

Click! Colours - COMMUNICATIONS STRATEGIES - G. Barnes & D. Koutsoukis

TEMPERAMENT	ANALYSER BLUE	PLAYER YELLOW	CARER RED	SAFEKEEPER GREEN
	BE LOGICAL	MAKE IT FUN	SHOW EMPATHY	BE ORGANISED
ANALYSER (Being Logical) BLUE COMMUNICATING WITH	<ul style="list-style-type: none"> Use your natural style. Don't let egos clash. Be prepared for a tough contest to win another Driver to your side. 	<ul style="list-style-type: none"> Be open and friendly. Take time to socialise. Show personal benefits and recognition to persuade the Expressive. 	<ul style="list-style-type: none"> Slow down - give support and assurances. Don't stress variables or alternatives. To bring communication to a conclusion, make decision easy for Amiable and reassure that decision. 	<ul style="list-style-type: none"> Answer questions. Provide more facts than you may want to. Encourage evaluation. Be patient. To close, be firm, polite, and decisive after presenting facts and allowing adequate evaluation time.
PLAYER (Making it fun) YELLOW COMMUNICATING WITH	<ul style="list-style-type: none"> Be formal and to the point. Keep distance; no touching. Don't joke or waste time. Let Driver feel important. Avoid being apologetic. Don't bluff answers. Don't feel rejected by the possible bluntness of the Driver. 	<ul style="list-style-type: none"> Don't compete for recognition. Stick to business. Be sure to focus on a commitment to action. Get the details agreed and action planned 	<ul style="list-style-type: none"> Earn their trust. Don't overly socialise. Give plenty of support material. Give assurances and testimonials. Be polite and reassuring. 	<ul style="list-style-type: none"> Be factual; give more facts than you like. Don't try to impress Analytical with your importance. Don't touch; keep distance. To persuade, be direct and confident after all questions are answered.
CARER (Showing Empathy) RED COMMUNICATING WITH	<ul style="list-style-type: none"> Be yourself, but confident. Recognise and accept the Driver's assertive style. Be confident and get to the point sooner and more forcefully than you feel comfortable with. 	<ul style="list-style-type: none"> Accept the openness and friendliness of Expressives. Be friendly but don't let them waste a lot of your time. Don't bog them down with details. Conclude by appealing to the personal ego - do it more quickly than you like to. 	<ul style="list-style-type: none"> Will relate well with other Amiables. Be assuring with them, but also confident and assertive. Don't wait for them to be totally comfortable to press for decision - just provide assurances that it is the right one. 	<ul style="list-style-type: none"> Answer questions confidently. Give the facts they want. Refuse to let their perpetual scepticism discourage you.
SAFEKEEPER (Being organised) GREEN COMMUNICATING WITH	<ul style="list-style-type: none"> Don't try to be impressive with excessive facts and figures; give bottom line answers. Concentrate on high points. Get excited about new ideas. Appeal to the individual's ego, not on the merits of proposal, product, or service - difficult for Analyticals. 	<ul style="list-style-type: none"> Try to be friendly and fun. Be excited about new ideas. Sell to the person not the features. Don't bog them down with details. Close before you feel all the necessary facts are disclosed. 	<ul style="list-style-type: none"> Be friendly; earn Amiable's trust. Slow down on the facts; allow Amiables to digest them. Avoid getting too detailed. Conclude with assurances. 	<ul style="list-style-type: none"> Keep control. Be friendly. Present both sides. Close earlier than you feel comfortable doing.