



### Thinker

- Motivated by Respect; can be deliberate, but will avoid a hurried decision
- Focus on "How" the service or product will work; Assure customer you have all necessary data
- Use Fact Finding questions to uncover needs
- Listen to the customer and acknowledge expertise

### Director

- Motivated by Control; can be decisive, but demanding
- Focus on "What" outcomes to expect; Present Options and comparisons for independent choice
- Anticipate objections and give facts, details, case studies, and examples
- Be personable, but reserved and somewhat formal

### Neighbor

- Motivated by Recognition; can be enthusiastic, but emotional
- Focus on "Who" will be implementing the product; Build a relationship and establish competence
- Ensure that recommendations are consistent with customers opinions and goals
- Speak directly to the points and questions raised by the customer

### Negotiator

- Motivated by Approval; can be supportive, but may give in followed by buyer remorse
- Focus on "Why" your product will work; Make steady progress by suggesting without pressure
- Use Feeling Finding questions to uncover needs, and demonstrate concern
- Reassure customer of quality and show approval of concerns or needs

*\*STYLE RECOGNITION IS BEST DONE, BY VIEWING ONE AXIS AT A TIME*