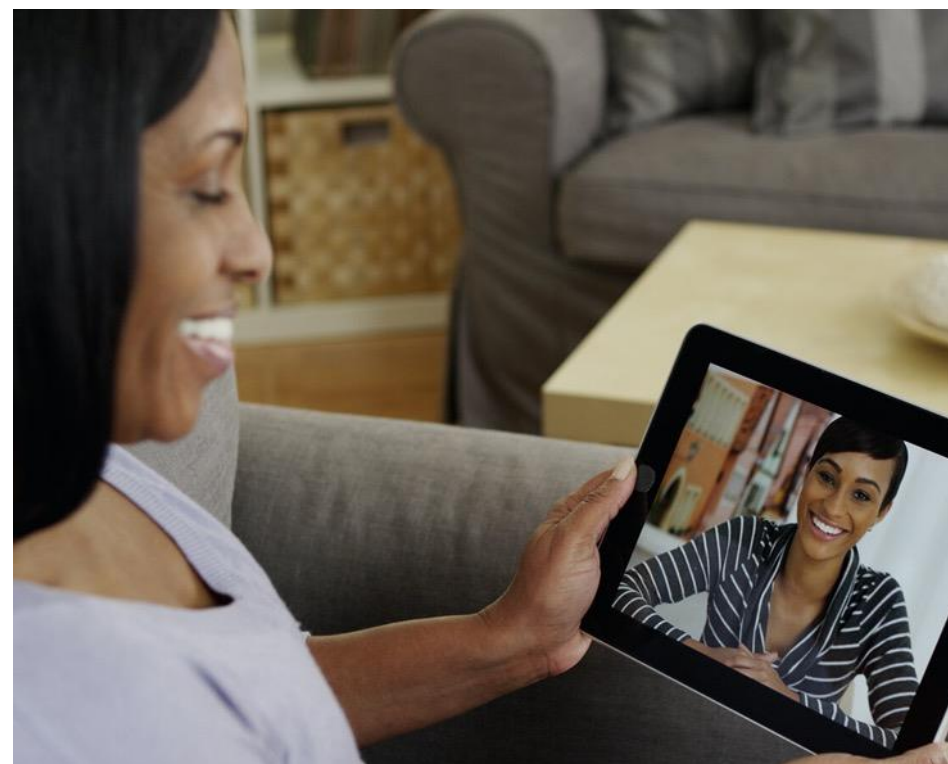
What do you enjoy most/least about this?

What does success look like?

How did you come to that conclusion?







ITINERARY

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9 Sep - 15 Sep	Work	Work	Depart Australia - afternoon	Arrive Copenhagen	Copenhagen	Fly Copenhagen to Helsinki 9:30 - 11:00	Helsinki
16 Sep - 22 Sep	Poorvoo	Fly Helsinki to Rovaniemi 12:05pm	Santa's Village Northern Lights Tour?	Hiking day trip?	9:35 fly back to Helsinki 1:50pm fly to Tallin	Tallin	Day Trip to Lahemaa National Park
23 Sep - 29 Oct	Bus Tallin to Riga	9am Half Day Tour to Sigulda or another half day tour	Day Trip to Rundale Palace & Castles	One way bus to Vilnius (4 hours 10 mins)	Half Day Trip to Trakai Castle	Vilnius	Fly to Amsterdam (AM)
	Amsterdam	Giethoorn day trip -	The Hague &	AM Amsterdam	Courtney & Dad	Brussels to Ghent	Brussels to





MY

WEDDING

PLANNER

BINDER









WORLDWIDE % OF STYLES

- **D – 9%**
- **I – 29%**
- **S – 32%**
- **C – 30%**
- **Only 1% are 100% one style**



2

ADAPT & CONNECT



HOW TO ADAPT

- **Mirroring**





VARIETY STUDIO
Actors
on
Actors



VARIETY STUDIO
Actors
on
Actors

VARIETY STUDIO
Actors
on
Actors



VARIETY STUDIO
Actors
on
Actors

HOW TO ADAPT

- **Mirroring**
- **Active Listening**





HOW TO ADAPT

- **Mirroring**
- **Active Listening**
- **Questioning Strategies**



QUESTIONS

What do you enjoy most/least about this?

What does success look like?

How did you come to that conclusion?



HOW TO ADAPT

- **Mirroring**
- **Active Listening**
- **Questioning Strategies**
- **Acknowledge Differences**





HOW TO ADAPT

- **Mirroring**
- **Active Listening**
- **Questioning Strategies**
- **Acknowledge Differences**



“Personally, I am very fond of strawberries and cream, but I have found that for some strange reason, fish prefer worms. So when I went fishing, I didn't think about what I wanted. I thought about what they wanted.”

Dale Carnegie

How To Win Friends & Influence People

3

CLOSE BY STYLE





Help Them Win

- Brief
- Firm
- Easy
- About them
- Achievement

Popular Decision

- Quick
- Fun
- Feelings
- Fewer details
- Recognition

Earn Trust

- Include
- Listen
- Friendly
- Set Steps
- Follow-through

Correct Choice

- Facts
- Process
- Patience
- Professional
- Fewer choices

WALL STREET JOURNAL BESTSELLER

**A FORMER FBI TOP HOSTAGE NEGOTIATOR'S FIELD-TESTED TOOLS
FOR TALKING ANYONE INTO (OR OUT OF) JUST ABOUT ANYTHING**

NEVER SPLIT THE DIFFERENCE

**NEGOTIATING AS IF YOUR
LIFE DEPENDED ON IT**

CHRIS VOSS

WITH TAHL RAZ



GAME-CHANGING TECHNIQUES

- **Go for No**
- **Softening Statements & Silence**
- **Get a “That’s Right.”**
- **How do you buy?**



**“How do I earn
your trust?”**

THE PLAN



IDENTIFY

PACE
FOCUS
LENGTH
SEE, HEAR, TOUCH



ADAPT + CONNECT

MIRROR
REPEAT
QUESTIONS
ACKNOWLEDGE



CLOSE BY STYLE

DISC
GO FOR NO
SOFTEN + SILENCE
THAT'S RIGHT



Catersource
+ The Special Event
by informa...

SPEAK THEIR LANGUAGE

Shape-Shift Your Communication Style to Win More Business