

## D-Dominance (What?)

**Wants...**Results, challenges, control.

**Tendencies...**Decisive and confident. Quick, pressed for time.

**Fears...**Being taken advantage of. Being out of control.

**To Build Relationship...**Limit socializing. Let them talk. Build credibility by referring to your status and how you have successfully met challenges. Maintain a fast pace.

**Presenting Ideas...**Emphasize efficiency, results, profit, savings, and looking good. Keep it short & get to the point quickly.

**Responding to Concerns & Objections...**Don't be concerned if they bluntly say no, ask again later. Re-emphasize desired results. Resist pressure to make too many concessions.

**Serving & Supporting...**Deliver exactly what was promised. Remind them of your track record.

## i-influence (Who?)

**Wants...**Recognition, interaction, to verbalize thoughts & feelings.

**Tendencies...**Enthusiastic, excited, open, friendly, energetic, happy, and fun-loving.

**Fears...**Loss of influence, lack of interaction and social contact, disharmony in relationships.

**To Build Relationship...**Be casual and friendly. Focus on their feelings and aspirations. Provide lots of positive and enthusiastic feedback. Ask open-ended questions & let them talk. Maintain a fast pace.

**Presenting Ideas...**Emphasize how they can look good & save effort. Build their enthusiasm by being enthusiastic yourself. Be prepared to stray from subject if they stray...then refocus.

**Responding to Concerns & Objections...**If they seem reluctant, explore why & get their real concerns. Accept and empathize with their feelings.

**Serving & Supporting...**Deliver as promised. Continue to maintain your relationship with them. Follow up often...they can be fickle.

## C-Conscientiousness (Why?)

**Wants...**Accuracy, quality, facts.

**Tendencies...**Curious and precise. Seeks all the details. Reserved and concerned. Decides after analyzing known factors.

**Fears...**Criticism of their efforts. Lack of commitment to quality.

**To Build Relationship...**Minimize small talk. Be careful not to invade their privacy. Ask questions that allow them to show they know a lot. Show your credibility to them in a low-key way.

**Presenting & Persuading...**Emphasize logic, accuracy, and quality. Provide lots of detail and documentation in writing, if possible. Present a step-by-step plan for how the proposed idea will be implemented. Give them lots of time to think and respond.

**Responding to Concerns & Objections...**Seek & respond to their questions. Provide additional evidence to reassure them. Gently and indirectly identify reasons for their hesitation. Give them reasonable time to make a decision, then help them determine "yes" or "no".

**Serving & Supporting...**Deliver exactly as promised. Reassure them of the quality and reasonability of decisions. Periodically remind them of your business relationship. Provide regular follow-up in person or in writing.

## S-Steadiness (How?)

**Wants...**Stability, systematic approach, sincere relationships.

**Tendencies...**Patient, sincere, calm, and loyal. Exhibits good listening skills.

**Fears...**Loss of stable conditions, the unknown, the unpredictable, insufficient time to plan and adjust.

**To Build Relationship...**Be friendly, warm, and informal. Ask questions & patiently wait for their responses. Show your sincerity. Indicate interest in their family. Maintain a slower pace.

**Presenting & Persuading...**Emphasize stability and harmony. Be sure to ask them questions as you present your ideas. Reassure them that no drastic changes will occur. Present a step-by-step plan for implementing ideas.

**Responding to Concerns & Objections...**Accept & empathize with their feelings of reluctance. You may need to dig for the real sources of concern. Offer options & clarify their priorities to make a decision. Give reasonable time to make a decision, then help decide.

**Serving & Supporting...**Reassure them of the wisdom of their decision. Provide friendly regular follow-up. Emphasize your appreciation of them.

Faster Pace



Slower Pace