

ANALYTICAL

TYPES OF PROFESSIONALS:

Engineers, Mathematicians,
Accountants Scientists, Chemists,
Technical Professionals

LIKES:

Facts, details, numbers, wants to know
the bottom line, neatness, organization,
stickler for timeliness, not a risk taker

DRIVER

TYPES OF PROFESSIONALS:

Plant Managers, Ex-Military
Officers, Leaders who push,
Technical Managers

LIKES:

To get right to the point, limited
on time, always being busy,
immediate results, choices, power,
independence, forceful, positive

HOW THEY SEE THE WORLD

Logic, reason, numbers, facts, prestige, previous experiences, absolutes, position, title, how fast
they can progress, external trappings, what they think about the product or company

PERSONALITY TRAITS:

Trusting, patient, nonassertive,
passive, easygoing, even-paced,
internal recognition, motivated,
calculating

PERSONALITY TRAITS:

Distrusting, assertive, impatient,
energetic, active, external
recognition, motivated, impulsive,
fast-paced

AMIABLE

TYPES OF PROFESSIONALS:

Some Sales, Tangible Sales
Support, Customer Service,
Secretaries, Office Personnel
Politicians, Training

LIKES:

Relationships, friends, to be liked,
traditional values, not a risk taker,
support of others, careful decisions,
somewhat "wishy-washy"

EXPRESSIVE

TYPES OF PROFESSIONALS

Aggressive Sales, Actors, Comedians,
Intangible Sales Creative Professionals,
Service Sales

LIKES:

Being a dreamer, uses hunches to
make decisions, to be with people,
makes quick decisions, to plan,
takes risks, to focus on generalities,
not time-oriented

HOW THEY SEE THE WORLD

Emotions, gut feelings, what others think, future opportunities, who they work for and with,
whom they sell to, how they *feel* about the product or company

PERSONALITY TRAITS:

Feeling, relationship-oriented,
agreeable, genuine, compliant,
sociable, intuitive, sensitive,
kinesthetic

PERSONALITY TRAITS:

Very outgoing, engaging, creative,
expresses ideas well, articulate