

TEMPERAMENT	DRIVER	EXPRESSIVE	AMIABLE	ANALYTICAL
DRIVER COMMUNICATING WITH...	<ul style="list-style-type: none"> • Use your natural style • Don't let egos clash • Be prepared for a tough contest to win another Driver to your side 	<ul style="list-style-type: none"> • Be open and friendly • Take time to socialize • Show personal benefits and recognition to persuade the Expressive 	<ul style="list-style-type: none"> • Slow down—give support and assurances • Don't stress variables or alternatives • To bring communication to a conclusion, make decisions easy for the Amiable and reassure that decision 	<ul style="list-style-type: none"> • Answer questions • Provide more facts than you may want to • Encourage evaluation • Be patient • To close, be firm, polite, and decisive after presenting facts and allowing adequate evaluation time.
EXPRESSIVE COMMUNICATING WITH...	<ul style="list-style-type: none"> • Be formal and to the point • Maintain distance • Don't waste time • Let Driver feel important • Avoid being apologetic • Don't feel rejected by the possible bluntness of the Driver 	<ul style="list-style-type: none"> • Don't compete for recognition • Stick to business • Focus on a commitment to action 	<ul style="list-style-type: none"> • Earn their trust • Don't overly socialize • Give plenty of support material • Give assurances and testimonials • Be polite and reassuring 	<ul style="list-style-type: none"> • Be factual; give more facts than you may want to • Don't try to impress the Analytical with your importance • Don't bluff answers • Maintain distance • To persuade, be direct and confident after all questions are answered
AMIABLE COMMUNICATING WITH...	<ul style="list-style-type: none"> • Be yourself and be confident • Recognize and accept the Driver's aggressive style • Refuse to be intimidated • Be confident and get to the point sooner and more forcefully than you may feel comfortable 	<ul style="list-style-type: none"> • Accept the openness and friendliness of Expressives • Be friendly but don't let them waste a lot of your time • Don't bog them down with details • Conclude by appealing to personal ego—do it more quickly than you feel comfortable 	<ul style="list-style-type: none"> • Will relate well with other Amiables • Be assuring with them, but also confident and assertive • Don't wait for them to be totally comfortable to press for a decision—just provide assurances that it is the right one 	<ul style="list-style-type: none"> • Answer questions confidently • Give the facts they want • Do not confuse skepticism with negativity or criticism
ANALYTICAL COMMUNICATING WITH ...	<ul style="list-style-type: none"> • Don't try to be impressive with excessive facts and figures; give bottom line answers • Concentrate on high points • Get excited about new ideas • Appeal to the individual's ego, not solely on the merits of the proposal, product, or service—difficult for Analyticals 	<ul style="list-style-type: none"> • Try to be friendly and fun • Be excited about new ideas • Sell to the person, not the features • Don't bog them down with details • Close before you feel all the necessary facts are disclosed 	<ul style="list-style-type: none"> • Be friendly; earn their trust • Slow down on the facts; allow Amiables to digest them • Avoid getting too detailed • Conclude with assurances 	<ul style="list-style-type: none"> • Keep control • Be friendly • Present both sides • Close earlier than you feel comfortable