

Understanding Communication Style Differences—The Key to Business Development and Relationship Management

Linda Hazelton, M.B.A.
Hazelton Marketing & Management

linda@lindahazelton.com

214-684-4264



Communication is a Foundational Skill

- Communication, or lack thereof, influences everything we do
- You cannot *not communicate*
- *Communication is more than words*
- *How* we communicate is possibly more important than *what* we communicate
- Have you ever felt frustrated or misunderstood?

Communication is More than Words

- Verbal 7-8%
- Vocal 38%
- Visual 55%
- Implications....
 - E-mail
 - Conference calls

Communication Styles

- Roughly derived **from Myers-Briggs work**
- Four communication styles
 - Expressive (Intuitor)
 - Analytical (Thinker)
 - Amiable (Feeler)
 - Driver (Senser)
- Your style may differ from favorable conditions to stressful conditions....
- We all use all the styles—but generally one style predominates
- The ultimate goal is to understand your style and the style of others and to adapt your communication style as appropriate

Emotion!!!

**Amiable/
Feeler**

**Expressive/
Intuitor**

Relationship

Ideas/Interaction

±

Speed

Process

Goals

**Analytical
/ Thinker**

**Driver/
Senser**

Poker Faced

Drivers (Sensors)

- Forceful
- Direct
- Risk Takers
- Poor listeners
- Get things done
- Blunt
- Problem solvers
- Good administrators
- Driven
- Decisive
- Short fused
- Challenging

Drivers (Sensors)

- Pace of the meeting
 - Fast and to the point
- What they need
 - Directness, little detail
 - Specific solutions
 - How our services affect their bottom line (in a business development context)

Drivers (Sensors)

- Avoid
 - Over-selling and over-sharing
 - Be succinct—keep it short
 - Being overly friendly
 - Lots of facts and references (instead—bottom line or “cut to the chase”)
 - Small talk (in a business setting)

Expressive (Intuitors)

- Direct
- Open
- Impulsive
- Bored with details
- Love new ideas
- Charming
- Friendly
- Big picture
- Off the wall
- Creative
- Charismatic
- Optimistic
- Enthusiastic
- Disorganized
- Scattered
- Impractical

Expressive (Intuitors)

- Pace of the meeting
 - Brisk
 - Exciting
 - Stimulating

Expressive (Intuitors)

- Avoid
 - Detailed presentations and proposals
 - Interrupting them when they are on a roll
 - Too structured or canned presentations
 - Being too serious or lecturing—being pedantic
 - Too many facts
 - Extensive review of the law

Analyticals (Thinkers)

- Indirect
- Task-oriented
- Perfectionists
- Seek proof
- Slow to reach decision
- Analytical
- Change-averse
- Security-conscious
- Conservative
- Quality conscious
- Systematic
- Logical
- Verbose
- Suspicious
- Skeptical
- Over-cautious
- Rational
- Introverted

Analyticals (Thinkers)

- Pace of the meeting
 - Deliberate
 - Step-by-step
 - All the details

Analyticals (Thinkers)

- Avoid
 - Hard sell
 - Vague presentations
 - Poorly prepared proposals
 - Conceptual sales
 - Exaggeration
 - Informality

Analyticals (Thinkers)

- Give them
 - Facts and details
 - An orderly process
 - Proposals with financial justification data
 - Reasons why delays will cause greater risk
 - References
 - Time to decide

Amiable (Feelers)

- Warm
- Trust builders
- Friendly
- Confrontation-averse
- Good listeners
- Team players
- Serene
- Relaxed
- Complacent
- Understanding
- Slow to decide
- Passive
- Dislike rapid change
- Lack of urgency
- Patient
- Tolerant
- Pleasant
- Introverted
- Loyal

Amiable (Feelers)

- Pace of the meeting
 - Relaxed and slow

Amiable (Feelers)

- Avoid
 - Talking or presenting too fast
 - Ignoring pleasantries

Amiable (Feelers)

- Give them
 - Time
 - Full explanations of the issues
 - Attention
 - Honor their feelings
 - Show an interest in their personal lives
 - Be polite and pleasant

Consider....

- How do I communicate?
- What do I see, feel, and hear?
- How are *they* communicating?
- How effective am I in communicating?
- What are *they* receiving?
- What needs to be different in the way I communicate in order for me to be more effective?
- If nothing else, think about pace—do you need to slow down and provide more details or speed up and cut to the chase? As for emotion, do you need to be more open and friendly or more “business like”?

Why is This Important?

- This Is How Rapport Is Built
- People Like People They Think Are Like Themselves
- Mirroring – In Sync
- Helps You Swim Downstream