



Communicating with Various Personality Types

Since it's rare that any of us is only one personality type, it's useful to know how to communicate with people of various and combinations of personalities.

While we are all a mix of personalities, we tend to carry ourselves professionally with one clearly dominant personality type. When someone talking to us makes sense, it is because they are speaking the language of our particular personality type. When someone fails to make sense to us, it's usually because they are speaking a different language or the language of a rarely used personality type.

What Personality Are You?

If there were a drama troupe producing a play in your town, chances are you would more quickly volunteer for one role before the others. This is one indication of your personality. Which would you prefer?

- 1) **Director** – You will oversee the casting, guide the actors in their roles, and manage the cast and crew.
- 2) **Star** – You will be on stage, acting, singing, dancing, with the spotlights on you.
- 3) **Supporting Cast / Crew** – You will help with sets, act or sing in the ensemble, or help with costumes, sound, or lights.
- 4) **Accountant** – You will be sure the production stays on budget and pays bills and employees on time.

If you were to choose a first and second choice, which would you choose?

Each choice represents a primary personality type.

Type D: (Director / Driver)

Type I: (Interactive)

Type S: (Supporting)

Type C: (Calculating)

If you are Type D talking to Type D, you speak the same language! But what if you're selling to or inviting someone who is a different personality type? How would you even know what personality type you're talking to?

Here are some way to quickly identify a person's primary personality type and an effective communication style to invite him to a BNI Chapter.

How to identify it's a D you're talking to:

- They interrupt you a lot.
- They look successful.
- They let you fit into THEIR schedule, not vice versa.
- They will often have pictures of themselves standing with important people on their walls.
- Their artwork will always be about "making myself the 1%'er" i.e. "Do what others are unwilling to do so that you may be able to have what others can't."
- They immediately want to know, "How can this help me achieve my goals for this year/month etc."

Your invitation may sound like this: *"If your company uses word of mouth referrals to grow, I have a group of businesses that utilize network relationships to help pass business referrals and contacts in order to help one another grow our businesses."*

This is what they are thinking: *"Hmm... I built my company from the ground up without help from some wimpy cant-make-it on-their-own business wannabes. Plus, their thing sounds like an MLM trap. Hard pass."*

To appeal to the Type D personality, you might try this: *"Are you pretty much done growing your company? Or are you looking to grow even more?"* (Their answer will always be more growth.) Then say: *"The reason I ask is, I have a real go getter in (XYZ field) that I would love to set up a face to face with and just see if you might be able to take things to the next level using some of their referrals."*

You're speaking the language of a D Type personality.

How to identify a Type I:

- They are usually the center of attention.
- They can always be heard when they are talking.
- They usually dress impeccably.
- They love to laugh.
- They are great with a smile.
- They may struggle with time management and therefore be late to a meeting here or there.
- They have a lot of friends.

Your invitation may sound like this: *“If your company uses word of mouth referrals to grow, I have a group of businesses that utilize network relationships to help pass business referrals and contacts in order to help one another grow our businesses.”*

This is what they are thinking: *“Utilizing networks? Gawsh, that sounds boring. Sounds like they are just using relationships to climb the darn corporate ladder. BOOORING.... Hard Pass!”*

Try this instead: *“If you still are using referrals as a way to grow your business, I have a great group you have to visit. They are so incredible, and I have made some of my best relationships as these folks work for me for FREE to build my business. They are amazing! You’re gonna love them!”*

What a Type S is like:

- They start by asking questions about you.
- They are typically a little more quiet until they latch on to something that resonates especially well with them.
- They have a few “Best Friends” and they will bring them up often in talks.
- They have pictures of their family in their office, typically without them being in the picture.
- They will often have ads or paperwork from nearby charities lying around in piles unorganized around their office space.
- They seem to apologize a lot or are very easy going about miscommunication or you being late to a meeting.

You may invite them by saying: *“If your company uses word of mouth referrals to grow, I have a group of businesses that utilize network relationships to help pass business referrals and contacts in order to help one another grow our businesses.”*

This is what they are thinking: *“Hmm... that sounds like a pretty good way for me to avoid having to make my daily cold calls. I’m interested. I’m possibly apprehensive about the meeting. Will you be there to introduce me?”*

What a Type C is like:

- They will never be late for a meeting.
- They typically have an agenda for the day and stick to it well.
- They really focus on being the realist of the conversation.
- They usually talk about statistics in many different types of conversations.
- They don’t really talk about relationships not relevant to the topic at hand.
- They rarely forget to do what they said they’ll do.

Standard invitation: *“If your company uses word of mouth referrals to grow, I have a group of businesses that utilize network relationships to help pass business referrals and contacts in order to help one another grow our businesses.”*

This is what they are thinking: *“It sounds interesting. I might be able to substitute this for my typical hour of cold calling. But honestly, I just can’t stand it when a bunch of people get together, mill about, run late, and no one gets anything done. It’s probably just like a rotary mixer where no one is really interested in helping little old me.”*

Try instead: *“If you’re still looking to grow your business and think word of mouth referrals could be instrumental, I want to introduce you to a powerful referral network group that I use. I love the structure of the system that really makes for a very effective use of my time.”*

People don't always hear what we say, so we can be more effective in our invitations if we say what we know they'll hear! Here's a recap of what to look and listen for and how to customize your invitation:

Personality Type	What to look/listen for	How to invite	People I know
D	<ul style="list-style-type: none"> • Interrupt • Successful appearance • Fit into THEIR schedule • Pictures of themselves important people • Inspirational axioms around • <i>"How can this help me achieve my goals?"</i> 	<p><i>"Are you done growing? Or are you looking to grow more?"</i></p> <p>Then say: <i>"I know a go-getter in (XYZ field) I want you to meet."</i></p>	
I	<ul style="list-style-type: none"> • Center of attention • Loud voice • Impeccably dressed • Frequent laughter/smiles • Struggle with time management • Many friends 	<p><i>"If you use referrals to grow your business, I have a great group you have to visit. They are incredible, and I've made some of my best relationships as these folks work for me for FREE to build my business. You'll love them!"</i></p>	
S	<ul style="list-style-type: none"> • Ask about you • Quieter until topic resonates • A few "Best Friends" they talk about • Pictures of family w/out them • Unorganized evidence of charity involvement • Apologetic, understanding 	<p><i>...word of mouth referrals to grow...network relationships to help one another...</i></p> <p>Will want reassurance of connection.</p>	
C	<ul style="list-style-type: none"> • Punctual • Agenda-driven • Realists • Statistics-oriented • Relationship talk when relevant • Highly accountable 	<p><i>I want to introduce you to a powerful referral network group...love the structure of the system that makes for effective use of my time."</i></p>	