

Build Positive Relationships

ANALYZER

“Give me the facts.”

Emotion: Fear

Fear: The Unknown

In Search of: Proof

- Fact-Finder
- High Standards
- Mature
- Patient
- Precise

Need: Procedures

Voice: Low, Slow

Pace: Slow, Methodical

- Accurate
- Analytical
- Conscientious
- Courteous
- Diplomatic

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CONDUCTOR

“Be brief, be bold, be gone.”

Emotion: Anger

Fear: Being Used

In Search of: Results

- Authoritative
- Competitive
- Daring
- Decisive
- Ambitious

Need: To Direct

Voice: Clear, Loud

Pace: Fast, Abrupt

- Direct
- Innovative
- Persistent
- Problem Solver
- Results Oriented

SUPPORTER

“Show me you care.”

Emotion: Apathetic

Fear: Change

In Search of: Security

- Amicable
- Friendly
- Good Listener
- Patient
- Predictable

Need: To Serve

Voice: Calm, Steady

Pace: Slow, Metered

- Sincere
- Stable
- Steady
- Systematic
- Team Player

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PROMOTER

“Involve me.”

Emotion: Optimism

Fear: Social Rejection

In Search of: Experiences

- Charming
- Confident
- Convincing
- Enthusiastic
- Good Networker

Need: To Interact

Voice: Enthusiastic

Pace: Fast, Non-Linear

- Inspiring
- Open-Minded
- Optimistic
- Warm
- Persuasive

