

Clues to Your Prospect's Personality

	Dominant	Influencer	Steady Relater	Compliant
OFFICE				
Desk:	Organized	Messy	Controlled disorder	Perfect
General Organization:	Some	Poor	Somewhat	Excellent
Awards:	Displays	Displays prominently	Groups awards	Private
Family Pictures:	Glamour/prestige	Fun/good times	Family	Few if any
Office equipment:	Power pieces	Very little	Same as the rest	High tech
DRESS				
Shoes:	Loafers/expensive	Loafers/tassels	Tie/simple	Tie/conservative Black/brown
Suit/outfit:	Expensive/disorder	Stylish/matching	Simple/plain	Conservative/matching
Jewelry:	Display power	Stylish	Limited	Very little
Tie/scarf:	Power/flamboyant	Stylish/new	Plain	Conservative/matching
Other:	Flamboyant	Stylish/new	Plain	Conservative/matching
Vehicle:	Power car	New/sharp	Family vehicle	Practical
Briefcase:	Shows power	What's new	Regular	Conservative
CONVERSATION				
Speech speed:	Fast	Very fast	Slow	Very slow
Volume level:	Loud	Very loud	Soft	Very soft
Amount of silence:	Little	None	Somewhat	Abundant
Amount of talking:	Plenty	Abundant	Somewhat	Very little
Style:	I or control	Name dropper	Team or group/we	Factual/specific
Jokes:	Some/blunt	Abundant	Selective	Rare/dry