

—THE—
PROFESSIONAL DEVELOPMENT
—GROUP—

Behavioral Communication Skills for Steady (S) Style Communicators

<p>Step 1: Know yourself:</p> <ul style="list-style-type: none"> • Natural salesperson, personable • Steady and dependable • Easily discouraged, low confidence • Great on follow-through (may overservice) • May give away \$\$\$ under pressure • More enthusiasm may be needed • May overuse facts • May wait too long to close 	<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 confident; don’t be intimidated. •Close sooner than normal. •Disagree with facts, not people. •Don’t be overpowered by them. •Let them win (you win, too). •Move faster than normal. •Come on as strong as “D” is, but stay friendly 	<p>“S” types are looking for SECURITY</p> <ul style="list-style-type: none"> •Give them facts. •Provide the assurances they need. •Be yourself. •Close when you feel you have their trust. •Assume them of the right decision. •Introduce them to managers, service managers, etc. •Follow up after sale.
“I” Types	“C” Types
<p>“I” types are looking for “THE EXPERIENCE”</p> <ul style="list-style-type: none"> •Allow them to talk, but keep focus. •Provide them with minimal product knowledge. •Provide follow-up. •Give recognition. •Listen to their stories. •Have fun with them. •“Jump” to close when ready. 	<p>“C” Types are looking for INFORMATION</p> <ul style="list-style-type: none"> •Answer questions with facts. •Don’t be too personal. •Be direct and friendly. •Don’t touch them. •Give them their space. •Don’t fear their skeptical nature. •Follow through on details. •Give information, then close.