

UNDERSTANDING SOCIAL STYLES

CONCEPT: People have different base communication styles. To be adaptive we should attempt to customize the way we present our messages to best match the customer's preferred communication style. In order to do this we have to understand a simple model for recognizing and acting upon those styles.

ANALYTICALS

Fact & logic Oriented
Slow, Stable Decisions
Focus on Decision Quality

PERSUADING AN ANALYTICAL

Be direct, detail oriented, and factually based. Bring tangible evidence and emphasize long-term benefits. Help them through the process of making a well-made decision

IDENTIFYING AN ANALYTICAL

Office is full of project work and information sources and accomplishments decorate office. Formal, conservative attire, deliberate in speech and focused on task. Will rarely interrupt. Technical background or degree. Will "spreadsheet" their decisions

DRIVERS

Task Oriented
Swift, Stable Decisions
Focus on Bottom Line

PERSUADING A DRIVER

Be direct, organized & business oriented. Act quickly, especially with follow-up. Emphasize the impact of the decision on some bottom line measure like profits

IDENTIFYING A DRIVER

Neat, orderly office with awards, plaques and accomplishments on the walls. Formal, conservative, but up-to-date attire, direct in speech and focused on task. Will interrupt and ask direct questions. Technical science or business degree

AMIABLES

People Focused
Slow, Consensus Decisions
Focus on Satisfaction

PERSUADING AN AMIABLE

Be personable and patient, and follow through on promises. Emphasize the impact of the decision on the success of this person's team. They often react positively to guarantees and warranties

IDENTIFYING AN AMIABLE

Fairly neat office with an open furniture arrangement and family photos & personal mementos on wall. Casual, often stylish attire, Indirect in speech and often hard to read. Rarely interrupts, but will tell stories. Says "my team"
 Liberal Arts, communications or non-technical business degree

EXPRESSIVES

Politics Oriented
Quick, Unstable Decisions
Focus on Them

PERSUADING AN EXPRESSIVE

Connect your solution with their vision and offer support from other customers, esp. well known ones. Emphasize the impact of the decision on their situation. Demo the product & show innovation

IDENTIFYING AN EXPRESSIVES

Disorganized office, with family photos & some accomplishments – but often outdated. Informal, but up-to-date attire. Direct & excited in speech, but unfocused on task. Will interrupt and tell a related story or make a statement.
 Liberal Arts, communications or non-technical business degree