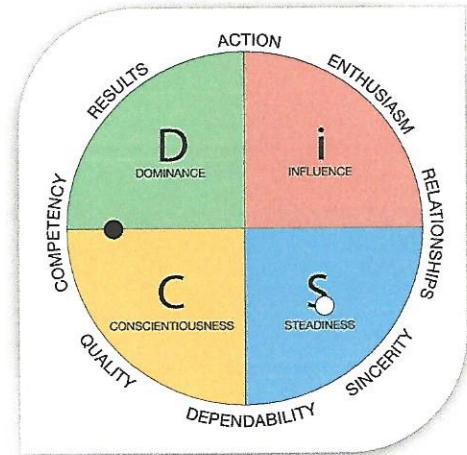


APPENDIX: ADAPTING TO ALEX BRADLEY, YOUR “S” CUSTOMER

Taylor, you indicated that your customer, Alex Bradley, is highly cautious and reflective and highly accepting and warm. Therefore, he probably has an S style. Because you have a CD style, the two of you have some different priorities. Take a look at the comparison and strategies below.

Compared to You, Alex Bradley Tends to Be:

- More focused on building friendly relationships
- More accepting and welcoming toward others
- Just as focused on the consistency and dependability of products and services
- Less analytical and logic-focused
- Less concerned about bottom-line results
- Less skeptical of people



Strategies for Interaction

You ●
Alex Bradley ○

Address the Need for Sincerity

“S” customers want to know that you have their best interests in mind. Because you are usually reserved in your approach and focused on the bottom line, however, Alex Bradley may have trouble accepting that what you have to say is genuine and heartfelt. It may be helpful, therefore, for you to express your thoughts in personal terms rather than in a strictly logical, business-focused manner.

- Show that you empathize with his problems.
- Explore his doubts and address his concerns.
- Show that you're willing to listen.

Build a Trustworthy Relationship

“S” customers want to establish a friendly relationship with people before they make a commitment, while you are more likely to focus on objective matters such as quality and results. Alex Bradley may be hesitant to communicate concerns if he believes that you are only interested in convincing him of your offer’s advantages and settling the deal quickly.

- Respond to his efforts to get to know you, to the degree that you feel comfortable.
- Ask him questions and give him space to talk.
- Avoid relating everything to business.

Give Assurances of Dependability

“S” customers focus on dependability, a priority you share even though it’s less common for someone with the CD style. Because you tend to lay out information systematically and clearly, you may appeal to Alex Bradley’s sense of stability. However, your tendency to appear reserved and results-focused may cause him to doubt that your support will continue once he has committed. Providing solid evidence of reliability may help put him at ease.

- Provide concrete demonstrations when appropriate.
- Use examples of dependability from the past.
- Provide assurances of support during and after the deal.