

FEARS Loss of control Being taken advantage of

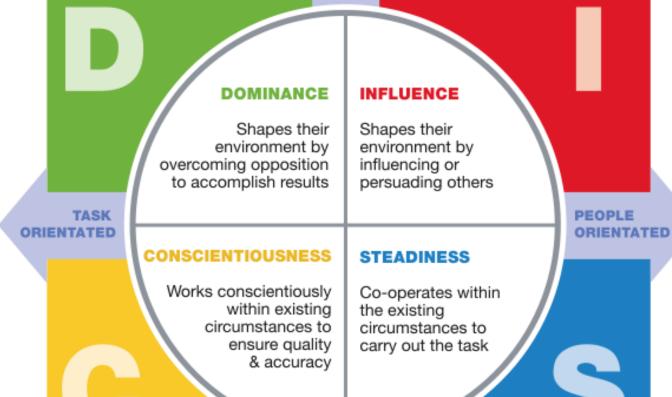
RELATIONSHIP TO CHANGE What can I change?

FASTER PACE

GOALS **Public recognition** Freedom of expression

FEARS Disapproval Loss of influence

RELATIONSHIP TO CHANGE Who's affected by the change?



SLOWER

PACE

GOALS Accuracy & correctness **High standards**

FEARS Criticism **Overly emotional situations**

RELATIONSHIP TO CHANGE Why is this change happening?

GOALS Stability Infrequent change

> FEARS Loss of stability Change

RELATIONSHIP TO CHANGE How does this change affect me?





NFI

CONSCIENTIOUSNESS

STEADINESS	PRIORITIES • Sincerity • Relationships • Dependability IS BOTHERED BY • Pressure • Pushy people • Uncertainty • Sudden change • Conflict	STRA Use Sho Pre: Allo Pro EMPH Ong Exa Stal
	TRUSTS • Kindness	• Wa

PRIORITIES	
 Quality 	
 Competency 	
 Dependability 	
IS BOTHERED BY	
 Emotional people 	
 Personal questions 	•
Pressure	
 Illogical approaches 	
Over enthusiasm	
TRUSTS	
Expertise	•



STRATEGIES

• Use a confident no-nonsense approach • Get to the point • Offer options so they can stay in control Convey respect for their authority • Show desire to help them get quick results

EMPHASISE

 Immediate outcomes • The bottom line · Efficiency, ease of use Profits, savings

STRATEGIES

- Use an upbeat and lively approach
- Give them chance to tell their stories
- Be open to sharing stories about you
- Show empathy for their concerns
- Demonstrate how your offering helps other people

EMPHASISE

- Exciting opportunities
- · How your offering makes the look aood

ATEGIES

e a casual, low pressure approach ow warmth and sincerity esent information in a step by step way ow them space to process information vide reassurance

HASISE

going support amples from the past ability and security arranties, service plans and guarantees

STRATEGIES

- Use an objective approach
- Go through the details
- Have evidence to back up your claims
- Use logic to connect your
- solutions to their problems
- Let them show their knowledge to you

EMPHASISE

- Quality, high standards
- Your expertise
- Logical reasons
- Evidence of reliability



FEATURE - ONE ASPECT OF YOUR PRODUCT OR SERVCE

ADVANTAGE - WHAT IT DOES

BENEFIT -HOW IT HELPS THE CUSTOMER

