



# DEAL©: The Influencing Model That Gets Results

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## A note from Clare Samuels

I created the DEAL© model after working with thousands of managers across a wide range of organisations.

I kept seeing the same issue:  
People were having conversations... but nothing changed.

This isn't a feedback model.  
It's an influencing model, designed for real conversations where you need to shift behaviour, thinking, or action.

And it's not rigid.  
DEAL© is not always linear. You move between the elements depending on the situation.

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## **Why conversations don't lead to change**

- Too vague → no clarity
- Too directive → resistance
- Too polite → issue avoided
- Too rushed → no understanding

Result: no ownership, no action

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## What is DEAL©?

A simple framework to help you influence with clarity, buy-in, and trust.

- D** – Discover
  - E** – Explain
  - A** – Align
  - L** – Leave the door open
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## Start with EXPLAIN

In many conversations, start here.

People need to know:

- Why you're meeting
- What it's about
- What you want

### What this sounds like:

- "The reason I wanted to catch up..."
- "What I'd like us to focus on..."
- "By the end of this..."

This reduces defensiveness and sets direction.

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## **DISCOVER – Stay here longer than you think**

This is where influence really begins.  
Ask. Listen. Understand.

### **What this sounds like:**

- “Talk me through how you’re seeing it...”
- “What’s your thinking behind that?”
- “What’s getting in the way?”

### **Key point:**

Spend more time here than feels natural.  
Because when people feel heard, they’re far more open to influence.

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## **ALIGN – Create buy-in (and use WIIFM - What’s In It For Me)**

You don’t want compliance. You want commitment.

Alignment means:

- Bringing both perspectives together
- Agreeing the way forward
- Making it relevant to them
- Creating a win-win outcome

Use WIIFM to truly influence; connect what you want to what motivates them.

### **What this sounds like:**

- “This will help you...”
- “It puts you in a strong position to...”
- “If you’re looking to progress...”

### **Example:**

“If you’re aiming for a supervisor role in the future, developing how you communicate updates, priorities, and issues will help you be seen as someone ready for that next step.”

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## **LEAVE THE DOOR OPEN – Build trust throughout**

This runs through the whole conversation.

What this sounds like:

- “Let’s keep talking about this...”
  - “If anything gets in the way, come back to me...”
  - “We’ll review and adjust if needed...”
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## **Key principles of DEAL ©**

- It’s not linear
  - Trust is built throughout
  - Influence comes from understanding, clarity, and alignment
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## **Quick Example**

Instead of:

“You need to be clearer and more consistent in how you communicate updates to the team.”

## **Try DEAL©:**

- **Explain:**

“The reason I wanted to meet is to look at how communication is working across the team.”

- **Discover:**

“How do you feel it’s going at the moment?”



- **Align (with WIIFM):**

“If you can communicate updates, priorities, and issues more clearly and consistently, it will strengthen your credibility and position you well for future progression.”

- **Leave the door open:**

“Let’s try this and keep reviewing how it’s working.”

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## **Why DEAL© works**

Because people need:

- To be heard
  - To understand the why
  - To see the benefit for them
  - To feel trusted
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## **About the model**

The DEAL© model was created by Clare Samuels and has been used in hundreds of businesses to help leaders and managers have more effective, outcome-focused conversations.

I also have a short video that shows DEAL© in action, bringing the model to life in a realistic workplace conversation (we’ll be sharing this with you shortly.)

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