



HUMAN **PATTERN** RECOGNITION

REFERRAL PARTNER TRAINING MANUAL



Alan Stevens

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Personal Information



ALAN STEVENS

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Father of 3 Sons - Luke, Justin and Martin
Grandfather of 5 Grandchildren – John, Jessica, Loki, Owen and Daniel

International Profiling and Communications Specialist
Business Owner: Human Pattern Recognition
Creator of Rapid Trait Profiling
Number 1 Amazon Best Seller

Websites

<http://www.alanstevens.com.au>
<https://alanstevens.thinkific.com>

Other places you can find me

Facebook

<http://www.alanstevens.com.au/facebook>
<http://www.alanstevens.com.au/businessfacebook>
<https://www.facebook.com/groups/AlanStevens/>

LinkedIn

<https://www.linkedin.com/in/readingfaces/>

You Tube

<https://www.youtube.com/user/FaceProfiler>

Instagram

https://www.instagram.com/face_profiler/



AN INTRODUCTION

At the age of 23, just finishing my training in Sydney with Telecom when I was transferred to Newcastle and put in-charge of a specialist field. With staff all older than me, and my second-in-charge 15 years senior, I'd been thrown in the "deep end" with the task of building a strong efficient team. We became one of the highest performing groups Nationally.

In my early 30's I joined Nobbys Surf Life Saving Club, and in my 2nd year, I was voted in as the Club Captain and Zone Supervisor for Nobbys and 2 other clubs. I was now the same age as many of the executive team, but they all had far more experience than me. I'd gone from being the youngest to the least experienced, yet still the one with all of the accountability. In 4 years we trebled the number of active patrol members.

And that was just the beginning. I then became the single father and full-time carer of 3 very young sons, while still a director of 2 companies.

My life has been a mission and a passion to understand people; what drives them and motivated them to behave the way they do. Learning not just from formal studies, but also through an enriched life of personal experience I became a world authority on what makes each of us tick; a reputation that's had me flown around the world by Disney Films and Gillette.

I've been hired by high profile organisations like the Australian Tax Office and The Australian Federal Police and by businesses of all types and sizes globally, as well as schools here in Australia and overseas in America and Europe

My business has a very narrow niche, but where most other people have a vertical niche, mine is horizontal. As we know, no one buys from, trades or associates with people they don't know, like or trust. Relationships form the foundation of everything we do. So, when asked, "what do I bring to the table", the only answer I can give (tongue in cheek) is "I bring the table".

I've been and continue to be privileged to help people, not just in business, but in all walks of life. How successful have I been? You'll find a website full of testimonial, both written and video at <https://www.alanstevens.com.au/success-stories/> Many of those stories have come in, and continue to come in years after having worked with those clients.

My ongoing focus is to share my skills with specialists in every field and help them to become recognised trusted authorities. The only way I can do that is through greater collaboration.

You'll find more of my history in The Game Changers <http://www.alanstevens.com.au/wp-content/uploads/2017/06/Game-Changers-2017-Alan.pdf>

My Mission

Is to assist people to create better, stronger and longer lasting relationships in their business, social and personal lives.

To assist businesses to become more profitable and increase staff loyalty.

For individuals and families to improve the quality of their relationships.

And for teachers to have the skills of Rapid Trait Profiling to improve the quality of theirs and the lives of their students

My Vision

Is to create and train my "competition" to the highest level possible in Rapid Trait Profiling (RTP) for the outcome of:

Having RTP taught to every School Teacher in Australia, New Zealand, United States, Canada and England so that they understand their student's personalities to:

- improve their teaching methods
- recognise children at risk
- reducing bullying

For Recruitment Professionals to be skilled in RTP to assist them in better matching applicants to their jobs and careers.

For HR Professional to be skilled in RTP to improve workplace relationships

To have RTP recognised by business and community leaders as the foundation of building better organisations and teams.

My Philosophy

- √ The most important thing I will ever learn is the next thing I learn, after I think I know it all.
- √ Never stop learning and always share what you've learnt.
- √ Give more than you take and leave everyone in a better state than you found them
- √ What we do for ourselves dies with us. What we do for others and the world remains and is immortal

My Values

- √ Integrity
- √ Relationships
- √ Communication
- √ Passion
- √ Courage
- √ Tenacity
- √ Commitment
- √ Connections
- √ Collaboration
- √ Joy and Sharing

My Why

All my life I've been fascinated (you could say obsessed) by why people do what they do. And that include the limitations I've put on myself as well and I've made it my life's work in understanding more and helping people, including myself, create better futures for them and those around them.

I love working with people and watching the changes they make. The realisations they have about themselves, their children, partners, friends and colleagues, and how they use that knowledge to improve their relationships. This is my greatest pleasure and reason for doing what I do

Accomplishments

- √ Raised 3 boys on my own from their ages of 4, 11 and 12 years old.
- √ 1986-87 became the first Nobbys Beach Surf Life Saver to be awarded Newcastle's Surf Life Saver of the Year and nominated for the NSW Surf Life Saver of the Year.
- √ Took Nobbys Surf Club from 40 active members to 120 in the 3 years up to 1988
- √ Took up Free Fall Sky Diving and got my motor bike licence at the age of 50.
- √ Amazon Number 1 Best Selling Author 2017.
- √ Developed the Rapid Trait Profiling process for instant personality and character assessments, a Globally unique system of reading people.
- √ Developed the first 2 Professional Mobile Profiling Apps.
- √ YouTube video that have reached over 900,00 views
- √ Referred to by the UK Guardian and world's media as the Leading Authority in Reading People, Globally.
- √ Regularly featured on National TV and the worlds press.
- √ Regular guest on Video and Podcast across a broad range of industries
- √ Regularly published articles and interviews in magazines.
- √ My courses are recognised as Professional Development Programs by the Real Estate, Mortgage Brokers, CPAs, Lawyers, Dental Association and many other industries.
- √ Developed face to face, online and self-paced learning programs.
- √ Initiated in Aboriginal Lore and recognised as an Aboriginal Lore Man.
- √ Flown to London by Disney & Gillette to speak at their 2016 London Star Wars launch
- √ Introduced Rapid Trait Profiling into the Australian Federal Police

Interests

- √ Personal Growth and learning new skills
- √ Teaching and Mentoring
- √ Public Speaking
- √ Aboriginal Culture
- √ Camping in remote areas
- √ Bush Walking
- √ Swimming

Networks

- √ Partnership Club
- √ Hunter Hub and various Business Chambers
- √ LinkedIn
- √ Facebook Groups
- √ Professional Development and Business Meet Up Groups

Skills

- √ Facial Profiling
- √ Micro Expression Reading
- √ Dangerous Demeaner Detection
- √ Body Language Assessments
- √ Neuro-Linguistic Programming
- √ Training
- √ Coaching
- √ Public Speaking
- √ Designing and delivering Online and Face to Face Courses
- √ Inspiring others
- √ Relationship Building
- √ Leadership
- √ Presenting
- √ Workshops
- √ Collaborating
- √ Networking

My Target Market

BUSINESS

- √ Small Business Owners wanting to improve their sales and market share
- √ Corporate CEOs and Senior Executives wanting to grow their teams and improve workplace relationships and performance
- √ Sales Executives wanting to increase their conversion rate
- √ Professional Services wanting to increase their sales and market relationships
- √ Human Resource Managers
- √ Recruitment Specialists
- √ Coaches, including Executive, Business and Life Coaches
- √ Entrepreneurs
- √ Training Companies and Organisations
- √ Industry Associations
- √ Staff wanting Professional Development Accreditation

COMMUNITY

- √ Police Training Groups
- √ Commissioners of Police

EDUCATION, FAMILIES and CHILDREN

- √ Schools and Teachers
- √ Parents wanting to help their children
- √ Parent and Citizen Associations

PERSONAL RELATIONSHIPS

- √ People wanting to find a partner
- √ People wanting to improve existing relationships
- √ People on a Personal Development pathway

A Suitable Contact Sphere For Me

- √ Small to large businesses and corporations who are interested in improving workplace culture and relationships
- √ Businesses committed to creating and supporting engaged staff
- √ Sales departments looking to increase conversion rates and sales
- √ People of influence who have a passion to make a difference
- √ People who want to make their lives better and/or committed to learning
- √ Teachers who want to reduce classroom stress and improve their teaching life
- √ Teachers looking for innovative ways to teach their students
- √ Parents wanting better relationships with their children
- √ Parents concerned about their child's school experience
- √ People wishing to improve relationships in all areas of their lives

Other Ways To Help Me

- √ Connect with me on Facebook, LinkedIn and other Social Media
- √ Become Affiliate Partners, promoting my on-line self-paced courses
- √ Promote me as a Key Note Speaker on Building Relationships
- √ Promote and share upcoming workshops, seminars and webinars
- √ Share my posts, videos, podcasts and articles with your network
- √ Make introductions on my behalf
- √ Introduce and connect me to likeminded people
- √ Introduce me to those who run podcast and TV interviews
- √ Connect me to coaches and entrepreneurs who are looking for collaboration
- √ Introduce me to training and coaching organisations
- √ Recommend me on LinkedIn (but only if you have used my services or completed one of my courses)

Things My Target Market Might Say

BUSINESSES

- √ We're not converting enough sales
- √ Sales conversion rates are low
- √ Business is slow
- √ Not getting enough sales
- √ Staff turnover is high
- √ Can't get loyal staff
- √ Staff aren't engaged
- √ We have workplace conflict
- √ We are getting reports of Workplace Bullying
- √ We are losing market share
- √ I'm stressed and always tired

PARENTS

- √ I want a better relationship with my child
- √ My child isn't doing well at school
- √ My child has a mental condition (autism etc)
- √ My child is doing poorly at school
- √ I'm having issues with my child's teacher
- √ I'd love to know what my child will be good at
- √ What career should my child pick

TEACHERS

- √ I don't enjoy teaching anymore
- √ Teaching is stressful
- √ Children are disrespectful
- √ I get no respect
- √ I'm stressed

INDIVIDUALS

- √ Can't find a decent partner
- √ Everyone I date is a psychopath
- √ There are no decent men/women out there
- √ I'm having problems with my partner
- √ My partner and I are drifting apart
- √ I want a better relationship with my spouse/girlfriend/boyfriend
- √ I'm stressed
- √ I want a job change but don't know what to do

People Hire Me Because

- √ They want to grow their business
- √ They want to create loyal staff and promote leadership
- √ They want to become the recognised leaders in their field
- √ They are committed to making their lives better, as well as the lives of others
- √ They want to improve the health of their staff
- √ They value the input their staff can bring
- √ They want to improve the lives of their families, friends and associates
- √ They want to give their children a better life and greater opportunities
- √ They want to reduce stress in their lives
- √ They want to become better communicators

The Solutions I Provide

I show people how to improve their relationships in all areas of their lives, by understanding their own personalities and those of other people. And I show them how to recognise new and better ways to communicate with them

I teach them how to recognise the preferred ways each individual takes in and process information, and how to speak to those people in their preferred communication style. They learn how to build instant rapport, resulting in increased sales, loyalty and respect.

My Desire Is To Build Collaboration

To do that I am looking for Referral Partners in the form of:

1. Profitability Partners
2. Super Group Partners
3. Cross Promotion Partners
4. Content Distributors
5. Affiliate Partners

What Is A Referral Partner?

The concept of Referral Partnership is a generic marketing term that refers to a company or individual that sends prospective leads to a company or business or shares content via various platforms such as website's, blog's, group's email (EDM's) or through any other relational sharing method.

Most importantly, those participating are committed to reciprocation where the information flows equitably between the referral partners.

Referral partners are part of a formalised associated network, which allows organisations to partner and then promote their products and services through a mutually beneficial managed process.

The following describe what is meant by the term 'Referral Partners'. In order to effectively establish and maintain a robust Referral Partnership we look to fill five key categories. Each category has a unique purpose and structure.

1. PROFITABILITY PARTNERS

The Profitability Partners are a group of people that connect through one on one phone conversations each week (Or as agreed). The focus for this referral partner type is to strategize and be accountable to help one another using a set agenda.

These face-to-face or by phone conversations are limited to 10-15 minutes and cover:

- √ Accountability from the week before
- √ Goal for this week
- √ Connection/s for this week
- √ 3 things you can do for each other for this week

Note: My aim is to have 6 Profitability Partners within our Referral team.

2. SUPER GROUP

A Super Group has 4 to 8 people that all come together at the same time, once a month for around 45 minutes. It is via ZOOM or a face to face or conference call, again there is a set agenda.

- √ Accountability from the month before
- √ Goal for this month
- √ Connection this month
- √ 1 thing you can do for me this month

3. CROSS PROMOTION PARTNERS

A Cross Promotion Partner is simply a person who shares their network with you and you likewise share your network with them.

Cross Promotion enables you to get new people into your sales funnel and community and provides a once a month shot in the arm for new business generation.

Cross Promotion is best accomplished when you have something a person needs. Then you communicate that person's details in such a way that your cross promotion partner has an informed understanding of them, this provides the foundation for enhanced commercial relationship.

NB: My aim is to have 12 Cross Promotion within my Referral team.

4. CONTENT DISTRIBUTORS Content Distributors are people that share content on social media for you. Rather than just speaking to your own network, (preaching to the converted), you want to reach out to new people. This is what content distributors help you do.

NB: My target is to have 20 Content Providers within my Referral team.

5. AFFILIATE PARTNERS

Affiliate Partners are those who are committed to sell my services and online self-paced courses. These are people that have networks that contain those who fit my "Target Market".

In return for sharing the information with others, the Affiliate Partner receives a commission if they are the first referral person for a new client's first sale at a set rate when the program is first offered. On the self-paced online courses, the Affiliate Partner receive 50% of the sale price on most courses

NB: My target is to have 20+ Affiliate Partners within our Referral team, each making at least one sale per month. I have no limit for Affiliate Partner of the online self-paced courses, other than they need a large network and wish to many sales.

Questions To Ask On My Behalf

TO OPEN CONVERSATIONS

- √ Would you like more sales?
- √ How are the relationships between staff at your office?
- √ Do your staff need Professional Development CPD accreditations?
- √ How are your children doing at school?
- √ How are things at home?

AT A NETWORKING MEETING

- √ What did you hope to get out of coming here today?
- √ How does being here today help your business?
- √ How do you stand out from other businesses?
- √ How would you like to grow your business?
- √ Who is your Training Provider?

Types of Clients I've Worked For



What Others Have Said



In the second week of the course, I was already converting more prospects than I had before. **Clyde Gonsalvez**, *Branch Principal & Wealth Manager, Yellow Brick Road, St Marys*

<https://youtu.be/EbnF2Hyw2dl>

As a business coach, there is no greater need than to enhance the understanding of communication between people. Being a skilled business coach, to stay ahead of the market I felt I needed skills that other business coaches don't have. I've found that the skills acquired from Alan have given me an edge. **Graeme Fitzgerald**, *Profitability & Productivity Specialist, Strategy Development & Implementation*



I went from frustration in winning sales, to taking in \$60,000 worth of new business in just 6 weeks. **James Short**, *Real Estate Business Coach, Goals Tribe*

<https://youtu.be/OfXyRQ6xaAQ>

As a business owner in the IT services game, I found that I was not very successful in engaging with prospects. I had a tendency of talking too much and losing people very early on in the sales process. After attending Alan's course, I got a better understanding of myself and how I need to engage with different types of people.



Six months down the track, I find that I'm better at engaging and building relationships with prospects and customers. My conversion rates are much higher than prior to the attending the course. **Paul Battaglia**, *Digital Junction*



Alan has taught me that as educators we can work more positively and productively with our students using his techniques. It has help me understand my students more effectively and how to work better with my colleagues and the student's parents. **Sammy Lao**, *ASES Lead Teacher, Savannah Elementary School, Los Angeles* <https://youtu.be/Sw4MxUA0MFA>

For more examples go to <http://www.alanstevens.com.au/success-stories/families-children/>