

PEOPLE-READING GUIDE

The purpose of this people-reading guide is to assist you in making a tentative judgment about the primary behavioral style of your prospect or customer.

To use the guide: *Identify the behaviors below that are the one best set of clues for discovering the person's primary behavioral style in a specific situation. If a second behavioral style seems to be present, focus on that only after you have identified strongest-need behavior.*

Outgoing/Direct?

- Faster Pace
- More telling
- Louder speech
- More inflection



Reserved/Indirect?

- Slower pace
- More asking
- Softer speech
- More monotone

More competitive and Directing ("D" Need)?

- Closed posture
- Unexpressive/cool face
- Feelings unexpressed
- Formal
- Focuses on "What?"
- Priority on goal and results

More Accepting And Doing ("S" Need?)

- Open Posture
- Relaxed/warm face
- Feelings expressed
- Casual
- Focuses on "How?"
- Priority on cooperation and stability



More Talkative and Interactive ("I" Need)?

- Open posture
- Animated/warm face
- Feelings expressed
- Casual
- Focuses on "Who?"
- Priority on people and approval

More Assessing and Thinking ("C" Need)?

- Closed posture
- Unexpressive/cool face
- Feelings unexpressed
- Formal
- Focuses on "Why?"
- Priority on quality and analysis