Understanding the “Interviewee” allows you to tailor your Presentation to meet Her needs! By using the Personality Styles to gain a better understanding of yourself and others, you can create the environment which will ensure you greater success. At the same time, you gain appreciation for the different motivational environments required by those with different behavioral styles.

<table>
<thead>
<tr>
<th><strong>Dominance Style</strong></th>
<th><strong>Influencing Style</strong></th>
<th><strong>Steadiness Style</strong></th>
<th><strong>Compliance Style</strong></th>
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<td><strong>Characteristics of the Dominance Style</strong></td>
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<tr>
<td>1. Results Oriented</td>
<td>1. People Oriented</td>
<td>1. Family Oriented</td>
<td>1. Detail Oriented</td>
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</tbody>
</table>

**How to deal with the Dominance Style:**
- **Communication**
  - Short Interview presentation
  - Let them do the talking

**Benefits They Will Be Interested In:**
- They want to "Do It Big, Do it Quick"
- Management Opportunities (Directorship, NSD)
- High income potential, independence

**Their Greatest Fear Is:**
- Being taken advantage of

**Questions to ask them:**
- "What past management experience have you had?"

**Questions to Lead into the Interview**

1. "Tell me a little bit about yourself or your situation?"
   - D - Will tell you’re their accomplishments
   - I - Will tell you who they know
   - S - Will tell you about their Family
   - C - Will ask, "Why, what do you want to know?"

2. "What do you like most/least about what you do? (Narrowing the Menu" - gives insight to what they will like about Mary Kay.)

3. "Describe for me the ideal Career and Lifestyle situation for you if you could have it the way you want it?" These questions will give you insight to their D I S C Personality Style and will let you know what to include so that you can customize her interview to meet her needs.