

READING PEOPLE AT A GLANCE





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ARE THEY AN INTROVERT OR EXTROVERT?



ARE THEY AN INTROVERT OR EXTROVERT?

INTROVERT

EXTROVERT



ARE THEY AN INTROVERT OR EXTROVERT?

INTROVERT

Quiet, leaning back, non demonstrative,
moderate, well spoken, thoughtful, considered.

EXTROVERT



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Quiet, leaning back, non demonstrative, moderate, well spoken, thoughtful, considered.

EXTROVERT

Effusive, leaning forward, asking questions, interrupting, smiling, energetic.



ARE THEY AN INTROVERT OR EXTROVERT?

INTROVERT

Quiet, leaning back, non demonstrative, moderate, well spoken, thoughtful, considered.

WARM

COLD

EXTROVERT

Effusive, leaning forward, asking questions, interrupting, smiling, energetic.



ARE THEY AN INTROVERT OR EXTROVERT?

INTROVERT

Quiet, leaning back, non demonstrative, moderate, well spoken, thoughtful, considered.

WARM

Supportive, conversational, responds warmly, well dressed but conservative.

COLD

EXTROVERT

Effusive, leaning forward, asking questions, interrupting, smiling, energetic.



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Quiet, leaning back, non demonstrative, moderate, well spoken, thoughtful, considered.

WARM

Supportive, conversational, responds warmly, well dressed but conservative.

COLD

Perfectionist, detailed, blunt, dress impeccably, not a hair out of place, precise, detail orientated

EXTROVERT

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Conversational, bright, smiling, lively eyes, dressed well with a stand out feature.

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Sharp, even blunt, aggressive, interrupting, "cut to the chase" & "what's the bottom line?".



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Quiet, leaning back, non demonstrative, moderate, well spoken, thoughtful, considered.

WARM

Supportive, conversational, responds warmly, well dressed but conservative.

- Talk about impact of any decision on the team.
- Be caring & thoughtful.
- Show NO aggression.
- Avoid pushing but point out need for decision.
- Talk about WHO will benefit.
- Show concern for them.

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- Use facts & figures, demographics, case studies, percentages, verifications, engineering results, times, costs per unit, savings to be made, references.
- Only seek to get the next meeting.

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Conversational, bright, smiling, lively eyes, dressed well with a stand out feature.

- Ensure they will look good for making this decision.
- Compliment them personally.
- Summarise facts with stories & anecdotes.
- Make personal disclosures, talk about long term relationship.

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- Cut to the chase.
- Meet aggression by NOT backing down.
- Drive a deal.
- Speak win/win.
- Allude to systems that will automate any deal done today.
- Offer incentive to act now.



1	Practice by observing people in as many different walks of life as possible. Ask yourself which of the 4 types you think they are.
2	During interactions with people make your observations and seek confirmation.
3	Practice adjusting your communication style to suit the person you have observed you are talking to.