

# How do I identify what profile type my customer is?

**By observing customer's behaviour you can identify their preferred style of behaviour and modify your sales style accordingly.**

## High D

Approach:	Tries to dominate, or take over. Will be very direct
Handshake:	Strong and assertive
Office:	Office and desk probably disorganised
Dress:	Generally not concerned but will dress appropriately.
Manners:	Impatient, rude and abrupt
Eye Contact:	Direct
Body Language:	Restless and fidgety, usually looks at the speaker and leans forward when interested; may lean back or look away when bored
Handling conflict:	Will not flinch from conflict, may even welcome it

In general they may be:

- Running late
- Be, or appear to be, rude or blunt
- Interrupt you, may even take phone calls and appear non attentive
- Emphasise points through challenging statements
- Critical and fault finding
- Appear aggressive and try to dominate
- Forceful
- Override people
- Not willing to give you a lot of time

## High I

Approach:	Exceptionally enthusiastic
Handshake:	Prolonged and friendly
Office:	May be certificates, pictures, trophies and newspaper clippings relating to themselves
Dress:	May be dressed in the latest fashion; colour co-ordinated and dressed to impress
Manners:	Could appear superficial and impulsive; happy to share their feelings
Eye Contact:	Frequent and friendly
Body Language:	Animated hand and body movement
Handling conflict:	Prefers to persuade rather than confront aggressively or demand

In general they may:

- Be over enthusiastic
- Appear very interested and yet delay on a decision
- Seem friendly and very sociable
- Share stories and anecdotes
- Share personal feelings
- Act impulsively
- Be inattentive to detail
- Appear superficial
- Be very communicative
- Come across as positive and verbal

## High S

Approach:	Tentative, considerate and organised
Handshake:	Sincere
Office:	Pictures in the office maybe of possessions and family
Dress:	Appropriate but for comfort rather than fashion

Manners:	Generally very courteous and welcoming
Eye Contact:	Warm, friendly and sincere
Body Language:	Will appear relaxed and attentive
Handling conflict:	Prefers to smooth the situation rather than rush in with an aggressive decision

In general they may:

- Come across as security conscious
- Not be willing to change pace very easily
- Strive to maintain status quo
- Seem lacking in imagination
- Appear contented with things as they are
- Be thorough in finishing tasks
- Question in order to clarify
- Make tentative statements
- Talk in a slow but firm voice
- Appear convinced (but do not always assume he/she is)
- Listen and not talk a lot

## High C

Approach:	Punctual, prepared and logical, with cautious phrasing of questions
Handshake:	Loose and brief
Office:	Very neat, orderly, almost impersonal; their desk is often clear apart from your file/letter
Dress:	Conservative, neat, smart business clothes; avoids the flamboyant and stays neat all day
Manners:	Very polite, correct and diplomatic
Eye Contact:	Tends to avoid a lot of eye contact, particularly in an aggressive or hostile situation. May be direct when sure of their ground
Body Language:	Tends to be cautious about expressing feels
Handling conflict:	Prefers to avoid conflict unless/until they have supporting evidence

In general they may:

- Become bogged down in detail and may not act without precedent
- Get defensive when threatened and may yield position to avoid controversy
- Appear systematic and highly logical
- Come across as careful and compliant and something of a perfectionist
- Be time disciplined
- Not share personal feelings
- Appear indecisive
- Be well prepared for your visit
- Arrive on time and will probably have read any material you may have sent before you get there
- Give a nervous laugh or cough to gain thinking time