

—THE—
PROFESSIONAL DEVELOPMENT
—GROUP—

Behavioral Communication Skills for Influence (I) Style Communicators

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