

**Up-a-Notch™ Sales Training System  
for Inside Salespeople  
By Dave Kahle**

**Dealing with Different Personalities**

**PARTICIPANT'S GUIDE**

# NOTES

Personality differences are part of what makes life so \_\_\_\_\_. They play a major role in romance, in family relationships, in your work environment, and every place two or more people come into \_\_\_\_\_ with each \_\_\_\_\_.

It is not acceptable to be \_\_\_\_\_ or \_\_\_\_\_ with a \_\_\_\_\_ you don't like. In your job, you need to be able to deal \_\_\_\_\_ with \_\_\_\_\_ kinds of \_\_\_\_\_ - even those who rub you the \_\_\_\_\_ way. You need to deal with all kinds of people in such a way as to make sure that the experience is \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ from their point of view.

Being adept at dealing with different \_\_\_\_\_ is a \_\_\_\_\_ of \_\_\_\_\_ and \_\_\_\_\_. If you become good at this skill, you'll not only rise in your ability to work with \_\_\_\_\_, you'll develop a better \_\_\_\_\_ of \_\_\_\_\_, and discover smoother personal and professional \_\_\_\_\_.

One dictionary definition of personality that's useful for our purposes is this: personality is the \_\_\_\_\_ of the individual's \_\_\_\_\_ character \_\_\_\_\_, attitudes or \_\_\_\_\_.

Three principles are essential to understanding the basics of personality differences.

## **PRINCIPLE ONE:**

Everyone is motivated by \_\_\_\_\_.

Motivations and expectations, as we'll see, are closely linked to one another and also subject to change. A person who is strongly motivated by one thing can find it \_\_\_\_\_ to \_\_\_\_\_ a person whose primary motivation is very different.

**PRINCIPLE TWO:**

Everyone has different \_\_\_\_\_, definitions and \_\_\_\_\_.

Morals refer to behavioral \_\_\_\_\_ of right and wrong. Values are about the relative \_\_\_\_\_, utility or \_\_\_\_\_ of things. Two people may say they share the same values, but they \_\_\_\_\_ those values \_\_\_\_\_.

**PRINCIPLE THREE:**

Everyone has a different \_\_\_\_\_.

So how do we navigate personality differences?

1. First, just recognizing them merely as \_\_\_\_\_ and trying to banish out tendency to think in \_\_\_\_\_/\_\_\_\_\_, \_\_\_\_\_/\_\_\_\_\_ terms is important. It helps to think of those differences as being \_\_\_\_\_.

2. A second passive tool for managing personality differences is \_\_\_\_\_.

The same is true in customer situations. The customer may be asking something a bit \_\_\_\_\_, but unless they are requesting the impossible, it's often easier to \_\_\_\_\_ with the request than to make a \_\_\_\_\_ issue of it than it needs to be.

The responsibility for building a relationship with the customer is \_\_\_\_\_. No matter how \_\_\_\_\_ this customer might be, no matter how much his/her personality \_\_\_\_\_ with yours, your job is to conduct yourself in such a way as to make the \_\_\_\_\_ for the customer. The focus is not on you, it's on the \_\_\_\_\_.

**REFLECT.**

REFLECT means that you treat each customer with the \_\_\_\_\_ with which that customer is most comfortable. You reflect back to the customer the \_\_\_\_\_ that the customer \_\_\_\_\_. If your customer is thoughtful and deliberate, somber and subdued,

be the same things yourself. If your customer is quick and assertive, match his style quip for quip.

We're not talking about issues of substance, we're talking about \_\_\_\_\_. Everyone has a most comfortable style of \_\_\_\_\_ with other people. Your job is to \_\_\_\_\_ that \_\_\_\_\_ and use it when you \_\_\_\_\_ to that person.

People are most comfortable with people who are like \_\_\_\_\_.

If you can accurately identify each of your customers' \_\_\_\_\_, you'll be able to \_\_\_\_\_ that style when you're with him/her. In so doing, you'll influence your customer to be \_\_\_\_\_ with you, and you sandpaper off those \_\_\_\_\_ caused by the \_\_\_\_\_ differences.

For our purposes, let's assume there are four basic types of communication styles.

Director – The primary communication need of this type is to \_\_\_\_\_ or control the interaction. They are formal, \_\_\_\_\_, and \_\_\_\_\_ - \_\_\_\_\_. They'll tell you things, and get impatient with the \_\_\_\_\_.

Socializer – Their primary communication need is to \_\_\_\_\_. They are very \_\_\_\_\_, open and sensitive to others. They like recognition, being with people, and are interested in the \_\_\_\_\_ of communication.

Thinker – Their primary motivation is compliance. They are generally very slow to \_\_\_\_\_, preferring to \_\_\_\_\_ through. They are often formal and \_\_\_\_\_ in their attitudes and communication.

Supporters – Their primary motivation is \_\_\_\_\_. They are interested in numbers and facts, and are money and \_\_\_\_\_ - \_\_\_\_\_. They are the most \_\_\_\_\_ of all the types.

**Step One. \_\_\_\_\_ your customers.**

I know this is difficult over the phone, but you'll be amazed at how sensitive you can become to your customer's styles, just by focusing on \_\_\_\_\_ for \_\_\_\_\_. What they choose to talk about is a clue, as in the example I just mentioned. Also their tone of \_\_\_\_\_. The power or \_\_\_\_\_ in their voice, the cadence of how they speak – all these can be \_\_\_\_\_ to you to help you assess your customer's style.

**Step Two. Reflect your customer's style.**

You've done a quick assessment of your customer's most comfortable style. Now, it's your job to \_\_\_\_\_, or \_\_\_\_\_ that style. The easiest way to do this is to ask yourself how your customer would like to be \_\_\_\_\_ \_\_\_\_\_. With what sort of style from you would he/she be \_\_\_\_\_ \_\_\_\_\_?

For example, if you peg your customer as a director, don't ask about his/her hobbies. That's much too personal. If you deem your customer to be a socializer, don't get right to the point. That's much too task-oriented.

Here are some specific things you can do.

1. Use the customer's \_\_\_\_\_.
2. Use your customer's \_\_\_\_\_.
3. Listen also to their \_\_\_\_\_.

Finally, if you really want to become a sophisticated "reflective behavior" practitioner, listen to your customer's \_\_\_\_\_.



## **EXERCISE TWO: ROLE PLAYING REFLECTIVE BEHAVIOR**

1. Work in groups of three people. One person should play the role of the customer, one should be the company representative, and one should be the observer.
2. Play out a scenario where a customer is calling to ask some questions about a product. The person playing the customer should take on one particular communication style. The job of the company representative is to quickly assess and reflect that style. The observer is to take notes on what the customer did to indicate which style he/she is, and what the company representative did to reflect that style.
3. Take a few moments to organize your thoughts, and then begin a short (five minute) role play.
4. When you are finished, the observers should discuss their observations with both the players, and the rest of the group.
5. Repeat the process above, switching parts until everyone has had an opportunity to play the company representative.

## EXERCISE THREE: GENERATING IDEAS

Use the bubble pads to write down at least three good ideas you gained from today's session. Remember the four criteria for a "good idea." We've illustrated a couple of samples for you.



*Decide to invest a certain amount of time in self-improvement every month.*

*Remember, a good idea is one that*

- \* focuses on the future*
- \* focuses on action*
- \* focuses on your behavior*
- \* is a small step toward one of your learning goals.*



*Use a specific process in order to learn more effectively.*



## EXERCISE FIVE: PRECISELY PRESCRIBING

Turn the idea from the previous exercise into a Precise Prescription. Write that prescription on the Rx pad. We've done an example for you. Now, take your prescription and post it someplace where it will remind you to do it.



(Precisely Prescribe)

*I will set aside two hours every week for personal improvement and keep a record of what I do in that time.*