BEHAVIORAL STYLES SUMMARY

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|  | **DOMINANCE**  **“D”** | **INFLUENCE**  **“I”** | **STEADINESS**  **“S”** | **CONSCIENTIOUSNESS**  **“C”** |
| **MAJOR GOALS:** | Results  Control | People involvement  Recognition | Security/Stability | Accuracy  Order |
| **MAJOR FEARS:** | Losing control of environment  Being taken advantage of | Rejection  Loss of approval | Sudden change  Losing security | Criticism of performance  Lack of standards |
| **DISLIKES:** | Being controlled by others  Lack of results | Handling complex details  Working alone | Hostility, conflict  Unpredictability | Disorganization  Unclear explanations |
| **UNDER PRESSURE:** | Domineering  Impatient | Emotional  Disorganized | Conforming  Indecisive | Withdraws  stubborn |
| **AS A BUYER RESPONDS TO:** | Options  Efficiency | Testimonials  Saving personal effort | Assurance of stability  Personal attention | Evidence of quality and accuracy  Logical approaches |
| **DECISION STYLE** | Quick | Emotional  ”Gut Feel” | Deliberate | Analytical |