

D-S-R-T Cheat Sheet

	Director	Socializer	Relater	Thinker
Strengths	Leaders	Persuading	Listening	Organization
Weaknesses	Impatient	Disorganized	Indecisive	Perfectionist
Decisions	Decisive	Spontaneous	Together	Deliberate
Fear	Hustled	Rejection	Sudden Changes	Mistakes/Criticism
Needs	What/When/Costs	How it Enhances Status	Personal Affect	Justify it Logically
Movement	Options	Incentives	Personal Assurances	Data & Documentation
Satisfaction	Record	Regular Contact	Guarantees	Specific Timetables/Clarity
+	Gets to the Point Gives Clear Feedback Helps Others Focus Encourages Organization Identifies Inconsistencies	Expressive with Feelings Engaging Everyone Informal Flexible Time Management Optimistic	Care & Concerned Non-judgmental Identifies Emotional State Wants Relationship Notices Others Moods	Values Data Tests Everything Encourages Support Welcomes Complex Info Looks At All Data
-	Impatient w/ Ramblers Jumps Ahead Gets Distracted Critical Minimizes Feelings	Impatient Interrupts Lack of Concentration Yea, Yea, Yea Over Speak	Over Involved w/ Feelings Avoids Seeing Faults Internalizes Overly Expressive Non-discriminating	Long Decision-Making Intimidates Others Minimizes Non-Data Info Discredits Non-Experts Detail-Oriented

	Director	Socializer	Relater	Thinker
Director	—	Are Devious	Ruthless, Unethical	Takes Unnecessary Risks
Socializer	Naïve	—	Take Unnecessary Risks	Unrealistic
Relater	Swayed by Others	Cares About People Not Results	—	Set in Ways
Thinker	Limited Imagination	Inactive, Analysis Paralysis	Only Income in Stats	—

Situational Selling Strategies

	Director	Socializer	Relater	Thinker
Be Prepared & Organized		Show Enthusiasm but Let Them Set Pace	Talk Warmly & Informally—Build Trust	Avoid Social Talk; Appeal to “Greenspan”
Explore Results & Time Restraints		Explore Their Dreams	Explore Their Work & Needs	Explore Objectives & Concerns
Compliment Them on Accomplishments		Tell Personal Stories	Use Open-Ended Questions —“How Do You...?”	Ask “Bullet” Questions
Let Them Take the Lead		Emphasize Uniqueness / Enhance Status	Emphasize Safety & Teamwork	Emphasize Expertise, Accuracy & Reliability
Bust Em’ Eloquently on B.S.		Help Them Make a Spontaneous Decision	Make Collaborative Decisions	Provide Documentation
Back Up Everything With Facts			Tell Them What to Do!	Make Deliberate Decisions
Always Provide TWO Options		Involve as Many Senses as Possible	Guarantees & Assurances	Present Worst-Case Scenario(s)