

**Characterstics**

Active  
Forceful  
Direct

Talkative  
Emotional  
Impulsive

Agreeable  
Cooperative  
Friendly

Detail-Oriented  
Careful  
Thorough

**Values**

Challenge  
Achievement

Affiliations  
Optimism

Relationships  
Security

Credibility  
Accuracy

**Dislikes**

Wasting Time  
Indecision

Negativity  
Being Left Out

Conflict  
Change

Low Standards  
Non-Compliance

**Will Avoid**

Being Taken  
Advantage of

Social  
Rejection

Loss of  
Stability

Criticism of  
Their Work

**Under Stress**

Impatient  
Argumentative

Disorganized  
Self-Promoting

Possessive  
Withdrawn

Overly Critical  
Fearful

**Decisions Are Based On**

Quick  
Results

Spontaneous  
Excitement

Thoughtful  
Consequences

Deliberate  
Facts

**Takes Time To Be**

Efficient

Stimulating

Agreeable

Correct

**Give Them**

Options  
Probabilities

Testimonials  
Incentives

Guarantees  
Assurances

Evidence  
Details



**Quick Indicators**

Fast-Paced  
Task-Oriented  
Extroverted

Fast-Paced  
People-Oriented  
Extroverted

Slow-Paced  
People-Oriented  
Introverted

Slow-Paced  
Task-Oriented  
Introverted

**Do**

Be clear, specific, brief, and to the point  
Stick to business and the facts.  
Come with support materials and rationale.

Provide a warm and friendly environment  
Put details in writing and follow up  
Ask for input and listen to ideas

Show sincere interest in them  
Present case softly, non-threatening  
Ask "how" questions to draw out opinions

Prepare your "case" in advance  
Be accurate and objective  
Follow rules and regulations

**Don't**

Tell stories or share unwanted details  
Leave loopholes or cloudy issues  
Appear disorganized or scattered

Be curt, cold, or tight-lipped  
Control the conversation  
Drive on facts, figures, and data

Overload them with "to-dos"  
Be domineering or demanding  
Force them to respond quickly

Be too emotional, casual, or loud  
Push too hard or have unrealistic deadlines  
Exaggerate or "shoot from the hip"

