

## Understanding | Historical

Your mind works with an Historical awareness. When you want to understand something, you are interested in the events that led up to the current circumstances. You don't live in the past, but you do want to be aware of it. You see the connection between the past and the future. And so you are interested in how companies and individuals got to be where they are today. Questions to your customers along these lines will seem quite authentic because you are genuinely interested in the answers. These questions will also help draw out your customers and get them comfortable discussing their current needs and challenges.

For you, the easiest way to explain something is to start at the beginning. You might highlight a product's features and benefits by explaining the evolution of the product and the problems it was designed to solve. You are interested in the improvements that have been made along the way. These details can help you craft an interesting story that will lead the customer down the path of understanding how your product can benefit them.

**Collaboration Alert:** Like all good storytellers, be on the lookout for those circumstances where you need to be brief and get right to the point.

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**The Science of Performance**