

dominance

influence

UNDERSTANDING D STYLE COLLEAGUES

Priorities

- results
- action
- competency

Is bothered by

- wasted time
- small talk
- too many details
- indecisiveness
- lack of control
- challenges to their authority

Trusts

- confidence

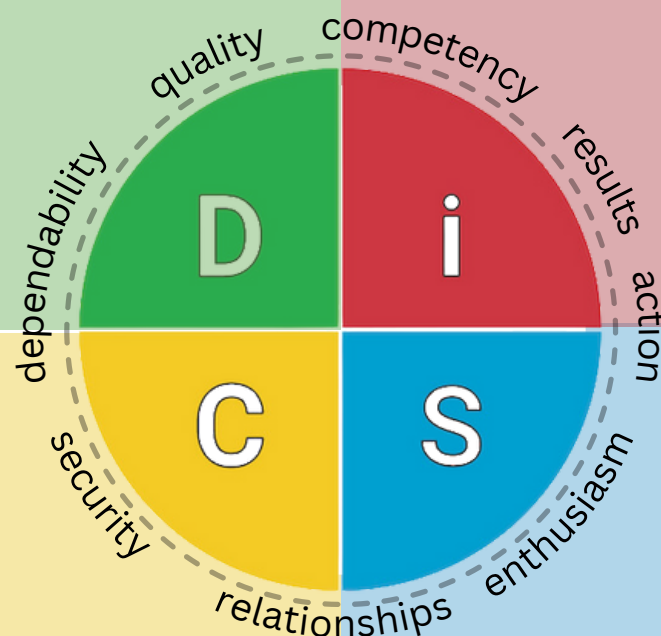
INFLUENCING D STYLE COLLEAGUES

Strategies

- use a confident a no-nonsense approach
- get to the point
- give them options and a sense of control
- convey respect for their authority
- show a desire to help them get immediate results

Emphasize

- immediate outcomes
- the bottom line
- efficiency
- ease of use
- profits
- savings



UNDERSTANDING i STYLE COLLEAGUES

Priorities

- enthusiasm
- action
- relationships

Is bothered by

- dry or dull analysis
- too many details
- cold or detached people
- loss of approval
- negativity or pessimism

Trusts

- openness

INFLUENCING i STYLE COLLEAGUES

Strategies

- use an upbeat and lively approach
- give them a chance to tell their stories
- be open to disclosing information about yourself
- show empathy for their concerns
- demonstrate how your offering helps other people

Emphasize

- testimonials
- ease of use
- exciting opportunities
- how your offering makes them look good

UNDERSTANDING C STYLE COLLEAGUES

Priorities

- quality
- competency
- dependability

Is bothered by

- emotional or illogical people
- personal questions
- overly enthusiastic presentations
- pressure
- emotional appeals

Trusts

- expertise

INFLUENCING C STYLE COLLEAGUES

Strategies

- use an objective approach
- go through details
- have evidence to back up your claims
- use logic to connect your solutions to their problems
- give them a chance to show their knowledge

Emphasize

- quality
- high standards
- your expertise
- logical reasons
- evidence of reliability

UNDERSTANDING S STYLE COLLEAGUES

Priorities

- sincerity
- relationships
- dependability

Is bothered by

- pressure
- pushy people
- uncertainty
- unpredictability
- sudden change
- conflict

Trusts

- kindness

INFLUENCING S STYLE COLLEAGUES

Strategies

- use a casual and low-pressure approach
- show warmth and sincerity
- present information in a step-by-step manner
- allow space and time to process information
- provide reassurance

Emphasize

- ongoing support
- examples from the past
- stability and security
- Warranties, service plans, and guarantees



conscientiousness

steadiness