

ANALYSER – slow closed

Introverted, Analytical, Persistent, Cautious

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| <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

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| <p><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.</p> <p><u>PREFERENCE</u> – Acceptance, Sensitivity, Harmony, Trust, Cooperation, Relationship</p> <p><u>RAPPORT APPROACH</u> - Kinaesthetic words and a lot of support and encouragement, delivered with warmth and sincerity and a smile.</p> <p><u>RAPPORT STYLE</u> – Share</p> <p><u>NEEDS</u> – Acceptance</p> <p><u>LIKES</u> – Harmony</p> <p><u>STRENGTH</u> – Counselling</p> | | <p><u>INTELLECTUAL BRAIN</u></p> <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 | |
| <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 relationship aspects Allow them to help you</p> <p>Smile & shake hands firmly Sit off-centre</p> <p>Be available Ask how they are</p> <p>Use warm language</p> | <p><u>DON'T</u></p> <p>Pressure or rush them Be confrontational</p> <p>Drop in without invitation Maintain direct eye contact</p> | <p><u>PRIMITIVE BRAIN</u></p> <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 |

Use bullet points for clarity

INFLUENCER – fast open

Intuitive, impulsive, Persuasive, Social

SUMMARY

Social, fun loving and animated, they are expressive and passionate, focused on engagement and have short attention spans.

PREFERENCE – Recognition, Highlights, Positivity, Fun, Enjoyment, Big Picture

RAPPORT APPROACH - Fast paced, visual language and a lot of encouragement delivered with expressive hand, head and facial gestures.

RAPPORT STYLE – Sell

NEEDS – Recognition

LIKES – Positivity

STRENGTH – Persuasive

BEHAVIOUR - Persuasive

FOCUS – Enjoyment

DISLIKES – Conflict

WEAKNESS – Disorganised

INTELLECTUAL BRAIN

- 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

SCENARIO

DO

DON'T

PRIMITIVE BRAIN

Generally

Highlight what's in it for THEM
Focus on highlights

Be confrontational
Go into lots of detail

- Short attention span
- Loses interest quickly
- Self-absorbed

In Person

Buy them a coffee
Maintain eye contact & be animated

Fail to give them your full attention
Be dismissive

- Struggle being alone
- Superficial relationships

On the phone

Make time for chit chat
Let them speak

Cut to the chase
Talk over them

- Attention seeking
- Hogs spotlight
- Erratic and fanatical

In writing

Use exclamation marks

Provide too much detail

- Dominant
- Overly talkative/dramatic
- Risk taking actions

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| | Use a p.s at the end | Omit niceties | - Manipulates |
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ACHIEVER – fast direct

Independent, Decisive, Directive, Competitive

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| <p>SUMMARY Facts driven, rational and logical thinkers, with a dislike for detail, or emotiveness, they like to be in control.</p> <p>PREFERENCE – Control, Fact, Objectivity, results, Directness, Bottom Line</p> <p>RAPPORT APPROACH - Factual language with emphasis on outcomes, delivered confidently and with certainty.</p> <p>RAPPORT STYLE – Tell</p> <p>NEEDS – Control</p> <p>LIKES – Winning</p> <p>STRENGTH – Decisive</p> | | | <p>INTELLECTUAL BRAIN</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>BEHAVIOUR - Directive</p> <p>FOCUS – Results</p> <p>DISLIKES – Time-wasting</p> <p>WEAKNESS - Impatient</p> | | | | | |
| SCENARIO | DO | DON'T | PRIMITVE BRAIN | | |
| Generally | Ensure they win Suggest the quickest way | Try to control them Be emotional | <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 | | |
| In Person | Shake their hand firmly Sit across from them & look in eye | Faff about Touch them unnecessarily | | | |
| On the phone | Get to the point State your reason for calling | Do small talk Leave long voicemails Provide too much detail | | | |

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| In writing | Keep it short, use abbreviations Provide evidence | Use fluffy language | - Misfire |
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