

EXPRESSIVES

- Make direct eye contact
- Use an energetic and fast-paced pitch
- Allow time for socializing in meetings
- Ask about their intuitive sense of things
- Support ideas with testimonials of people they like
- Paraphrase any agreement made
- Balance fun and reaching objectives
- Talk about them

AMIABLES

- Make eye contact, but look away
- Speak at a moderate pace with a softer tone
- Don't use a harsh tone or language
- Try not to counter ideas with logic
- Encourage them to express doubts or concerns
- Avoid putting excess pressure on them to make decisions
- Mutually agree on goals, action plan, and completion dates

DRIVERS

- Make direct eye contact
- Speak quickly in short sentences
- Get down to business quickly
- Focus on results
- Be calm, specific and brief
- Don't over-explain or ramble
- Be organized and well-prepared
- Arrive on-time and don't linger
- Don't expect warm fuzzies

ANALYTICAL

- Speak in soft and low voice
- Be more formal in speech and mannerisms
- Present pros and cons as well as options
- Don't overstate benefits of something
- Follow-up in writing
- Be on time and keep it brief
- Show how your approach has little risk
- Be prepared to talk about details