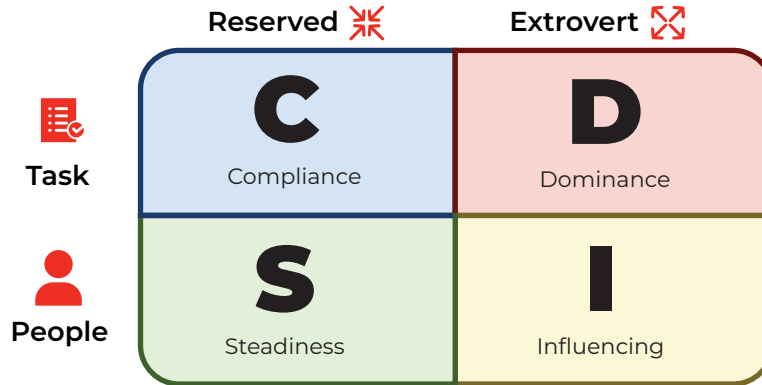


Communicating with THEM- DISC in Four Words



Communicating with a C

✓ DO:

- Prepare using specifics and data
- Build credibility by looking at multiple approaches where possible
- Have an action plan with milestone dates and deadlines
- Provide information and time needed for a decision
- Be persistent not impatient

✗ DO NOT:

- Touch them
- Appeal to feelings or opinions as factual evidence
- Be abrupt or too rapid
- Over promise
- Try to force a quick decision

Communicating with an S

✓ DO:

- Be interested in them as a person
- Be patient and allow time for decisions
- Present as logical, non-threatening and calm
- Listen carefully without interruption
- Provide personal assurances

✗ DO NOT:

- Mistake their willingness to go along as satisfaction
- Be cold or harsh
- Stick too closely to business without a personal touch
- Rush into your agenda without some personal comments first
- Force a quick decision without time to digest information presented

Communicating with an I

✓ DO:

- Talk to them about their goals
- Focus on people and action items
- Ask for their opinion
- Be stimulating, fun and fast moving
- Offer incentives for risk taking

✗ DO NOT:

- Leave decisions up in the air
- Be cold or non-expressive
- Impersonal or too task oriented
- Talk down to them
- Legislate

Communicating with a D

✓ DO:

- Be brief, be bright and be gone
- Ask "What" questions for specifics
- Business, business, business
- Provide alternatives with win/win opportunities
- Plan and present facts logically

✗ DO NOT:

- Force into a losing situation
- Take issue on a personal level
- Make the decision for them
- Leave loopholes or unclear issues
- Chit chat to try to build a personal relationship