

# Leveraging the Power of Personality

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## AGENDA

- Understand Personality Theory
- Understand yourself
- Read/understand others
- Adapt/leverage your style

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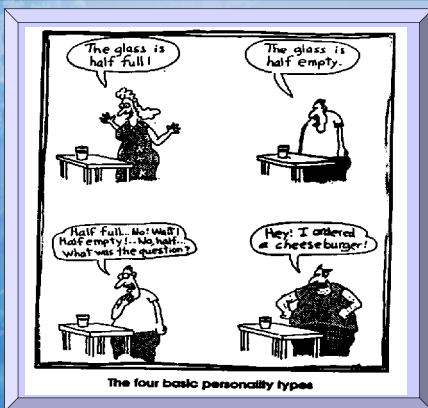
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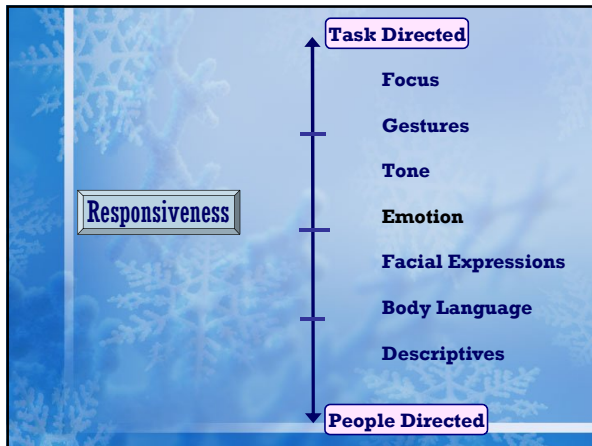
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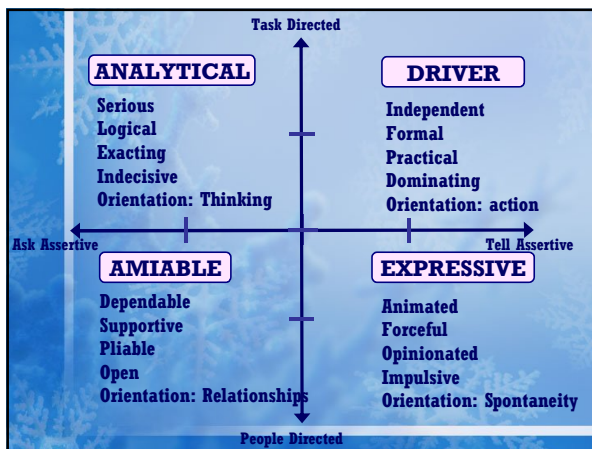
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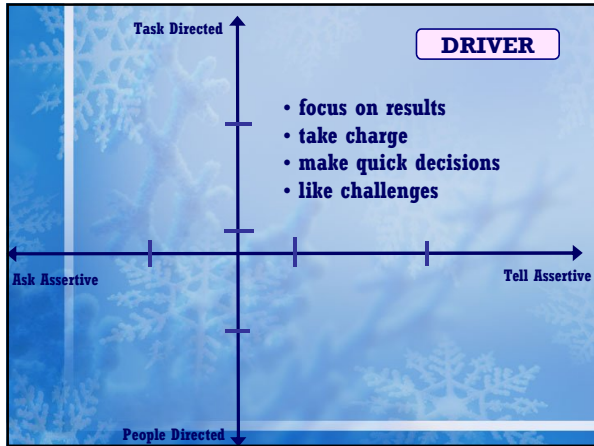
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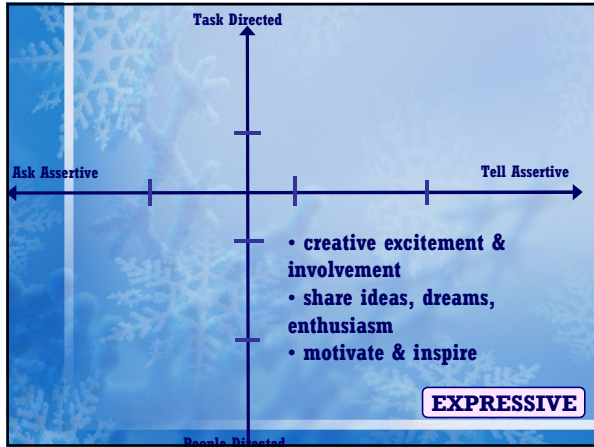
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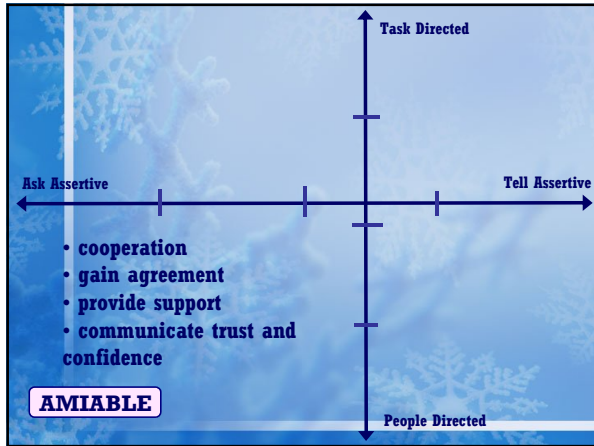
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**ANALYTICAL**

- focus on facts & logic
- act when payoff is clear
- careful not to commit too quickly

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In pairs or 3's discuss...

1. What strengths does your style bring to your shop/work?
2. As a customer, what one or two things could someone do when communicating with you that would make you more comfortable?

or

How do you want to be approached when you walk into a retail setting?

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**Clues to Others' Social Styles**

- Talks about tasks, facts
- Composed body posture
- Minimal gestures
- Tends not to expose personal feelings
- Limited facial expressions

- Deliberate speech
- Conditional statements
- Seldom interrupts
- Quiet, seldom emphatic
- Tends to lean back

- Talks about relationships
- Relaxed body posture
- Varied gestures
- Easily exposes personal feelings
- Open and varied facial expressions

- Rapid sure speech
- Declarative statements
- Often interrupts
- Loud, often emphatic
- Tends to lean forward

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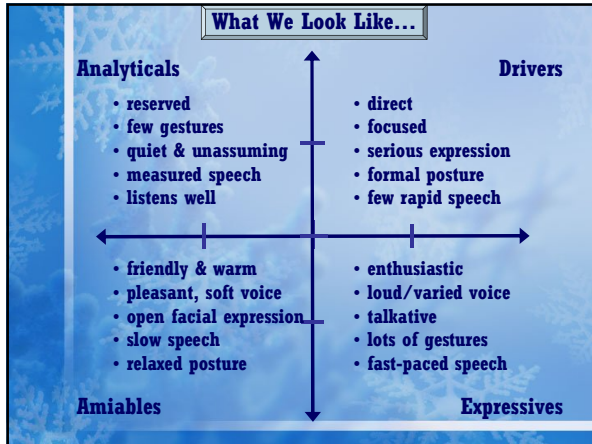
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- Tips in Assessing Others' Social Styles**
- Watch and assess body language
  - Watch and assess voice quality and tone
  - Assess one dimension at a time; assertiveness or responsiveness
  - Don't jump to conclusions: wait for enough information
  - Ask targeted questions

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**What we want!**

	Analyticals	Drivers	Expressives	Amiables
<b>Approach</b>	formal/structured	businesslike	collaborative	open, honest
<b>Time</b>	to think things through	efficient use	others get to know them	to develop a relationship
<b>Info.</b>	data that supports decision	documentation & facts	not too much detail	assurances/support
<b>Focus</b>	clear logical process	clear benefits	testimonials as evidence	why it's right/impact on others
<b>Needs</b>	respect	control	recognition	approval

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**For more information on Social Styles:**

**Versatile Selling**  
Wilson Learning Library

**The Social Styles Handbook**  
Wilson Learning Library

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**Versatility: Leveraging**

**Identify**  
"He/She is..."

**Reflect**  
"He/She is..."

**Modify**  
"Therefore I will..."

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