



## I's

### What Do They Do Best?

- Optimistic, inspirational, creative, impulsive
- PROMOTING ideas, opportunities or people

### What's Hard for Them?

- Formal reports/ keeping detailed records  
Re-doing anything once it's been done



## I Customers

- Make spontaneous decisions when excited
- See benefits before they're pointed out
- Often buy *before* they're sold
- Hate paperwork; want buying to be simple
- Need written reminder of agreements



## S's

### What Do They Do Best?

- Friendly & sensitive – creates group harmony
- COORDINATING and COOPERATING

### What's Hard for Them?

- Competition  
Making big decisions - dislikes change



## S Customers

- Like service relationships based on trust
- Tends to make decisions collaboratively
- Turned off by aggressive, pushy people
- Fiercely loyal once trust is established
- Need gentle guidance to make decisions



## C's

### What Do They Do Best?

- Quick to think but slow to speak
- ORGANIZING & PLANNING; even spontaneity

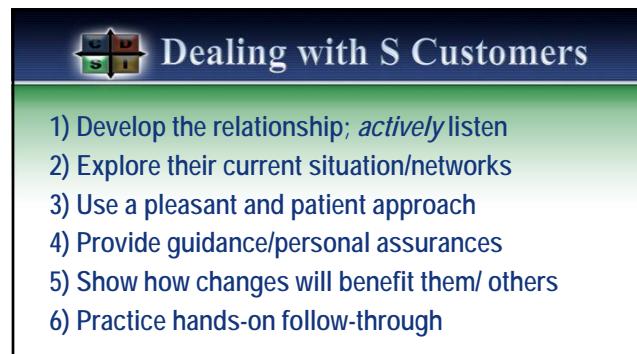
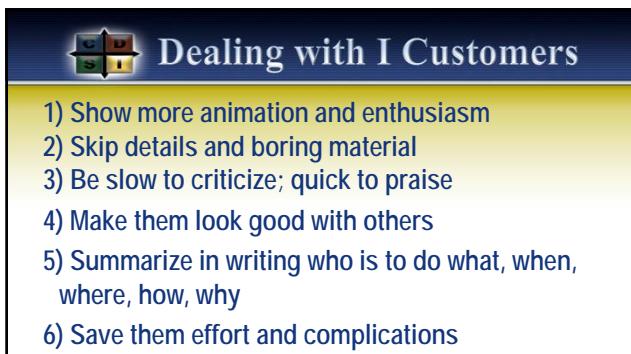
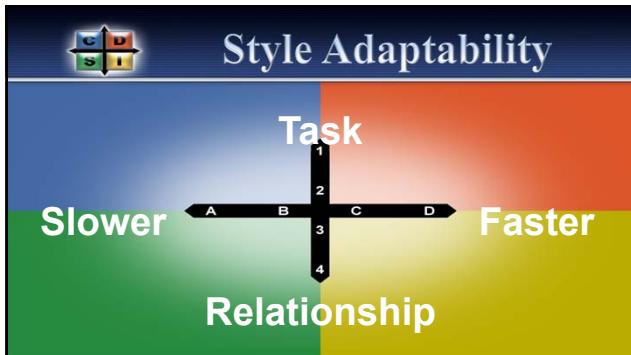
### What's Hard for Them?

- Unpredictability & disorganization  
Working with others - prefers to work alone



## C Customers

- Need time/data to make decisions
- Sometimes get lost in unimportant details; re-focus them
- Respond well to reducing/eliminating risk
- Want you to exhibit great expertise
- View too much enthusiasm with skepticism



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