

## Recognizing Personality Types

A big part of connecting with people and building rapport is simply discerning what personality types you're dealing with. For personality types like your own, you will probably find that connection and rapport come fairly quickly and easily. What about personalities that totally clash with yours? We talked about this before—to be a master persuader, you must be able to adapt to every individual, no matter where he or she is coming from. Whether you click with someone or not, you're trying to influence him and help make his decision easier. You do this by “harmonizing” with his personality. If you can present a style he'll be comfortable with, you'll be more persuasive. If he's not comfortable, you could say everything right, do everything “by the book,” and he still won't budge. I'm sure you can think of a time you didn't buy because you just didn't like the persuader and for no other reason. We are emotional creatures, and we want to like the person who is persuading us. The goal is to persuade others the way they want to be persuaded, not the way you like to be persuaded.

I have learned from great persuaders that the art of adapting to the people you're working with is getting a feel for *their* style. Get used to their style, preferences, desires, and expectations before attempting to persuade. This can be done by observation when you first meet and as you visit and get to know each other.

There are many different classifications psychologists and other social scientists have developed to assess and analyze personalities. If you have a feel for some of the general personality types, it can give you some clues as to how to get inside the person you're working with. Below are some samples of how various schools of social science categorize the four personality types:

<b>Group 1</b>	<b>Group 2</b>	<b>Group 3</b>	<b>Group 4</b>
Yellow	White	Blue	Red
Supportive	Reflective	Emotive	Director
Turtle	Squirrel	Hare	Owl
Amiable	Analytical	Expressive	Driver

Supportive/Giving	Conserving/Holding	Adapting/Dealing	Controlling/Taking
Relater	Thinker	Socializer	Director
Perceiver	Feeler	Sensor	Judger
Steady	Conscientious	Influencing	Dominance
Amiable	Systematic	Social	Assertive
Sanguine	Melancholic	Phlegmatic	Choleric

As much as we may hate to be categorized, we all belong to a distinct personality type, or at the very least, a personality *direction*—the way we lean most of the time in terms of how we act and react to the majority of stimuli. This means that we are pretty predictable creatures. For the master persuader, it is essential to become a student of human nature so as to be able to predict their personality direction.

Always be on the lookout for attitudes, traits, and behaviors within each style. A great persuader knows there is a great difference between the following:

- Expressive vs. passive
- Friend vs. foe
- Superiority vs. inferiority
- Assertive vs. receptive
- Controlling vs. submissive
- Decisive vs. indecisive
- Casual vs. professional
- Animated vs. lifeless
- Results vs. relationship
- Manipulative vs. sincere
- Approachable vs. standoffish
- Exciting vs. boring
- Impatient vs. tolerant
- Devious vs. honest

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