

D's

What Do They Do Best?

- Take charge, competitive, get things done

ENSURING bottom-line results

What's Hard for Them?

Repetitiveness - doing same tasks over/ over
Being diplomatic - can come on strong

D Customers

- Want to see bottom-line impact of solution
- Look for solutions that save time or money
- Prefer people who don't waste their time
- Will hold you to *every* promise
- Make fast decisions when they see benefits



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

L



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

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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?

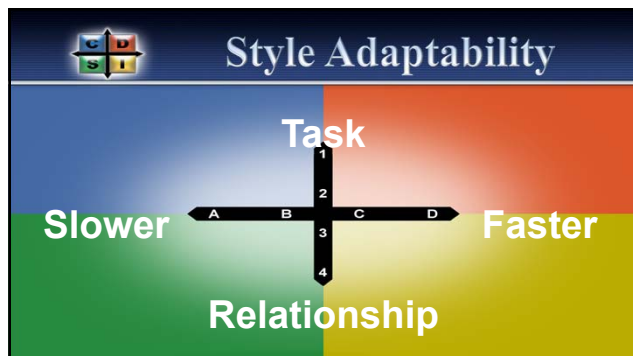
Unpredictability & disorganization
Working with others - prefers to work alone

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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



Dealing with D Customers

- 1) Keep your relationship businesslike
- 2) Focus on the big picture
- 3) Cover basic steps/ high points quickly
- 4) Discover their goals
- 5) Give options with costs/benefits
- 6) Respond quickly with solutions to problems

Dealing with I Customers

- 1) Show more animation and enthusiasm
- 2) Skip details and boring material
- 3) Be slow to criticize; quick to praise
- 4) Make them look good with others
- 5) Summarize in writing who is to do what, when, where, how, why
- 6) Save them effort and complications

Dealing with S Customers

- 1) Develop the relationship; *actively* listen
- 2) Explore their current situation/networks
- 3) Use a pleasant and patient approach
- 4) Provide guidance/personal assurances
- 5) Show how changes will benefit them/ others
- 6) Practice hands-on follow-through

Dealing with C Customers

- 1) Avoid too much social talk
- 2) Proceed slowly; stop at key places to check
- 3) Provide options/proof with pros/ cons
- 4) Provide written guarantees and proof
- 5) Give them time and space to think
- 6) Deliver on promises

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For a copy of today's presentation, email:

AJA@Alessandra.com

1-619-610-9933

<http://www.Alessandra.com>

<http://www.Assessments24x7.com>

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