

—THE—  
PROFESSIONAL DEVELOPMENT  
—GROUP—

**Behavioral Communication Skills for Influence (I) Style Communicators**

<p>Step 1: Know yourself:</p> <ul style="list-style-type: none"> <li>• Social</li> <li>• People oriented, lack of attention to detail</li> <li>• May overpromise</li> <li>• May be too talkative</li> <li>• May close too slowly or not at all</li> <li>• Enthusiastic</li> <li>• Wordy, nonlogical presentation</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>•Don’t touch.</li> <li>•Stay business-like.</li> <li>•Be direct and to the point.</li> <li>•Do not overpromise.</li> <li>•Don’t joke.</li> <li>•Let them to “win” (you win, too).</li> <li>•Close confidently, not allowing them to overpower you.</li> </ul>	<p>“S” types are looking for SECURITY</p> <ul style="list-style-type: none"> <li>•Give them the facts.</li> <li>•Slow down.</li> <li>•Be friendly, personal and earn their trust.</li> <li>•Provide assurances of promises.</li> <li>•Get “little” agreements.</li> <li>•Let them talk; you ask questions.</li> <li>•Take necessary time before closing.</li> <li>•Follow up after the sale.</li> </ul>
“I” Types	“C” Types
<p>“I” types are looking for “THE EXPERIENCE”</p> <ul style="list-style-type: none"> <li>•Have fun.</li> <li>•Don’t waste too much time talking.</li> <li>•Make sure you close.</li> <li>•Give them recognition.</li> <li>•Let them talk more than you.</li> </ul>	<p>“C” Types are looking for INFORMATION</p> <ul style="list-style-type: none"> <li>•Keep your distance.</li> <li>•Don’t touch them.</li> <li>•Give them facts, figures, and proof.</li> <li>•Don’t waste time.</li> <li>•Don’t be personal.</li> <li>•Be friendly and direct.</li> <li>•Answer all questions, then close.</li> <li>•Be concerned with details.</li> </ul>