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**PROFESSIONAL DEVELOPMENT**  
 —GROUP—

**Behavioral Communication Skills for Steady (S) Style Communicators**

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