

## WHAT MOTIVATES ME?

<p><b><u>ANALYZER- The task is to Get Things Right. Need is for Accuracy.</u></b></p> <p>Emphasize data            Appeal to their sense of logic</p> <p>Be Precise &amp; technically correct</p> <p>Support their thoughtful approach</p> <p>Show evidence of benefits</p> <p>Prepare written proposals &amp; assurances</p> <p>Give them time to think - do not rush decision making process</p> <p>Be systematic, exact, organized and prepared</p> <p>Emphasize guarantees and a way out in case things don't work out (these are low-risk people)</p>	<p><b><u>RULER/CONTROLLER- The Task is to Get Things Done. Need is for Control</u></b></p> <p>Be brief and get to the point quickly</p> <p>Stress what is in it for them</p> <p>Support their goals and objectives</p> <p>Stress the benefits- make sure you can prove them</p> <p>Be firm and direct- don't "beat around the bush"</p> <p>If you disagree, argue the "facts" not personal feelings</p> <p>Be precise and efficient - be sure of yourself</p> <p>Ask for agreement or commitment directly – then wait for an answer</p> <p>Provide alternative actions</p> <p>Keep relationship businesslike</p>
<p><b><u>RELATOR/STABILIZER-The task is to Get Along. Need is for Approval.</u></b></p> <p>Take time to effectively get them to spell out their personal objectives</p> <p>Make sure you get them to differentiate what they want versus what they <i>think</i> you want to hear</p> <p>Present yourself and your ideas in a low-key manner</p> <p>Emphasize service, dependability and back-up</p> <p>Assure and reassure that all promises will be kept</p> <p>Do not overstate your guarantees</p> <p>Approach in a slower informal manner</p> <p>Become a friend– project your interest in them as a person</p> <p>If you disagree, do not debate the facts or logic, discuss personal opinions and feelings.</p>	<p><b><u>ENTERTAINER/PROMOTER-The task is to be Appreciated. Need is for Attention.</u></b></p> <p>Emphasize the new, special, different or unique to get their attention</p> <p>Get them to talk about their ideas, opinions and dreams</p> <p>Try to find something to support in the above</p> <p>Do not hurry the discussion</p> <p>Be entertaining and fast-paced</p> <p>Use compliments freely, but honestly</p> <p>Encourage them to talk about themselves</p> <p>Ask direct questions</p> <p>Let them explain themselves or respond</p> <p>Give them testimonials or good referrals with whom they can identify</p>