



## Speaking your Customer's Language

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| <p style="text-align: center;"><b><u>Amiable</u></b></p> <p>“We need to all get along”<br/>Occupations – Teachers, Nurses, Counselors</p> <p>Followers- often times feels guilty.<br/>Givers-donates their time to benefit others.<br/>Likes to be part of the team.<br/>Concerned with the decision of other people.</p> <p><b>Voice:</b> Soft and Gentle<br/><b>Dress:</b> Casual and Comfortable<br/><b>Strengths:</b> Dependable, Team Player, Patient, Oriented<br/><b>Weaknesses:</b> Oversensitive, Not- goal oriented, Followers<br/><b>Support their:</b> Relationships and Thinking</p> | <p style="text-align: center;"><b><u>Expressive</u></b></p> <p>“Fun, Fun, Fun”<br/>Occupations – Sales, Entertainment, Public Speakers</p> <p>Loves to tell stories to get their point across.<br/>Generates enthusiasm in others.<br/>Often talks with their hands<br/>Risk Taker!</p> <p><b>Voice:</b> Loud and Fast<br/><b>Dress:</b> Stylish and Colorful<br/><b>Strengths:</b> Promoters, Convincing, Enthusiastic, High energy<br/><b>Weaknesses:</b> Talk too much, unorganized, exaggerate<br/><b>Support their:</b> Vision and Intuition</p>        |
| <p style="text-align: center;"><b><u>Analytical</u></b></p> <p>“Get the facts and figures first”<br/><b>Occupations</b> – Accountants, Engineers, Research, Business Analytics<br/>Always asking questions.<br/>Be Specific!<br/>Organized and neat.<br/>Work out tasks systematically<br/><b>Voice:</b> Soft and Polite.<br/><b>Dress:</b> Formal and Conservative<br/><b>Strengths:</b> Organized, Planners, Accurate, Persistent<br/><b>Weaknesses:</b> Hard to please, unlimited time to get to a decision, need to be right.<br/><b>Support their:</b> Principles and Thinking</p>           | <p style="text-align: center;"><b><u>Driver</u></b></p> <p>“Get out of my Way”<br/><b>Occupations</b> – Attorneys, Airline Pilots, CEOs, Politicians<br/>Make a decision!<br/>Focus on the results and outcomes<br/>They are always right!<br/>Value confidence<br/>Like things done quickly<br/>Live by comparison.<br/><b>Voice:</b> Forceful and Volume<br/><b>Dress:</b> Dress for Success<br/><b>Strengths:</b> Focused, Goal Oriented, Intense<br/><b>Weaknesses:</b> Short tempered, impatient,<br/><b>Support their:</b> Conclusions and Actions</p> |

Which style is your dominant style? (Why?) \_\_\_\_\_

Which style are you most compatible with? (Why?) \_\_\_\_\_

Which style give you the most challenges? (Why?) \_\_\_\_\_

How can you be more flexible with other styles? \_\_\_\_\_