



UNDERSTANDING COMMUNICATION STYLES

KAPLAN

SOCIAL STYLES

Social Styles is a framework that gives insight into your dominant style in social situations. The theory uses the combination of a person's Assertiveness and Responsiveness to define four primary styles: Analytical, Driver, Amiable, Expressive.

Assertiveness: The effort that someone makes to influence or control the thinking and actions of others. This is also commonly referred to as someone's tendency to "tell" or "ask" in interactions with other people.

Responsiveness: The extent to which a person reacts to influence from other people with a display of feelings.

How can understanding people's styles help you in sales? Understanding your style will help you understand your approach to communication in sales conversions and give you a framework for assessing your customers' style.

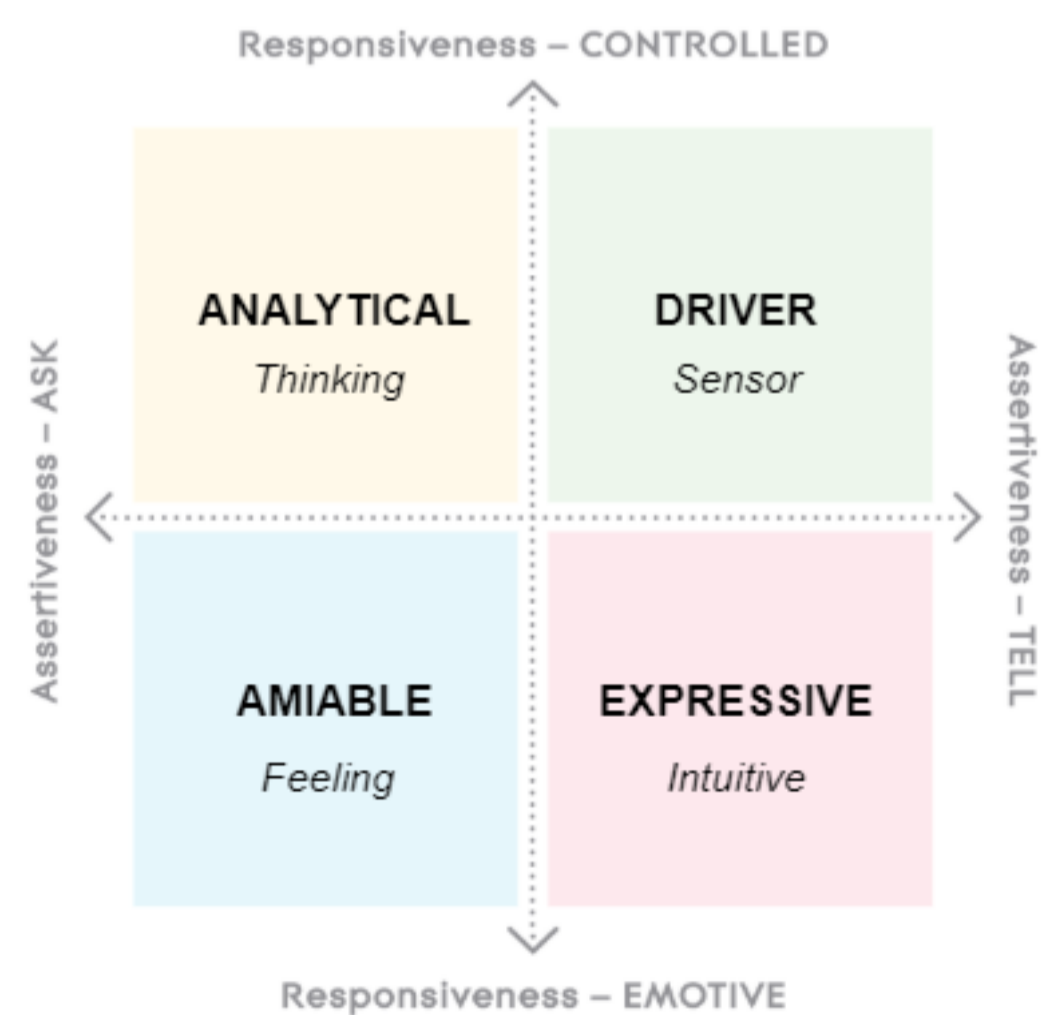
WHAT DOES YOUR STYLE SAY ABOUT YOU?

Analytical: Low Responsiveness / Low Assertiveness

The Analytic scores low on responsiveness and assertiveness. This means that you are usually objective, serious, and reserved. You rely on facts and logic to make decisions and to assess the thoughts and arguments of others. You also pay close attention to detail, focus on processes, and solve problems systematically. You tend to act in ways that are consistent with your approach to the world and resist change.

You have a strong need to be right and make the right decisions. As a result, you feel the need to thoroughly look at every angle of a situation and you're persistent in pursuing information to inform your viewpoint. Once you've made up your mind, you firmly stick to it, as if it's infallible.

Due to the importance you place on data and facts, you tend to prioritize this over personal relationships.



Driver (Low Responsiveness / High Assertiveness)

The Driver scores low on responsiveness and high on assertiveness. You know what you want. You are task oriented and work at a very fast pace. You tend to set the pace; you're impatient with delays and those that don't take action. You value efficiency and expect those around you to work efficiently as well.

You have a strong need for results, which means that you're quick to make decisions and take action. You have clearly defined goals you're committed to achieving them. You also have a need to be in control so tend to direct the actions of others, whether or not you're the leader. Your communication style is direct and you typically don't have difficulty sharing your thoughts.

You tend to prioritize results and action over relationships and engage with others with the purpose of getting things done. You're perceived by others as direct, determined, active, and forceful.

Amiable (High Responsiveness / Low Assertiveness)

The Amiable scores low on responsiveness and high on assertiveness. You're open and unafraid to show your feelings. You enjoy the company of others and you're interested in building relationships. You're a loyal and patient companion; often described as easy-going and casual.

Your primary need is security and as a result, you avoid taking big risks. You're also likely to avoid difficult situations because you don't like conflict, which means that you sometimes find yourself making commitments that you're uncomfortable with, and may not follow through on.

You prioritize relationships over tasks and goals, which means that you spend more time on relational activities. You may not be seen as someone who "gets things done" to those who primarily value results.

Expressive (High Responsiveness / High Assertiveness)

The Expressive scores high on responsiveness and assertiveness. You're comfortable making your thoughts and feelings known to others and seek outlets for doing this. You are the life of the party because you are engaging and dramatic. Others perceive you as personable, positive, talkative, opinionated, and enthusiastic.

Your primary need is recognition so you thrive in environments where you get to interact with other people and make efforts to get involved. In your quest for approval, you may be viewed as acting impulsively or spontaneously at times.

You prioritize gaining approval over other things so you aren't tied to routines or timelines, and instead rely on your intuition. You are future focused but may change course of action regularly due to reliance on intuition over data.

NEXT STEP - LEARN MORE!

To find out more about what style you are, take the Social Styles questionnaire.