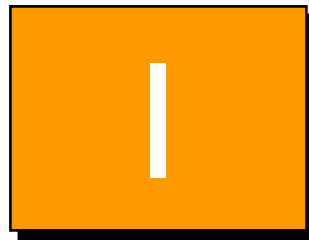


# THE 4 PREDOMINANT BEHAVIORAL STYLES



Dominant  
&  
Directive



Influencing  
&  
Interactive



Steady  
&  
Stable



Cautious  
&  
Conscientious

## DO

- ✓ Be concise & to the point
- ✓ Stress practicality & logic vs. emotion
- ✓ Play by their rules
- ✓ Only challenge with confidence based on hard facts

## DON'T

- ✗ Waste their time
- ✗ Try to control
- ✗ Use words like “trust me”



# CONNECTING WITH I'S

## DO

- ✓ Be friendly & outgoing
- ✓ Give praise & recognition
- ✓ Balance pleasantries with a direct appeal for their support
- ✓ Understand that although you may get to “yes” quickly, follow through is not guaranteed

## DON'T

- ✗ Act aggressively
- ✗ Drive for action vs. building a relationship
- ✗ Compare or criticize in a way that diminishes their worth

# CONNECTING WITH S'S

## DO

- ✓ Show that you are dependable & trustworthy
- ✓ Be patient & help them clarify their goals
- ✓ Let them know that you appreciate them
- ✓ Give information & directions in a step by step fashion

## DON'T

- ✗ Appear disorganized
- ✗ Be too assertive
- ✗ Spring changes on them too quickly
- ✗ Push them to take action before they are ready



# CONNECTING WITH C'S

## DO

- ✓ Rigorously prepare for discussions with detailed support
- ✓ Show that you are consistent & precise
- ✓ Interact in a collaborative, non-threatening way
- ✓ Compliment their expertise & thoroughness

## DON'T

- ✗ Shoot from the hip in answering their questions
- ✗ Appeal to their emotions
- ✗ Minimize their issues