

—THE—
PROFESSIONAL DEVELOPMENT
—GROUP—

Behavioral Communication Skills for Dominant (D) Style Communicators

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