

## **Monitoring Personality Directions: Fine Tune Your Persuasion Radar**

The more we understand personality directions and personality types, the better we will be able to customize our persuasive presentations. A personality direction is the way we lean most of the time in terms of the way we act and react to most stimuli. We hate to be put in a box and categorized, but the reality is that (most of the time) we are predictable. Sure, we never can be 100% predictable, but you will be amazed at how predictable we actually are as you become a student of human nature.

Each personality direction will dictate how you customize your message. When you analyze personality directions, ask yourself the following questions:

### **A. Is your audience or prospect mostly logical or emotional?**

#### **Logical**

- Uses their head
- Goes with what makes sense
- Is persuaded by facts, figures, and statistics
- Relies on past history
- Uses their 5 senses

#### **Emotional**

- Uses their heart
- Goes with what feels right
- Is persuaded by emotions
- Relies on intuition
- Uses their “6<sup>th</sup> sense”

### **B. Is your audience or prospect introverted or extroverted?**

#### **Extroverts**

- Love to communicate
- Are talkative
- Involve others
- Tend to be public people
- Want face-to-face contact

#### **Introverts**

- Keep feelings inside
- Listen more than they talk
- Like to work solo
- Tend to be private
- Use memos and e-mails

### **C. Is your audience or prospect motivated more by inspiration or desperation?**

**Desperation**

Tries to get away from the problem  
Is stuck in the past, doesn't want to repeat prior mistakes  
Avoids pain  
Wants to get away from something

**Inspiration**

Work is towards a solution  
Sees a better future  
Is motivated by pleasure  
Wants to move forward (has a vision)

**D. Is your audience or prospect assertive or amiable?****Assertive**

Considers results more important than relationships  
Makes decisions quickly  
Wants to be in control  
Is task-oriented  
Doesn't waste time  
Is independent

**Amiable**

Considers relationships more important than results  
Is friendly and loyal  
Likes to build relationships  
Is a great listener  
Avoids contention  
Is nonassertive and agreeable

It is important to note that, when it comes to persuasion, personality directions most like our own personality type create a feeling of comfort and safety for us. Styles that differ from our own create tension and defensiveness. Master Persuaders can match all personality directions.