WELCOME TO
LD3 WORKSHOP

HAVING FUN TALKING TO PEOPLE

CHARMAINE ROTH

Precinct Committeeman, Rio Verde Precinct

MCRC Poll Observer Trainer



WHAT WILL WE LEARN?

How Talking To People Fits Into Our Strategy

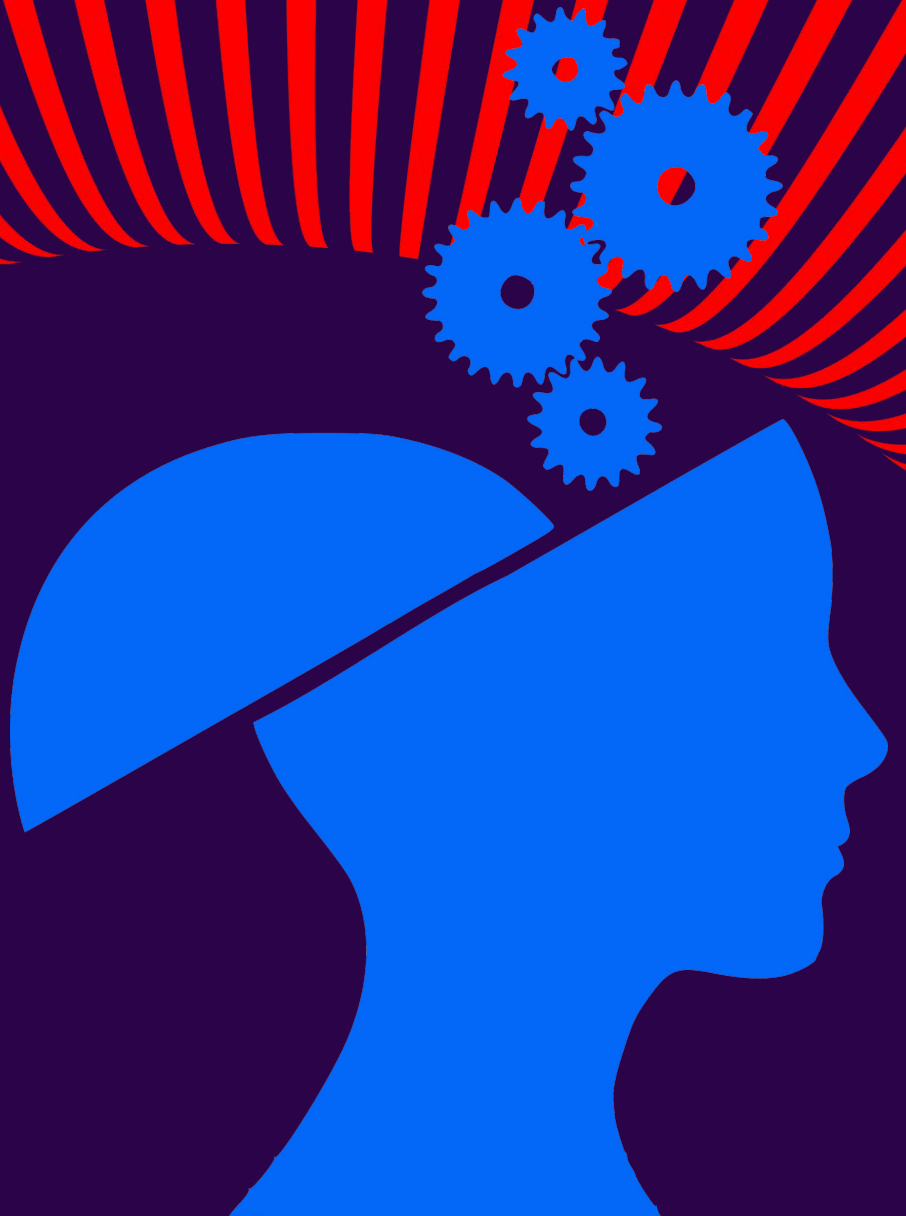
Skills, Tactics, And Techniques For Meeting Objectives

- Framing Conversations
- Making An Impression And Making Friends
- Tools And Provisions For The Task

Key Elements From : “How To Win Friends And Influence People”

Practical Application Of Skills - Role Playing

Putting It All Together



Primary Objective

Win Elections For Republicans!

Local District Objective

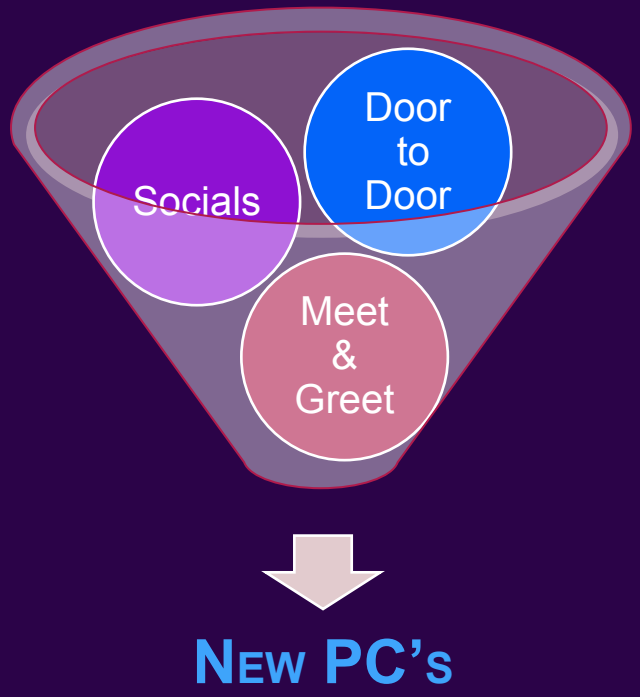
Zero Asses In Office



"We are the Soldiers in the Trenches That Win The Fight"

DOOR KNOCKING

Part of The Formula



- **Door Knocking is One Component to Increase Participation and Engagement**
- **Multiple Engagements Produce People Who Want to Get Involved**

WHY DOOR KNOCKING?

MoveOn GOTV Study

Volunteer led phone banks have been found to increase turnout by 3.8%

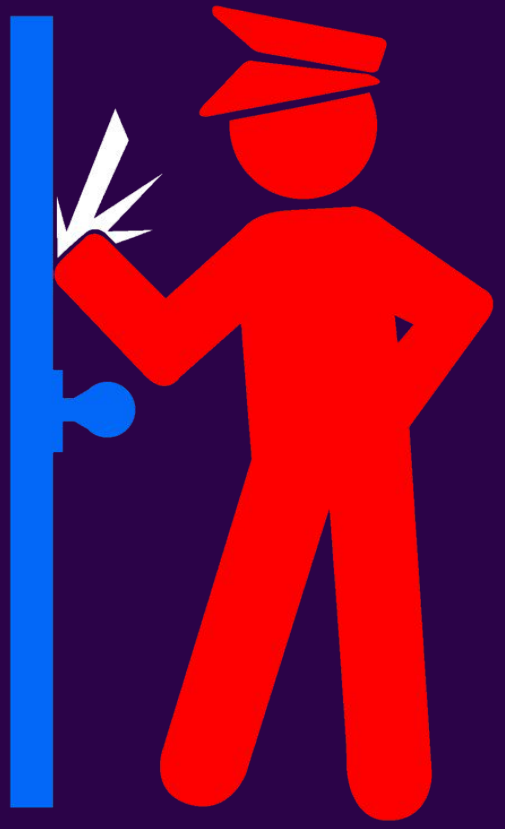


Recipients of text reminders voted at a rate of 3.1% points higher than those who did not



WHY DOOR KNOCKING?

MoveOn GOTV Study

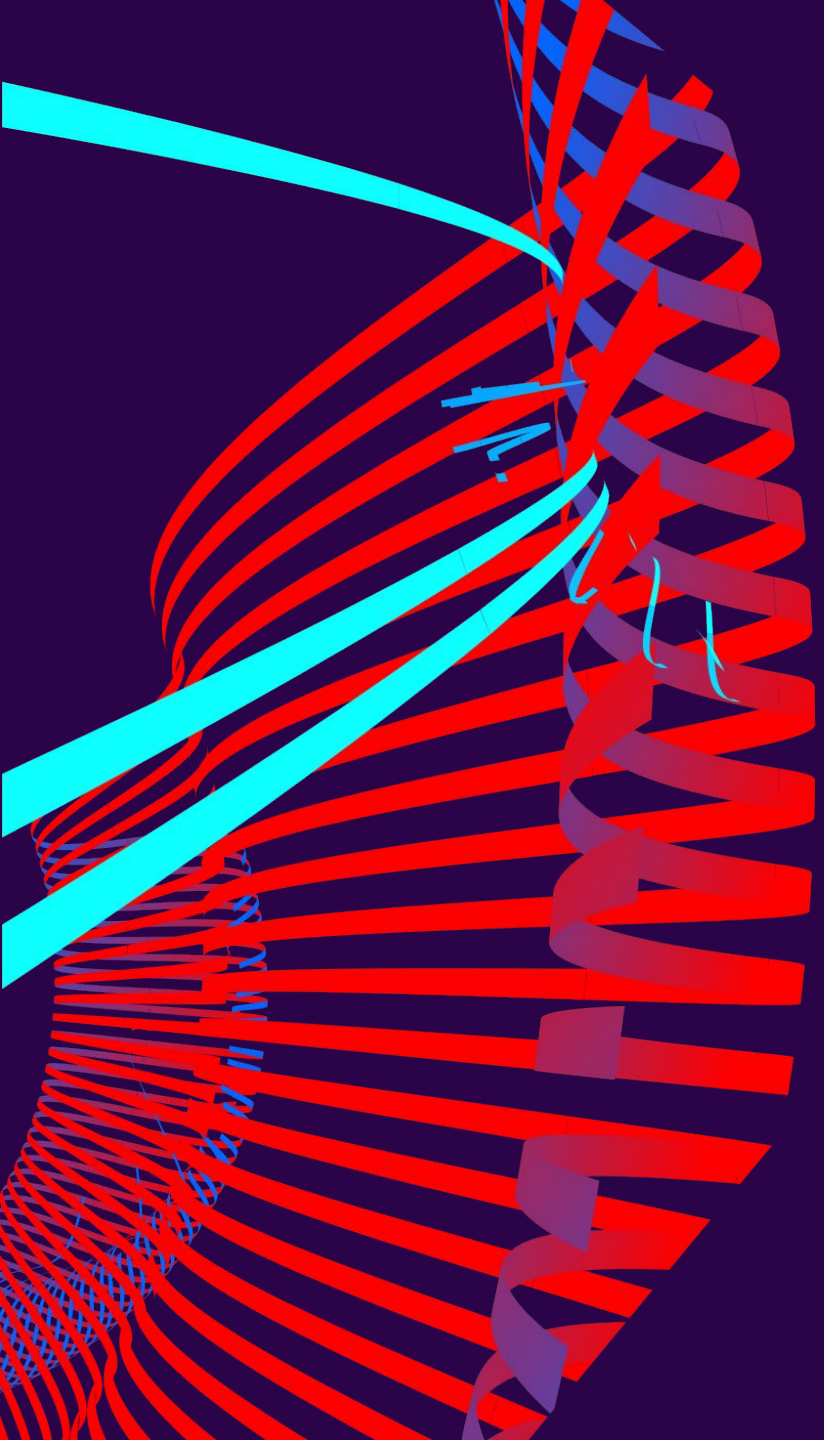


Turnout Increased By 9%
Through Door-to-Door
Canvassing

What Will You Need?

1. Your Official LD Name Badge
2. A Business Card With You Photo, Name, Email And Phone Number
3. Walk List
4. Be Prepared To Discuss Issues Of The Day With Republican Party Positions
5. Be Prepared To Take Notes
6. Bring Water
7. Bring Palm Cards Or Other Relevant Material
8. A Cheerful Attitude And A Friendly Smile!





TACTICS & TOOLS

Tactics

"Become Genuinely Interested In Other People"

- What Does that Mean?
- The Definition will be for Different For Everyone
- How You Accomplish This Will Also Be Different

- DiSC is a Personality Profile Model
- It is Simple, Fast, and Easy To Apply
- Use It As a Guide (Identify and Adapt)

"Improvise, Adapt And Overcome"
- Unofficial Mantra Of The U.S. Marine Corps

Tactics

"Become Genuinely Interested In Other People"



The Everything DiSC® model provides a common language people can use to better understand themselves and those they interact with—and then use this knowledge to reduce conflict and improve working relationships.

D	Direct Dominant Decisive 3% of population	D – DRIVE – Measures how a person responds to challenges	Some people are assertive, direct, strong-willed and impatient… They are examples of the D Style.
I	Influencing Interactive Inspiring 12% of population	I – INFLUENCE – Measures how a person influences others	Some people are optimistic, friendly, talkative and charismatic… They are examples of the I Style.
S	Stable Steady Secure 69% of population	S – Steady – Measures the pace at which a person responds to change	Some people are steady, patient, loyal and practical… They are examples of the S Style.
C	Correct Cautious Conscientious 16% of population	C – COMPLIANCE – Measures how a person responds to rules and procedures	Some people are precise, sensitive, analytical, and idealistic… They are examples of the C style.

“While Dealing With People, Remember That You Are Dealing Not With Creatures Of Logic, But With Creatures Of Emotion, Who Are Motivated By Pride And Ego.”

-Dale Carnegie



Tactics

"Become Genuinely Interested In Other People"

People Are Interested In Themselves And Their Views

… Not Yours!



- Become a Detective….And Treat The Other Person You Are Speaking To As The Only Eye Witness
- The Question is More Powerful Than The Statement!

Tools

"Talk in Terms of the Other Person's Interests"

"Talk to Someone About Themselves and They'll Listen for Hours."

-Dale Carnegie



Tool

"Talk in Terms of the Other Person's Interests"

"The Best and Easy Road to a Person's Heart is to Talk About the Things They Treasure the Most."

-Theodore Roosevelt



Tools

"Talk in Terms of the Other Person's Interests"

"You Can Make More Friends In Two Months By Being Interested In Them Than In Two Years By Making Them Interested In You."

-Dale Carnegie



Tools

"Be A Good Listener!"

How to Adapt

- Active Listening Requires Full Attention
- It's Never About You…..
- It's not what you say, it's what they hear

- Stop Thinking About What You Are Going To Say Next!
- The Question Is More Powerful Than The Statement.

Tools

"Remember Names!"

"The Average Person Is More Interested In Their Name Than In All The Other Names On Earth Put Together."

-Dale Carnegie



"Remember Names!"

- This Is The Most Unique And Intimate Aspect Of Any Individual
- Your Name Is What Sets You Apart From Others.
- Remembering Other People's Names Will Make Them Feel Noticed And Important.
- Make An Effort To Remember And Use People's Names

"Remember Names!"

How To Remember Names

- Mnemonics

  Creation Of Memory Retrieval Cues ("Tim is Slim")

- Repetition

  Use The Person's Name In The First Few Questions You Ask

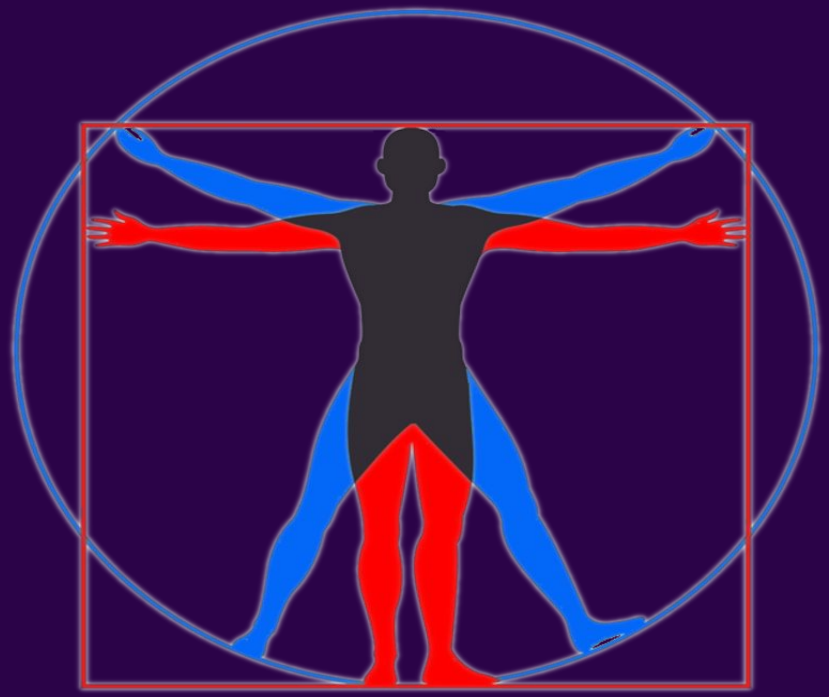
- Stories About Their Name

  Some Names Are Unique And May Have An Interesting Story Behind Them To Assist In Making A Name/Face Association

Tools

Body Language

- **In-Person Communication is 60-80% non-verbal**
- You Are The Message!



- Gestures Speak Louder Than Words
- Friendly Attitude
- Passionate
- Compassionate (Soft Eye Contact)

Tools

Body Language

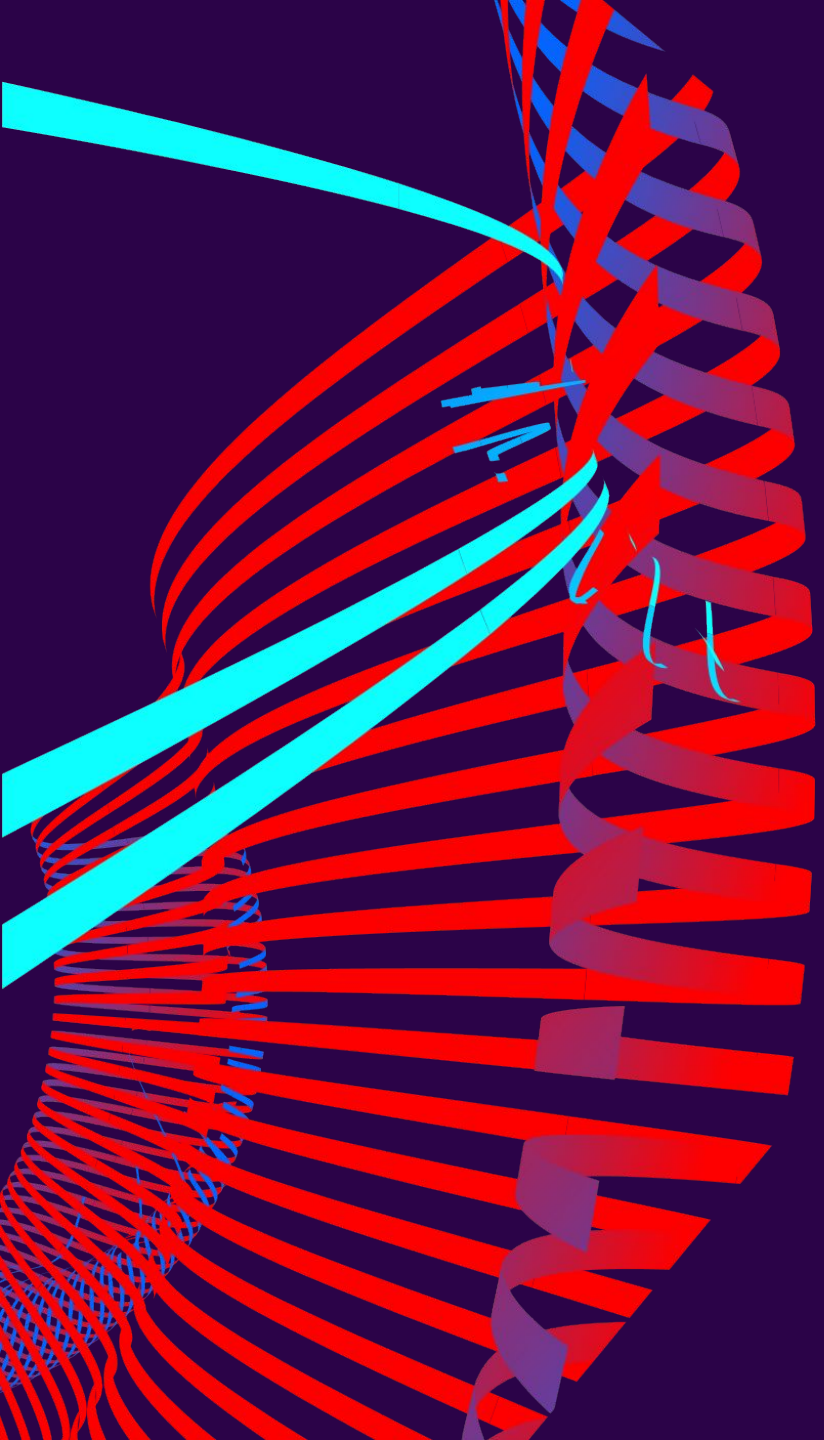
"Smiles Everyone, Smiles!"

These Elements Convey More Information in The First 10 Seconds, Than The Next 30 Minutes of Conversation

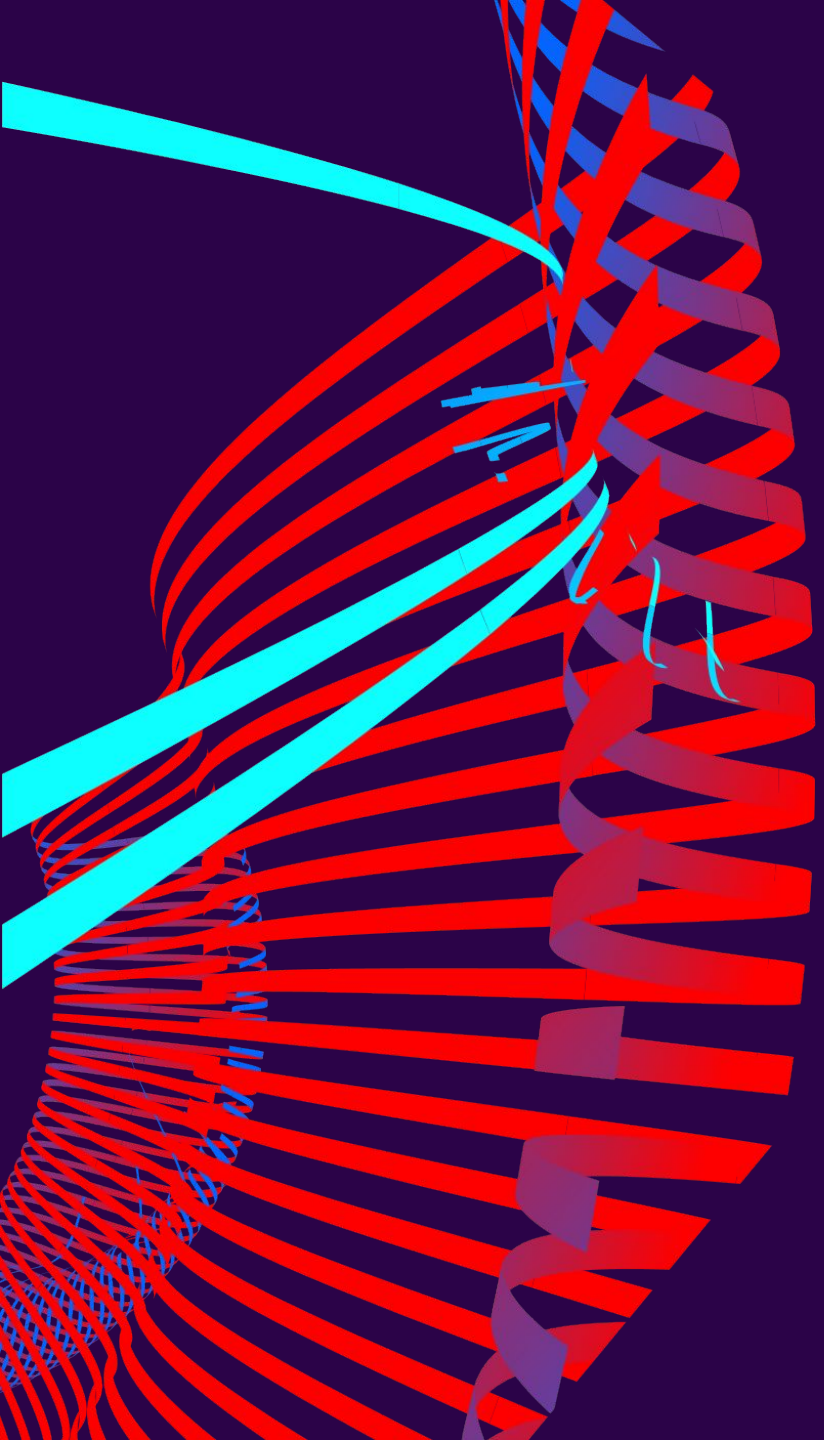
- Smile!
- Your Posture
- Eye Contact
- Tone of Voice
- Tenor of Voice
- Handshake



- Mr. Rorke of Fantasy Island



ROLE PLAYING



SUMMARY

Summary

“When You Win The Argument, You Lose The Person”

-Dale Carnegie

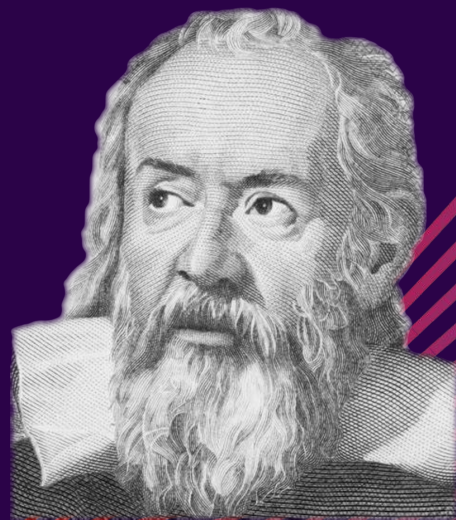


Summary

- Be Knowledgeable And Remain Current
- The Voter's Opinion Is The Most Important Thing To You!
- 80% Friend And 20% Friend, Is Not Your Enemy
- People May Be Uninformed Because They Are Busy, Or Lack Interest But They Are Not Dumb.

"You Cannot Teach A Man Anything; You Can Only Help Him To Find It Within Himself."

- Galileo Galilei



Closing

"People Will Forget What You Said,

People Will Forget What You Did,

But People Will Never Forget How You Made Them Feel"

-Maya Angelou



ADDITIONAL RESOURCES

National Republican Party

https://www.gop.com

Arizona Republican Party

https://azgop.com

Maricopa County Republicans

https://maricopagop.org/

Local District 3

https://Www.ld3gop.org

THANK YOU

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