

—THE—
PROFESSIONAL DEVELOPMENT
—GROUP—

Behavioral Communication Skills for Compliant (C) Style Communicators

<p>Step 1: Know yourself:</p> <ul style="list-style-type: none"> • Knows data • May overuse data, overevaluate data • Needs more enthusiasm • May have trouble selling products below their own standards • Well organized • Good service • Analysis paralysis 	<p>Step 2: Read the person you are speaking with. What style is that person using now?</p> <p><i>Extroverted:</i> <i>Introverted:</i> Friendly: I Cooperative: S Direct: D Analytical: C</p>
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Step 3: Use this chart when you are communicating with these types of people:

“D” Types	“S” Types
<p>“D” types are looking for RESULTS</p> <ul style="list-style-type: none"> • Touch upon high points of facts and figures. • Don’t overprovide data. • Move quickly. • Be brief, to the point. • Satisfy their strong ego. • Allow them to “win” (you win, too) 	<p>“S” types are looking for SECURITY</p> <ul style="list-style-type: none"> • Move slowly. • Provide facts and figures. • Don’t overcontrol or be too pushy. • Provide assurances. • Develop trust. • Focus on reliability and service. • Allow personal talk.
“I” Types	“C” Types
<p>“I” types are looking for “THE EXPERIENCE”</p> <ul style="list-style-type: none"> • Focus on people, be friendly and fun. • Listen to them as they talk. • Ask questions. • Show excitement about products. • Close earlier than normal. 	<p>“C” Types are looking for INFORMATION</p> <ul style="list-style-type: none"> • Give data. • Remain in control. • Examine positives and negatives. • Close earlier than expected. • Follow through on promises. • Provide evidence.