



## Prospect's Communication Style - D

### The Great Initiators ("D"- Dominant)

**"D" - Key motivator: Win over competition.**

**"D" - Business characteristics include:**

- Prefers controlled timeframes
- Seeks personal control
- Gets to the point quickly
- Strives to feel important & be noteworthy in their positions
- Demonstrates persistence & single-mindedness in reaching goals
- Expresses high ego need
- Prefers to downplay feelings & relationships
- Focuses on task actions that lead to achieving tangible outcomes
- Implements changes in the workplace
- Tends to freely delegate duties, so more tasks & goals can be pursued

**"D" - Preferred business situations:**

- Calling the shots & telling others what to do
- Challenging workloads to fuel their energy levels
- Personally knowing about their staff's business activities
- Saying what's on their minds without being concerned about hurting anybody's feelings
- Taking risks & being involved in facilitating changes
- Interpreting the rules & answering to themselves alone
- Interested in the answers to "what" questions
- Seeing a logical road toward advancement of achieving goals

**"D" - At a Glance**

- Need to be in charge, dislike inaction
- Act quickly & decisively
- Think practically, not theoretically or hypothetically
- Want highlighted facts
- Strive for results
- Need personal freedom to manage self & others
- Like changes & new opportunities
- Prefer to delegate details
- Cool, independent & competitive
- Have a low tolerance for feelings, attitudes or advice from others
- Work quickly & impressively by themselves
- Want to be recognized for their accomplishments
- Easily stimulated to engage in arguments & conflict
- Interested in administrative controls



## Prospect's Communication Style: I

### The Great Talkers ("I" - Interact)

#### "I" - Key motivator: Recognition & praise

#### "I" - Business characteristics

- Likes to brainstorm & interact with colleagues & others
- Wants freedom from control, details or complexity
- Likes to have the chance to influence, persuade or motivate others
- Likes the feeling of being a key part of an exciting team
- Wants to be included by others in important projects, activities or events
- Gets easily bored by routine & repetition. Prefers talking to listening
- May trust others without reservation; takes others at their word & without checking first
- Typically have short attention spans, they do better with frequent short breaks

#### "I" - Preferred business situations

- Needs personal feedback & discussion to get or stay on course
- Likes to mingle with all level of associates & calls them by their first names
- Enjoys compliments about themselves & their accomplishments
- Seeks stimulating environments that are friendly & favorable
- Motivated to work toward known, specific, quickly attainable incentives
- Open to verbal or demonstrated guidance for transferring g ideas into action
- Likes to start projects, but prefers to let others handle the follow-through & detail work

#### "I" - At a glance

- Enthusiastic, expressive & lively actions. Spontaneous actions & decisions
- "Big picture" thinkers who get bored with details. Like changes & innovations
- Needs help getting & staying organized
- Maintains a positive, optimistic orientation to life. Dislikes conflict
- Tends to dream aloud & gets others caught up in their dreams
- Works quickly & excitedly with others. Seeks acknowledgment from others



## Prospect's Communication Style: S

### The Great Helper ("S" - Steady)

"S" - **Key Motivator:** Helping their executives, organization & others be successful.

#### "S" - Business characteristics

- Operates well as a member of the work group
- Builds strong & deep relationships, but with fewer people
- Likes a long-term relationship with their place of business & their fellow employees
- Needs to know the order of procedures; fears the unknown
- Motivated by customary, known, proven practices. Focuses on how & when to do things
- Slow & steady. Oriented toward more concrete, repeatable actions
- Wants order & stability in the workplace. Works in a steady & predictable manner

#### "S" - Preferred business situations

- Performing the same kinds of duties day after day. Safe, risk-free environments
- Working cooperatively with others to achieve common results
- Stable, steady, low-key environment which has a minimum of changes
- Knowing each step of a duty, including framework of time & resources
- Making decisions by consensus or other accepted practices not by themselves
- Feeling like an appreciated, contributing member of the work group

#### "S" - At a glance

- Concerned with stability
- Thinks things through in an orderly manner
- Wants documentation & facts
- Needs personal involvement
- Makes decisions slowly then takes action
- Needs to know the set-by-step sequence
- Avoids risks & changes
- Dislikes interpersonal conflict
- Works slowly, but cohesively with others



## Prospect's Communication Style: C

### The Great Analyzer ("C" - Compliant)

**"C" - Key Motivator: Perfecting business performance, process and results.**

#### **"C" - Business characteristics**

- Concerned with process; wants to know how something works
- Intuitive & original; once expected structure known, may invent own structure or model
- More interested in quality than quantity; prefer lower output to inferior results
- Wants to be right; employs logical thinking processes in order to avoid mistakes
- Sometime impedes progress with their constant checking & rechecking
- Dislikes unplanned changes & surprises
- Rejects open aggression

#### **"C" - Preferred business situations**

- Colleagues & superiors who do not criticize work or ideas, especially in public
- Situations where they set quality control standards & check for proper implementation
- Working with complete information systems or empowered to formulate own methods
- Superiors who value correctness & the "C's" key role in the organization
- Organized & process-oriented workplaces with little emphasis on socializing

#### **"C" - At a glance**

- Thinks logically & analytical
- Needs date & their questions answered
- Likes to be right, correct
- Likes organization & structure
- Asks many questions about specific details
- Prefers objective, task-oriented, intellectual work environment
- Needs to understand process
- Are cautious decision makers
- Prefers to do things themselves
- Works slowly & precisely alone
- Likes to be admired for their accuracy
- Avoids conflict & over-involvement with others
- Likes to contemplate & reconsider
- Like problem solving methods & approaches