

ANALYSER – slow closed

Introverted, Analytical, Persistent, Cautious

<p><u>SUMMARY</u> Fans of details, they need factual information, time to think and process and they tend to lack animation.</p> <p><u>PREFERENCE</u> – Accuracy, Evidence, Objectivity, Detail, Process, Tangibles</p> <p><u>RAPPORT APPROACH</u> - Factual language delivered at a steady even tone and pace without too much smiling and minimum hand and head movements.</p> <p><u>RAPPORT STYLE</u> – Show</p> <p><u>NEEDS</u> – Process</p> <p><u>LIKES</u> – Predictability</p> <p><u>STRENGTH</u> – Analytical</p> <p><u>BEHAVIOUR</u> - Demonstrative</p> <p><u>FOCUS</u> – Accuracy</p> <p><u>DISLIKES</u> – Being wrong</p> <p><u>WEAKNESS</u> – Critical</p>			<p><u>INTELLECTUAL BRAIN</u></p> <ul style="list-style-type: none"> - Logical thinking - High attention to detail - Identifies problems - Task orientated - Focused on accuracy - Observational - Planned & methodical - Objective & clinical - Considered risk - Works well in isolation - Self reliant
<p><u>SCENARIO</u></p> <p>Generally</p> <p>In person</p> <p>On the phone</p> <p>In writing</p>	<p><u>DO</u></p> <p>Focus on facts Describe process</p> <p>Shake their hand at arms length Sit back a bit</p> <p>Ask if it's a good time Allow for pauses</p> <p>Be formal Be factual & clear</p>	<p><u>DON'T</u></p> <p>Rush them Be irrational</p> <p>Crowd them Touch them unnecessarily</p> <p>Do small talk Be unprepared</p> <p>Forget the facts Use fluffy language</p>	<p><u>PRIMITIVE BRAIN</u></p> <ul style="list-style-type: none"> - Rigid thinking - Obsesses about detail - Looks for & focuses on problems - Lacks empathy - Over analysis/Perfectionist - Disengages - Procrastinates - Critical & uncaring - Risk averse - Poor team player - Anti social/withdraws

INCLUDER – slow open

Empathetic, Considered, Helpful, Collaborative

<u>SUMMARY</u> Cooperative by nature (like to put others at ease), they lead with amiability, are responsive in conversation and expressive about their feelings.		<u>INTELLECTUAL BRAIN</u>	
<u>PREFERENCE</u> – Acceptance, Sensitivity, Harmony, Trust, Cooperation, Relationship		<ul style="list-style-type: none">- Empathetic & compassionate- Builds trust easily- Reliable and helpful- Relaxed and create harmony- Forgiving- Composed- Amiable/cooperative- Quietly confident- Considered- Organised & capable- Considers impact of change in detail	
<u>RAPPORT APPROACH</u> - Kinaesthetic words and a lot of support and encouragement, delivered with warmth and sincerity and a smile.			
<u>RAPPORT STYLE</u> – Share	<u>BEHAVIOUR</u> - Inclusive		
<u>NEEDS</u> – Acceptance	<u>FOCUS</u> – Trust		
<u>LIKES</u> – Harmony	<u>DISLIKES</u> – Insensitivity		
<u>STRENGTH</u> – Counselling		<u>WEAKNESS</u> – Risk averse	
<u>SCENARIO</u>	<u>DO</u>	<u>DON'T</u>	<u>PRIMITIVE BRAIN</u>
Generally	Focus on relationship aspects Allow them to help you	Pressure or rush them Be confrontational	<ul style="list-style-type: none">- Take on others people's problems/pain- Loses trust easily- Feels obligated/put on- Agitated and prone to mood swings- Holds a grudge- Guarded/cold- Low assertiveness- Low self-esteem- Indecisive/SLOW to act- Easily overwhelmed- Avoids change
In Person	Smile & shake hands firmly Sit off-centre	Drop in without invitation Maintain direct eye contact	
On the phone	Be available Ask how they are		
In writing	Use warm language Use bullet points for clarity		



INFLUENCER – fast open

Intuitive, impulsive, Persuasive, Social

<p><u>SUMMARY</u> Social, fun loving and animated, they are expressive and passionate, focused on engagement and have short attention spans.</p> <p><u>PREFERENCE</u> – Recognition, Highlights, Positivity, Fun, Enjoyment, Big Picture</p> <p><u>RAPPORT APPROACH</u> - Fast paced, visual language and a lot of encouragement delivered with expressive hand, head and facial gestures.</p> <p><u>RAPPORT STYLE</u> – Sell</p> <p><u>NEEDS</u> – Recognition</p> <p><u>LIKES</u> – Positivity</p> <p><u>STRENGTH</u> – Persuasive</p>		<p><u>INTELLECTUAL BRAIN</u></p> <ul style="list-style-type: none"> - Visionary/big picture - Full of ideas - Engaging - Sociable & extroverted - Multiple connections - Motivated by recognition - Enjoys the spotlight - Enthusiastic & passionate - Persuasive - Expressive/story telly - Fun seeker - Influences outcomes 	
		<p><u>BEHAVIOUR</u> - Persuasive</p> <p><u>FOCUS</u> – Enjoyment</p> <p><u>DISLIKES</u> – Conflict</p> <p><u>WEAKNESS</u> – Disorganised</p>	
<u>SCENARIO</u>	<u>DO</u>	<u>DON'T</u>	<u>PRIMITIVE BRAIN</u>
Generally	Highlight what's in it for THEM Focus on highlights	Be confrontational Go into lots of detail	<ul style="list-style-type: none"> - Short attention span - Loses interest quickly - Self-absorbed - Struggle being alone - Superficial relationships - Attention seeking - Hogs spotlight - Erratic and fanatical - Dominant - Overly talkative/dramatic - Risk taking actions - Manipulates
In Person	Buy them a coffee Maintain eye contact & be animated	Fail to give them your full attention Be dismissive	
On the phone	Make time for chit chat Let them speak	Cut to the chase Talk over them	
In writing	Use exclamation marks Use a p.s at the end	Provide too much detail Omit niceties	



ACHIEVER – fast direct

Independent, Decisive, Directive, Competitive

<p><u>SUMMARY</u> Facts driven, rational and logical thinkers, with a dislike for detail, or emotiveness, they like to be in control.</p> <p><u>PREFERENCE</u> – Control, Fact, Objectivity, results, Directness, Bottom Line</p> <p><u>RAPPORT APPROACH</u> - Factual language with emphasis on outcomes, delivered confidently and with certainty.</p> <p><u>RAPPORT STYLE</u> – Tell</p> <p><u>NEEDS</u> – Control</p> <p><u>LIKES</u> – Winning</p> <p><u>STRENGTH</u> – Decisive</p>		<p><u>INTELLECTUAL BRAIN</u></p> <ul style="list-style-type: none"> - In control/charge - Independent - Logical/rational thinking - Straight talking - Rises to challenges - Confident - Directive/assertive - Decisive action taking - Focused & clinical - Conscientious - Achieve outcomes 	
<p><u>SCENARIO</u></p> <p>Generally</p> <p>In Person</p> <p>On the phone</p> <p>In writing</p>		<p><u>BEHAVIOUR</u> - Directive</p> <p><u>FOCUS</u> – Results</p> <p><u>DISLIKES</u> – Time-wasting</p> <p><u>WEAKNESS</u> - Impatient</p> <p><u>DON'T</u></p> <p>Try to control them Be emotional</p> <p>Faff about Touch them unnecessarily</p> <p>Do small talk Leave long voicemails</p> <p>Provide too much detail Use fluffy language</p>	
<p><u>DO</u></p> <p>Ensure they win Suggest the quickest way</p> <p>Shake their hand firmly Sit across from them & look in eye</p> <p>Get to the point State your reason for calling</p> <p>Keep it short, use abbreviations Provide evidence</p>		<p><u>PRIMITIVE BRAIN</u></p> <ul style="list-style-type: none"> - Controlling - Non-inclusive/isolation - Black & white/inflexible thinking - Insensitive & tactless - Fixed/resistant to change - Arrogant/Offensive - Dictatorial/short-tempered - Cavalier decisions & action - Aloof & uncaring - Obsessive/workaholic - Misfire 	

