

# Style Audit

**Prospect:** \_\_\_\_\_

	Style 1	Style 2	Style 3	Style 4
<b>In general, they are:</b>	<input type="checkbox"/> Direct, straight forward	<input type="checkbox"/> Friendly, outgoing	<input type="checkbox"/> Accommodating, warm	<input type="checkbox"/> Reserved
<b>Their virtual body language includes:</b>	<input type="checkbox"/> Direct eye contact	<input type="checkbox"/> Expressive gestures, smiles	<input type="checkbox"/> Relaxed, small hand gestures	<input type="checkbox"/> Controlled, arms folded
<b>They are most oriented toward:</b>	<input type="checkbox"/> Results	<input type="checkbox"/> People	<input type="checkbox"/> Security	<input type="checkbox"/> Information
<b>They respond:</b>	<input type="checkbox"/> Impatiently	<input type="checkbox"/> Quickly	<input type="checkbox"/> Receptively	<input type="checkbox"/> Analytically
<b>Their attention span is:</b>	<input type="checkbox"/> Short	<input type="checkbox"/> Wavering	<input type="checkbox"/> Respectful	<input type="checkbox"/> Focused, may appear aloof
<b>Their speaking mode is:</b>	<input type="checkbox"/> Results-driven	<input type="checkbox"/> Interpersonal	<input type="checkbox"/> Task-driven	<input type="checkbox"/> Fact-driven
<b>Their view of others is:</b>	<input type="checkbox"/> They need to be led	<input type="checkbox"/> They need to be motivated	<input type="checkbox"/> They need to be accepted	<input type="checkbox"/> They need to be part of systems
<b>Their approach to decision-making is:</b>	<input type="checkbox"/> Quick, decisive	<input type="checkbox"/> People-driven	<input type="checkbox"/> Focused on security	<input type="checkbox"/> Fact-driven



	Style 1	Style 2	Style 3	Style 4
<b>They manage their time by being:</b>	<input type="checkbox"/> Aggressively structured	<input type="checkbox"/> Unstructured	<input type="checkbox"/> Relaxed	<input type="checkbox"/> Precise
<b>Their verbal tone is:</b>	<input type="checkbox"/> Straight forward, direct	<input type="checkbox"/> Outgoing, enthusiastic	<input type="checkbox"/> Warm, calming	<input type="checkbox"/> Cool, distant
<b>Their email/text communication is:</b>	<input type="checkbox"/> One or two word responses	<input type="checkbox"/> Opens with a friendly salutation	<input type="checkbox"/> Personable and lengthy	<input type="checkbox"/> Precise and references data
<b>Their virtual style and dress are:</b>	<input type="checkbox"/> Commanding	<input type="checkbox"/> Trendy	<input type="checkbox"/> Conservative	<input type="checkbox"/> Functional
<b>Their overall demeanor is:</b>	<input type="checkbox"/> Controlling	<input type="checkbox"/> Outgoing	<input type="checkbox"/> Accommodating	<input type="checkbox"/> Assessing
<b>They frequently talk about:</b>	<input type="checkbox"/> Results	<input type="checkbox"/> People	<input type="checkbox"/> Process	<input type="checkbox"/> Data
<b>Total</b>				

Highest Total Style:	2nd Highest Total Style:
_____	_____
This is your prospect's primary dominant style.	This is your prospect's secondary dominant style.



# General Characteristics of Each Style:

<p><b>Style 1</b></p>	<ul style="list-style-type: none"> <li>• Fast-paced speech</li> <li>• Strong personality</li> <li>• Impatient; makes decisions quickly</li> <li>• Direct</li> <li>• Tries to control the situation</li> <li>• Buys new and unique products</li> <li>• Loves change</li> <li>• Drives fast and is always in a hurry</li> </ul>	<ul style="list-style-type: none"> <li>• Office: status conscious, big desk, designed for efficiency</li> <li>• Dresses formally to convey status</li> <li>• Has many goals, usually high risk and not written down</li> <li>• Posture: forward leaning, hand in pocket</li> <li>• Walk: fast and always going somewhere</li> </ul>	<p><b>Improve Communication with This Prospect:</b></p> <ul style="list-style-type: none"> <li>• Minimize features-maximize benefits</li> <li>• Help them with details</li> <li>• LISTEN</li> <li>• Ask specific questions</li> <li>• Keep the pace fast enough</li> <li>• Give them the “bottom line”</li> <li>• Stress fast and efficient, new and innovative</li> <li>• Give direct answers</li> </ul>	<p><b>Dominance</b></p>
<p><b>Style 2</b></p>	<ul style="list-style-type: none"> <li>• Friendly and talkative</li> <li>• Impulsive</li> <li>• Uses many hand gestures while speaking</li> <li>• Shows much emotion</li> <li>• Imprecise about use of time</li> <li>• Buys trendy or showy products impulsively</li> <li>• May not notice change</li> <li>• Drives visually, looking around, with radio on</li> <li>• Office is decorated with memorabilia of experiences</li> </ul>	<ul style="list-style-type: none"> <li>• Dress is contemporary and stylish</li> <li>• Not good at goal setting; good intentions but fails to plan</li> <li>• Posture: feet apart, both hands in pockets</li> <li>• Walk: meandering, easily distracted to other destinations</li> </ul>	<ul style="list-style-type: none"> <li>• Be friendly, not dominating</li> <li>• Ask for their ideas and opinions</li> <li>• Use testimonials</li> <li>• Explain how others will benefit</li> <li>• Control your impatience</li> <li>• Use emotion</li> <li>• Don't dwell on details</li> <li>• Provide chances for them to verbalize</li> <li>• Use gestures and body language</li> </ul>	<p><b>Influence</b></p>
<p><b>Style 3</b></p>	<ul style="list-style-type: none"> <li>• Patient and easy-going</li> <li>• Unemotional voice</li> <li>• Reserved</li> <li>• Deliberate and methodical</li> <li>• Buys traditional products and is a slow decision maker</li> <li>• Does not like change</li> <li>• Drives at a relaxed pace; no hurry</li> </ul>	<ul style="list-style-type: none"> <li>• Office: family snapshots, homey atmosphere, team photos</li> <li>• Dresses casually in comfortable, old favorites</li> <li>• Sets short-term, low-risk goals</li> <li>• Posture: leans back with hands in pockets</li> <li>• Walk: steady, easy pace</li> </ul>	<ul style="list-style-type: none"> <li>• Listen patiently</li> <li>• Take time to explain</li> <li>• Develop more empathy and patience</li> <li>• Exhibit friendly attitudes</li> <li>• Slow down</li> <li>• Control body language</li> <li>• Speak with sincere tone of voice</li> <li>• Give direct answers</li> <li>• Present in logical order</li> </ul>	<p><b>Steadiness</b></p>
<p><b>Style 4</b></p>	<ul style="list-style-type: none"> <li>• Speaks slowly</li> <li>• Asks many questions about facts and data</li> <li>• Deliberates</li> <li>• Uses few hand gestures</li> <li>• Skeptical</li> <li>• Suspicious</li> <li>• Buys proven products; very slow decision maker</li> <li>• Concerned about the effects of change</li> </ul>	<ul style="list-style-type: none"> <li>• Drives carefully, following rules</li> <li>• Office: graphs, charts, functional information</li> <li>• Dresses meticulously</li> <li>• Good at setting goals in many areas</li> <li>• Posture: arms folded, one hand on chin</li> <li>• Walk: in a straight line</li> </ul>	<ul style="list-style-type: none"> <li>• Be diplomatic and courteous</li> <li>• Avoid criticism of their work</li> <li>• Give assurances of correct answers</li> <li>• Don't ask too many personal questions</li> <li>• Avoid sudden, abrupt changes</li> <li>• Slow down and LISTEN</li> <li>• Explain details</li> <li>• Answer questions precisely</li> <li>• Minimize risks</li> <li>• Be conservative in assertions</li> <li>• Be sincere</li> <li>• Lower your tone of voice</li> </ul>	<p><b>Compliance</b></p>

