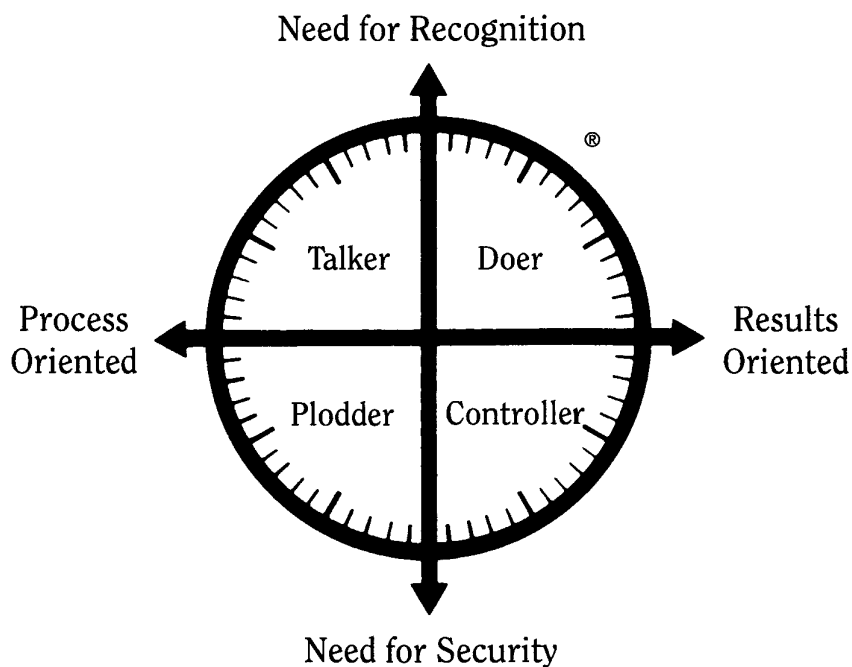

You've noticed that not everyone thinks alike, acts alike, or makes decisions the same way. Some people are easy to approach, others more difficult. Some are warm and social; others are cool and distant. Some are pressed for time; others have plenty of time for you.

Some people make quick decisions; others make slow, studied ones. Some talk rapidly; others talk slower.

To help you learn more about Behavior Styles, our following process was developed.



You'll notice that the scale is shaped much like a clock dial – indicating the different levels or degrees people fit into.

Now, few people fit totally into one style – most people are combinations of styles. But most people have predominant leanings toward one style.

Let's take a few moments and discuss each of the styles. Then we'll talk about how to approach each style – how to apply AID, Inc.® to the system.

Talkers Are Social Types

Talkers love people. They love to visit and socialize. They like block parties, family reunions, bowling leagues. They're easy to gain rapport with – easy to approach. After ten minutes you'll think you've been friends for life.

Talkers tell jokes. When you hear the preface, "Hey, have you heard the one about . . .," you'll know you're probably communicating with a Talker.

Talkers enjoy chitchat. They're friendly and affable. They often have a cluttered environment. Their automobile interiors usually need cleaning. They like pictures and things that bring them recognition. They're often more daring with their dress and jewelry.

Doers Are Achievers, Drivers

The second style of buyers is Doers. Their objective is to get things done.

Doers are often impatient, Type A behavior people. There's never enough time. They're competitive and energetic. They attack things that get in their way. They talk about achievement, bottom-line results. There's often a free-floating hostility against anyone or anything that tries to slow them down.

A Doer's motto is "I don't want a forty hour week. I want a forty hour day!"

They like you to get to the point. They're impulsive and will make decisions based on gut feelings. They're very decisive and will make quick decisions once they *think* they have a grasp of the necessary facts and information.

Doers are often surrounded by trophies, awards, plaques. They exhibit and talk about goals and rewards for achievement. Often you'll see their pictures with other well-known high-achievers.

They're restless and have nervous mannerisms.

Plodders Are Stable Even-Tempered People

Plodders are steady, stable, dependable, honest, salt-of-the-earth people. They're often content with routine redundant jobs. They're usually never very high or very low. They're not pushed for time and are unhurried.

They like to do their jobs well and are usually honest and dependable. They're the first ones in in the morning and the last ones to leave in the evenings.

Plodders aren't risk-takers. They don't make quick decisions. They're motivated by security. They focus on doing good jobs rather than getting high results. They're detail minded – for the sake of doing the details well.

Plodders like to hang on to tried-and-true things, methods, and techniques.

Controllers Are Logical, Rational People

Controllers are highly organized and show high attention to detail. Their decisions revolve around facts and figures. They don't make emotional decisions.

A Controller's motto is "A place for everything and everything in its place!" They're surrounded by orderliness.

They talk about methods, conditions, and functions. They file information neatly and know how to retrieve it quickly when needed. They reveal a high degree of organization. Their desks may be loaded with work to be done, but it's all stacked in neat piles.

Controllers make good use of their time. They show high attention to detail for the sake of efficient management. They also exhibit low emotional responsiveness.

SALES STRATEGY FOR EACH STYLE

The following information will help you understand how to communicate with each style. Read carefully and then you'll have a chance to do some worksheets on people you know.

Talkers

Ask questions about them and their experiences. Tell how they'll get credit or look good. Tell how others will benefit. Ask for their help. Entertain socially. Develop relationships. Tell "who will benefit," "who uses it," and "who thought it up." Often, you'll find other people involved when decision time comes.

Doers

Ask questions about how they get things done—how they got where they are now. Prove that product or service works. Stress results, bottom line and achievement. Give high profile references. Quote other achievers they respect. Minimize features, maximize benefits. Take care of details for them. Let them set the time parameters.

Plodders

Ask questions about *how* they do their jobs. Remove risks of buying your service or product. Stress product features as well as benefits. They may be as interested in features as benefits. Let them tell you why the world is moving too fast and that old, tested things are better than new things. Give more time for decision process.

Controllers

Ask questions about what it takes to keep their organization functioning. Give enough details and facts to satisfy them. Talk in terms of solving problems. Be thrifty with their time. Show them how to eliminate waste. Tell *why* your product or service works. Stress good investment or long-term value. Sell efficiency, return on investment. Mutually agree on a decision time frame.

WORKSHEETS

To be able to identify styles automatically, it helps to practice, practice, practice. Take a few minutes and write in your responses to the following questions or categories.

To do this exercise, follow these suggestions:

1. Write down the name of a person you've either sold or want to sell.
2. Go back and review the description of the four styles found earlier in this part, and write down some descriptions about this person's environment, pace, tone or attitude.
3. Make a decision as to the style of that person.
4. Then write down possible sales strategy to use with that person.

Now, let's take a few minutes and analyze styles.

1. Name of person _____
2. Observations about environment, pace, tone, attitude.
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
3. Style of person _____
4. Sales strategy
 - a. _____
 - b. _____
 - c. _____
 - d. _____

Now that you've done it, let's do another.

1. Name of person _____
2. Observations about environment, pace, tone, attitude.
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
3. Style of person _____
4. Sales strategy
 - a. _____
 - b. _____
 - c. _____
 - d. _____

HOW DOES YOUR STYLE INTERACT WITH OTHERS?

It's also important to understand how your own style interacts with other people's styles.

Take a moment and identify your own style. Then write down how it possibly interacts with other styles.

1. Your style _____
2. How does it interact with a:
 - Talker? _____

 - Doer? _____

 - Plodder? _____

Controller? _____

You'll learn much more about Behavior Styles in several other places in the Integrity Selling® modules. You'll learn quickly to observe, analyze and match different people's styles.

In your seminar session you were given a Behavior Styles analysis pad. Using it, you can quickly identify the styles of people.

IMPORTANT POINTS TO REMEMBER ABOUT BEHAVIOR STYLES

1. Few people fit into a single quadrant style. Most are combinations of two or three styles.
2. Carefully observe what people choose to bring into their environments.
3. If you're in telephone sales, listen for volume, energy level, and speed of people's voices.
4. Notice how much and how long people pause in conversation.
5. Notice each person's pace, tone and attitude.
6. Observe the emotional tone people have.
7. Be sensitive to how close people want you to get to them.
8. Observe the speed with which people move, think, and make decisions.
9. Immediately move the speed your prospects move.
10. Adapt their tone, pace and energy level.

BEHAVIOR STYLES SELF-EVALUATION SHEET

Please fill in after reading and working through this section.

1. What is your Behavior Style?

2. What will you now do in order to better understand people's styles?

a. _____

b. _____

c. _____

d. _____

3. What are some ways you have conflicted with other people's styles in the past?

a. _____

b. _____

c. _____

d. _____

4. What main points have you learned from this section?

a. _____

b. _____

c. _____

d. _____

Now, before going on to the next section, please share these ideas with your manager or program coordinator.