

THE SURVEY

Recent research concerning the specific ways that people naturally sense, conceptualize and respond to situations has led to the discovery of four basic behavioral styles. This survey will show you which ones are yours.

INSTRUCTIONS FOR RESPONDING

In the space provided below, identify those behaviors which are MOST-TO-LEAST characteristic of you. Working left to right, assign "4" points to the MOST characteristic behavior, "3" to the next most characteristic, then "2" and finally "1" to your LEAST characteristic behavior.

EXAMPLE

3 DIRECTING

4 INFLUENCING

2 STEADY

1 CAUTIOUS

_____ Directing	_____ Influencing	_____ Steady	_____ Cautious
_____ Self-Certain	_____ Optimistic	_____ Deliberate	_____ Restrained
_____ Adventurous	_____ Enthusiastic	_____ Predictable	_____ Logical
_____ Decisive	_____ Open	_____ Patient	_____ Analytical
_____ Daring	_____ Impulsive	_____ Stabilizing	_____ Precise
_____ Restless	_____ Emotional	_____ Protective	_____ Doubting
_____ Competitive	_____ Persuading	_____ Accommodating	_____ Curious
_____ Assertive	_____ Talkative	_____ Modest	_____ Tactful
_____ Experimenting	_____ Charming	_____ Easy-Going	_____ Consistent
_____ Forceful	_____ Sensitive	_____ Sincere	_____ Perfectionist
_____ TOTAL	_____ TOTAL	_____ TOTAL	_____ TOTAL

INSTRUCTIONS FOR COUNTING AND GRAPHING

- Total the numbers in each of the four columns. Place the total number for each column at the bottom of each column.
- Check for accuracy by adding all of the columns together. When all four columns are added together they will equal 100.
- Plot the numbers from the **totals** row above, on the graph to the right. For example; if the total number in the "D" column was 15, you would place the plotting point (DOT) half-way between the 14 and the 16 on the graph for that dimension.

After completing your graph, circle the highest visual point. This represents your strongest behavioral characteristic. The higher you score on the graph, the more intensity you bring to this behavioral characteristic. Look at the letter at the top of the graph which corresponds to the highest visual point. Using this letter look up your behavioral style (D = dominance style, I = influencing style, S = steadiness style and C = cautious style) on the next page.

LEVEL OF ENERGY	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
40	40	40	40	40
38	38	38	38	38
36	36	36	36	36
34	34	34	34	34
32	32	32	32	32
30	30	30	30	30
28	28	28	28	28
26	26	26	26	26
24	24	24	24	24
22	22	22	22	22
20	20	20	20	20
18	18	18	18	18
16	16	16	16	16
14	14	14	14	14
12	12	12	12	12
10	10	10	10	10



The Dominant type (D) GOLD

This style of person is into immediate results. They want to make things happen, make quick decisions and love challenges. Their goals are short term and bottom line oriented.

They take authority rather than waiting for it to be given. They need an environment in which they have authority, prestige and power and the opportunity to create and accomplish on an individual basis.

They are always challenging the status quo, full of ideas and soon bored with routine. Their catch phrase is "**What have you done today?**" or "**Don't just sit there, do something**". If someone says "**You can't do that**" their answer will be "**Oh no? Stand back and watch!**"

They are highly competitive, they really like to win. They may get angry quickly but get over it fast and do not hold grudges. This person is motivated by a need for recognition of their accomplishments.

The emotion most closely associated with this style is anger. We refer to this type of person as a "D" type. "**D**" stands for **Dominance**. 10% of the population display the dominance behavioural tendency.

Words associated with this style are: **Demanding, Egocentric, Ambitious, Determined, Determined, Pioneering, Decisive, Strong willed, Forceful, Driving, Aggressive, Competitive, Inquisitive**



The Influencer Type (I) ORANGE

This type loves contacting and interacting with people. They want to make a favourable impression, like to be liked. They are great at generating enthusiasm and entertaining people.

They will be the life of the party and will generally draw attention to themselves by the clothes they wear and their voices. They desire social recognition and freedom of expression.

This style wants to be convincing and impressive. They are poised, gregarious and very comfortable in one-on-one situations. This type is often referred to as a *natural* salesperson. People are naturally drawn to this style because they are warm and make a good first impression.

They are also optimistic, sometimes too much for some people. They are also often very emotional people who wear their hearts on their sleeves. Because of their outgoing nature they will attract a wide range of acquaintances but tend to have only a few close friends. "I's" pay little attention to detail, are often spontaneous and can also be seen as sarcastic and superficial when under stress.

This type is motivated by a need for social recognition. This type is referred to as an "I" or an Influencer. 10% of the population of the western world are "I's".

Words associated with this style are: **Magnetic, Enthusiastic, Demonstrative, Persuasive, Warm, Friendly, Convincing, Optimistic, Polished, Poised, Trusting, Sociable**



The Steady Type (S) BLUE

This type type prefers a predictable environment, one where change is not too rapid. They usually prefer to stay in one place and have a very highly developed sense of loyalty and commitment. This style likes things to be stable and secure and will work for the same boss for years.

They are great information gatherers. These are likely to be the last people on the block to own a DVD player. They will gather all the technical data together first and talk to their friends before they buy. Society validates them. While the "D" or the "I" will go ahead and make an impulsive purchase decision, the "S" will deliberate and pretty soon the manufacturers will come out with the new model, more features than the old one and half the price. "**I told you so!**" says the "S", to the "D" and the "I".

When it comes to decision-making the "S" likes to confer with others and is far more deliberate. Their real strength lies in their willingness to listen and ability to calm excited people. These people make great counselors.

This style is called "S", for **Steadiness** and they are committed to avoiding conflict at all costs. 65 to 70% of the population are "S's". That's why there is still a world for us to live in.

This person is motivated by a need for security and stability. They will always be part of a group. Words associated with this style are: **Stable, Passive, Demonstrative, Patient, Deliberate, Consistent, Optimistic, Possessive, Predictable, Resistant to change**



The Compliant Type (C) GREEN

Finally there is the person who is really into details. The person who knows "*there is a right way to do things*" and wonders why others don't do it that way.

They are sticklers for rules and regulations and are committed to structure, procedure, systems and policy.

A critical thinker who likes to know how things work, they follow a slower, more deliberate way of doing things. This style is often the perfectionist who may end up with paralysis by analysis

Their goals are long term and autonomous. They don't care much for working in a team because they know that they will have to clean up the mess made by the "D's", "I's" and "S's".

They will not commit themselves quickly but will act when the advantage is obvious and the risk is low.

The emotion most closely associated with this style is fear. They fear getting things wrong and as a result often are perfectionists. They also may just love getting things right.

"C" stands for Compliance or Cautious thinker. "C's" make up 10-15% of the western world's population. Words associated with this style are: **Careful, Worrisome, Exacting, Neat, Diplomatic, Tactful, Dependent, Cautious, Conventional, Systematic, Accurate, Balanced Judgment**

WORKING WITH DIFFERENT PERSONALITIES

"D" GOLD

- Dominant
- Driven
- Demanding
- Determined
- Decisive doer
- Delegator

"I" ORANGE

- Inspirational
- Influencing
- Inducing
- Impressive
- Interactive
- Interested in people

"S" BLUE

- Supportive
- Submissive
- Stable
- Steady
- Sentimental
- Shy

"C" GREEN

- Cautious
- Competent
- Calculating
- Concerned
- Careful
- Contemplative

Characteristics

Result oriented
Quick decisions
Control People
Power/Authority
Makes own rules

Characteristics

People Oriented
Loves to talk
Motivational
Enthusiastic
Recognition oriented

Characteristics

Family Oriented
Loyal
Slow to change
Security minded
Goes by rules

Characteristics

Detail Oriented
Perfectionist
Critical
Analytical
Takes time to change

Communication

Let them talk
They will tell you what they want
They may not listen to you

Communication

Focus on relationship building
Let them talk
Take an interest in them

Communication

You talk most
May not ask questions
Focus on flexibility

Communication

Don't get too personal
Answer questions thoroughly
Build credibility

Benefits focus

State of the art product
Easy and quick to use
Big international company
Directorship
Management
High Income potential
Independent

Benefits focus

Prettier more beautiful you
Easy to apply
Friends will notice
Recognition oriented
Impact on people
Seminar Prizes
Friends in company

Benefits focus

Guarantee
Better, nicer skin
Taking care of you is good for family
Flexibility
Training & Support
Uncertain economy

Benefits focus

Guarantee
Scientific formulations
Facts in print
Show weekly summaries
Give hand outs to take home
Share web page
Answer all questions

Biggest root fear

Being taken

Biggest root fear

What others will think

Biggest root fear

Changing & loss of security

Biggest root fear

Criticism of work

Close the sale Q:

Wouldn't it be great to take it with you and not have to wait? I can get it for you right now.

Close the sale Q:

Would it be fun to take it home tonight? That way you can impress all your friends tomorrow.

Close the sale Q:

Isn't it time for a change? Now is the right time to start. You can always return it if you change your mind.

Close the sale Q:

Would you like to take it home and follow the step by step plan to see the results? You can always return it if it doesn't work.

Closing interview Q:

You are so sharp, you owe it to yourself to give this a try. This company was designed for someone with your focus and vision.

Closing interview Q:

You have to do this. You will have so much fun and you're the perfect personality for this type of business.

Closing interview Q:

It sounds to me like you really want to do this. Why don't we get you started and order your kit so you don't feel sorry later.

Closing interview Q:

Your next step would be to get started and then we'll set up a New UnFranchise Owner Training. You'll receive a step by step plan for success.

D - The Dominance Style (Career - Dominant - Promoter - Leader)

This style of person is into immediate results. They want to make things happen, make quick decisions and love challenges. Their goals are short term and bottom line oriented. They take authority rather than waiting for it to be given. They need an environment in which they have authority, prestige and power and the opportunity to create and accomplish on an individual basis. They are always challenging the status quo, full of ideas and soon bored with routine. Their catch phrase is "What have you done today?" or "Don't just sit there, do something". If someone says "You can't do that" their answer will be "Oh no? Stand back and watch!" They are highly competitive, they really like to win. They may get angry quickly but get over it fast and do not hold grudges. This person is motivated by a need for recognition of their accomplishments. The emotion most closely associated with this style is anger. We refer to this type of person as a "D" type. "D" stands for Dominance. 10% of the population display the dominance behavioral tendency. Words associated with this style are: Demanding, Egocentric, Ambitious, Determined, Determined, Pioneering, Decisive, Strong willed, Forceful, Driving, Aggressive, Competitive, Inquisitive

Characteristics

- Results Oriented
- Makes Quick Decisions
- Controls People & Delegates
- Power and Authority
- Makes own rules
- Career-focused
- Direct & Demanding
- Independent
- Self-confident
- Impatient
- Dominant
- Driven & Determined
- Decisive doer

Communicate with a D

- Short interview presentation
- Let them do the talking
- They will tell you what they want
- They may not listen to you

Benefits They Will Be Interested In

- They will want to "Do it Big/Do it Quick"
- Management opportunities (Pin Levels)

- High income potential
- Independence
- State of the art product
- Easy and quick to use
- Big international company
- Leadership potential
- Moving quickly up the career path
- Flexibility

Their Greatest Fear

- Being taken advantage of

Questions to Ask a D

- What past management experience have you had?
- What are your qualifications for management?

Their answer to "Tell me about yourself?"

- Will tell you about their accomplishments

Close the sale Q:

- Wouldn't it be great to take it with you and not have to wait? I can get it for you right now.

Closing Interview Q:

- You are so sharp, you owe it to yourself to give this a try. This company was designed for people with your focus and vision.

Reinforcers

- ACTION - success, challenges, practicality, being in charge

Recruiting

- Loves to earn according to individual effort
- Work quickly and independently
- Wants challenges
- Financial incentives
- Specific milestones to aim for

Training

- Needs to learn how to make positive, constructive suggestions
- Sell them on how organization, coming to meetings, and

- patience when working with others can help them succeed
- They have trouble with the team approach, show them how it makes them successful
- Don't check on them excessively
- Make expectations clear

Needs

- High goals
- Recognition with financial rewards
- Wants results now

Team-building appointment

- Short appointment
- Be brief, but thorough
- Don't dwell on the fluff
- Explain marketing plan
- Provide direct answers
- Outline steps to leadership roles
- Let them do the talking
- Will probably decide quickly

I - The Influencing Style (Recognition - Influencing - Creator - Performer)

This type loves contacting and interacting with people. They want to make a favourable impression, like to be liked. They are great at generating enthusiasm and entertaining people. They will be the life of the party and will generally draw attention to themselves by the clothes they wear and their voices. They desire social recognition and freedom of expression. This style wants to be convincing and impressive. They are poised, gregarious and very comfortable in one-on-one situations. This type is often referred to as a natural salesperson. People are naturally drawn to this style because they are warm and make a good first impression. They are also optimistic, sometimes too much for some people. They are also often very emotional people who wear their hearts on their sleeves. Because of their outgoing nature they will attract a wide range of acquaintances but tend to have only a few close friends. "I's" pay little attention to detail, are often spontaneous and can also be seen as sarcastic and superficial when under stress. This type is motivated by a need for social recognition. This type is referred to as an "I" or an Influencer. 10% of the population of the western world are "I's". Words associated with this style are: Magnetic, Enthusiastic, Demonstrative, Persuasive, Warm, Friendly, Convincing, Optimistic, Polished, Poised, Trusting, Sociable

Characteristics

- People oriented
- Loves to talk!
- Motivational & Inspirational
- Enthusiastic & Expressive
- Influencing
- Impressive
- Interactive
- Interested in people
- Recognition oriented
- Impulsive
- Not detail-oriented

Communicate with an I

- Long interview presentation
- Relationship building
- Let them do the talking
- Take an interest in them

Benefits They Will Be Interested In

- Recognition
- Impact on people
- Seminar/prizes
- Friends in company
- Working with people
- Ability to be creative

Their Greatest Fear

- What others will think

Questions to Ask an I

- Can you see yourself... (time freedom, financial freedom, etc)
- What impact do you want to have on people?

Their answer to "Tell me about yourself?"

- Will tell you who they know, or what they like

Close the sale Q:

- Would it be fun to take it home tonight? That way you can impress all your friends tomorrow.

Closing Interview Q:

- You have to do this. You will have so much fun and you're the perfect personality for this type of business.

Reinforcers

- FUN - everything is in terms of fun, freedom, approval, popularity, high visibility, acclaim, applause, attention

Recruiting

- Likes testimony about about how others have succeeded
- Opportunities for special recognition
- Flexible schedules
- Opportunities to entertain

Training

- Needs to be kept on track
- Must have structure and discipline provided
- Needs frequent, visible reassurance that she is important to you
- Review progress regularly
- Congratulate at meetings
- Always ask what they heard you say before ending your training discussion

- Whenever possible, have them put plans in writing
- Stress importance of good work habits
- Really help them with habits and organization

Needs

- Team enthusiasm
- Popularity
- Appreciation
- To be creative

Team-building appointment

- Long appointment
- Allow time for relationship-building
- Let them do the talking
- Simple explanations
- Don't bore them with details
- Ask them lots of questions
- Provide I-stories of people who've been successful
- Show pictures rather than written material
- Will probably decide quickly

S - The Steadiness Style (Security - Steady - Helper - Supporter)

This type type prefers a predictable environment, one where change is not too rapid. They usually prefer to stay in one place and have a very highly developed sense of loyalty and commitment. This style likes things to be stable and secure and will work for the same boss for years. They are great information gatherers. These are likely to be the last people on the block to own a DVD player. They will gather all the technical data together first and talk to their friends before they buy. Society validates them. While the “D” or the “I” will go ahead and make an impulsive purchase decision, the “S” will deliberate and pretty soon the manufacturers will come out with the new model, more features than the old one and half the price. “I told you so!” says the “S”, to the “D” and the “I”. When it comes to decision-making the “S” likes to confer with others and is far more deliberate. Their real strength lies in their willingness to listen and ability to calm excited people. These people make great counselors. This style is called “S”, for Steadiness and they are committed to avoiding conflict at all costs. 65 to 70% of the population are “S's”. That's why there is still a world for us to live in. This person is motivated by a need for security and stability. They will always be part of a group. Words associated with this style are: Stable, Passive, Demonstrative, Patient, Deliberate, Consistent, Optimistic, Possessive, Predictable, Resistant to change

Characteristics

- Family oriented
- Loyal & Supportive
- Slow to change
- Security conscious
- Submissive & Shy
- Steady & Stable
- Sentimental
- Goes by rules
- Easy going
- Friendship is important

Communicate with an S

- 2 part interview process - accept questions
- You share facts & talk most
- Build credibility
- May not ask questions
- Focus on flexibility

Benefits They Will Be Interested In

- Guarantees
- Time with family and how MA will help provide for them
- Training/support

- Flexibility
- Uncertain economy
- Keeping priorities in order
- Friends they will make
- Free education they will receive

Their Greatest Fear

- Change and loss of security

Questions to Ask an S

- Would you be able to work a proven system that has worked for thousands of others?
- Are you consistent?

Their answer to “Tell me about yourself?”

- Will tell you about their family

Close the sale Q:

- Isn't it time for a change? Now is the right time to start. You can always return it if you change your mind.

Closing Interview Q:

- It sounds to me like you really want to do this. Why don't we register you as a UFO and order your kit now so you won't be sorry later.

Reinforcers

- FAMILY/FRIENDS - loves warmth, openness, acceptance, loyalty, tradition

Recruiting

- Likes a war, friendly, team-building organization
- Does well in face to face contact
- Needs one-on-one supervisor for discussion

Training

- Needs step-by-step direction, support, friendly encouragement, a lot of follow-up and feedback from superiors

- Encourage completion of all training assignments
- Stress that they tell you what they need
- Rejections may discourage them

Needs

- May neglect goals for sake of good relationships
- Will enjoy telling personal success stories and personal anecdotes at meetings

Team-building appointment

- Give simple explanations
- Share the facts about how much it costs, how much time it takes, how to get started
- Explain how they'll be able to fit it into their busy schedule
- Answer questions
- Will probably take more than 1 appointment

C - The Compliance Style (Detail - Conscientious - Analyzer - Organizer)

This is the person who is really into details. The person who knows “there is a right way to do things “ and wonders why others don't do it that way. They are sticklers for rules and regulations and are committed to structure, procedure, systems and policy. A critical thinker who likes to know how things work, they follow a slower, more deliberate way of doing things. This style is often the perfectionist who may end up with paralysis by analysis. Their goals are long term and autonomous. They don't care much for working in a team because they know that they will have to clean up the mess made by the “D's”, “I's” and “S's”. They will not commit themselves quickly but will act when the advantage is obvious and the risk is low. The emotion most closely associated with this style is fear. They fear getting things wrong and as a result often are perfectionists. They also may just love getting things right. “C” stands for Compliance or Cautious thinker. “C's” make up 10-15% of the western world's population. Words associated with this style are: Careful, Worrisome, Exacting, Neat, Diplomatic, Tactful, Dependent, Cautious, Conventional, Systematic, Accurate, Balanced Judgment

Characteristics

- Detail oriented
- Perfectionist
- Critical
- Analytical
- Cautious
- Competent
- Calculating
- Concerned
- Careful
- Contemplative
- Exacting
- Precise
- Organized

Communicate with a C

- 2 part interview process - accept questions
- You share facts
- Build credibility
- Don't get too personal
- Answer questions thoroughly

Benefits They Will Be Interested In

- Financial statements
- Annual reports
- Guarantee

- Scientific formulations
- Facts in print
- Give handouts to take home
- Share web page
- Answer all questions
- Able to work own hours
- Personal growth
- Leadership
- Will appreciate all educational material available

Their Greatest Fear

- Criticism of their work

Questions to Ask a C

- If you had a step by step plan and answers to your questions, could you learn the business? (Getting Started Guide, Basic 5 Weekly Checklist, Daily Checklist)

Their answer to “Tell me about yourself?”

- Will ask you to clarify what you mean by that question

Close the sale Q:

- Would you like to take it home and follow the step by step plan to see the results? You can always return it if it doesn't work.

Closing Interview Q:

- Your next step would be to register as a UFO and then we'll set up your training dates (NUOT, B5, ECCT). You'll receive a step by step plan for success.

Reinforcers

- STRUCTURE - enjoys being busy, achieving specific goals

Recruiting

- Wants stable, goal-oriented organization
- Loves to be trained
- Needs evidence that MA offers a proven formula for success

Training

- Wants to know all the details before beginning anything
- Wants to move slowly and have evidence that your suggestions will work
- Must see you follow your own advice
- Doesn't like deadlines

Needs

- Their strength is logical, problem-solving ability
- Everything should be in its place
- Perfectionist

Team-building appointment

- Be concise
- Build on MA's credibility
- Use facts print
- Answer all questions
- Explain exactly what it takes to move up the career path
- Will probably take more than 1 appointment