

—THE—  
PROFESSIONAL DEVELOPMENT  
—GROUP—

**Behavioral Communication Skills for Dominant (D) Style Communicators**

<p>Step 1: Know yourself:</p> <ul style="list-style-type: none"> <li>• Results oriented</li> <li>• Wants to close fast</li> <li>• Argumentative</li> <li>• May try to overpower the person</li> <li>• Likes to win</li> <li>• May not follow up properly</li> <li>• May be unprepared</li> <li>• Can handle several customers at once</li> </ul>	<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"> <li>•Be direct.</li> <li>•Give alternatives.</li> <li>•Make sure you let them win (make sure you win, too).</li> <li>•Disagree with facts.</li> <li>•Enjoy the “combat” (good match).</li> <li>•Don’t try to build a friendship.</li> <li>•Don’t dictate to them.</li> <li>•Move quickly; they decide fast.</li> <li>•Don’t try to overpower them.</li> </ul>	<p>“S” types are looking for SECURITY</p> <ul style="list-style-type: none"> <li>•Slow down presentation.</li> <li>•Build trust.</li> <li>•People focus.</li> <li>•Give them the facts they need.</li> <li>•Give a logical presentation.</li> <li>•Get “little” agreements.</li> <li>•Listen carefully.</li> <li>•Show sincerity in presentation.</li> <li>•Don’t control or dominate.</li> <li>•Don’t close fast.</li> </ul>
“I” Types	“C” Types
<p>“I” types are looking for “THE EXPERIENCE”</p> <ul style="list-style-type: none"> <li>•Be personal, friendly.</li> <li>•Slow down, take time.</li> <li>•Joke around and have fun.</li> <li>•Allow them to talk.</li> <li>•Provide recognition.</li> <li>•Don’t talk down to them.</li> <li>•Talk about people.</li> <li>•Follow up often.</li> </ul>	<p>“C” Types are looking for INFORMATION</p> <ul style="list-style-type: none"> <li>•Give them data.</li> <li>•Don’t touch them.</li> <li>•Be patient, slow.</li> <li>•Use flyers with data.</li> <li>•Give more info than you’d like.</li> <li>•Keep control.</li> <li>•Don’t initiate personal conversation.</li> <li>•Don’t be pushy.</li> </ul>