

Rapport – Direct/Driver

Characteristic Behavior and Preference:

Time	Impatient
Questions to expect	Short/precise, objective driven
Answers to expect	Short/precise, pointed
Response to threat	Anger - takes control
Needs	Results/action, steps/achievements, win/control
Small talk	Minimal to none/industry trends
Environment	Controlled, orderly, formal
Tone and Manner	Direct, forceful, energetic, aggressive
Proud of	Achievements/working hard
Decisions	Quick, decisive, calculated risks
Criteria	Results, bottom line, proof

Rapport – Direct/Driver (cont.)

Persuasive Factors: How do you persuade a "Direct/Driver"?

Time	Keep it short - punctual, disciplined
Preparation factor	Totally prepared
Your questions	Incisive - show knowledge
Your answers	Direct, brief, targeted, decisive
Main overt interest	Results, control, bottom line
Type of support	Specific evidence/case studies
Style of presentation	MBA/direct/structured
Approach	Direct, concise, options ready
Risk	Takes calculated risks
What to avoid	Small talk, emotional talk - over friendly - disorganized - getting too close

Rapport - Expressive

Characteristic Behavior and Preference:

Time	Erratic - brief, if uninvolved or not stimulated or if he/she is not intrigued
Questions to expect	Some personal/creative
Answers to expect	Personal, creative/ego area
Response to threat	Takes personally - attacks back
Needs	To avoid details & too many facts - to have broad picture – recognition
Small talk	Strong, personal interest, positive
Environment	Slightly disorganized - friendly, light, colorful
Tone and Manner	Energy, animated, intuitive, excitable, articulate
Proud of	Achievement, creativity, judging people
Decisions	On basis of personal motivation, on broad picture, quick
Criteria	If you are not creative & emotional, you could be dull

Rapport – Expressive (cont.)

Persuasive Factors: How Do You Persuade An "Expressive"?

Time	On time
Preparation factor	Personal focus important
Your questions	Bring achievements, pride, ego
Your answers	Personal, charisma, humor, warmth
Main overt interest	Creative, big picture/vision, excitement, prestigious, benefits to ego
Type of support	Factual and personal, personal promise, build on his/her approach, how your way can get people to be like him/her, do it his/her way; can include creative 'soft stuff'
Style of presentation	Informal, or formal but warm, creative, colorful, expressive
Approach	Include imagination, visualize, include creative data, flatter ego
Risk	Yes, if tied to creativity and facts
What to avoid	Too many details, being impersonal, not warm

Carl Jung, *Psychological Types*, (Harcourt, Brace and Company, San Diego, California).

Rapport – Social/Amiable

Characteristic Behavior and Preferences:

Time	On time or 'human' excuse
Questions to expect	People-oriented
Answers to expect	Qualified statements
Response to threat	Avoids confrontation, goes along with for the moment
Needs	To know how others think and feel before deciding; harmony; personal safety, to go along with; the easiest way, no friction
Small talk	Yes
Environment	Friendly, personal items
Tone and Manner	Warm, patient, supportive, expressive, animated or people issues
Proud of	Relationships, friends
Decisions	Avoids being different; may not decide until knows what others think and feel, avoids risk
Criteria	Are others doing it? Will others accept it easily?

Carl Jung, *Psychological Types*, (Harcourt, Brace and Company, San Diego, California).

Rapport – Social/Amiable (cont.)

Persuasive Factors: How Do You Persuade A "Social/Amiable"

Time	On time or 'human' reason
Preparation factor	Especially in people issues and how others think and feel
Your questions	Interested in people
Your answers	Friendly, human content
Main overt interest	Team building, no risk, how it feels, how it affects, is seen by others, easy way
Type of support	Facts and sentiment, personal experience, personal promise, build on the familiar
Style of presentation	Informal, friendly
Approach	Informal, human sincere, caring
Risk	No, especially if too technical or aggressive
What to avoid	Rushing, pushing, urgency, risk, uncaring, insincere

Carl Jung, *Psychological Types*, (Harcourt, Brace and Company, San Diego, California).

Rapport - Analytical

Characteristic Behavior and Preferences:

Time	On time, disciplined
Questions to expect	Logical, fact-oriented, asking for support, process questions, asking for technical details, source of materials
Answers to expect	Qualified, technical, unimaginative, precise, following policy and rules
Response to threat	Attack details
Needs	To be logically correct, enjoys technical challenges, details
Small talk	Some technical in nature, project-oriented
Environment	Organized, charts, graph
Tone and Manner	Low key, not too expressive
Proud of	Process logical conclusion, thoroughness
Decisions	Only after getting <u>all</u> the facts; logical decision
Criteria	Is every step logical and in order?

Carl Jung, *Psychological Types*, (Harcourt, Brace and Company, San Diego, California).

Rapport – Analytical (cont.)

Persuasive Factors: How Do You Persuade An "Analytical"?

Time	Disciplined, on time
Preparation factor	Yes, must have all facts in order
Your questions	Pointed, technical
Your answers	Specific, supportable
Main overt interest	Detail-oriented, lots of data, support, step by step details, the 'correct' way, how it works, the logic
Type of support	Step by step details, factual
Style of presentation	Logical, low-key, careful, sincere, organized, support all details, orderly, process-oriented
Approach	Low-key
Risk	Calculated and Planned
What to avoid	Flamboyance, absence of facts, reliance on intuitive judgments, rushing, pushing, inaccuracy or incompleteness of detail

