

Communication Quick Reference

UNDERSTANDING BEHAVIOR STYLES

Have you ever noticed that some people are easier to talk to than others? Here are some reasons why this occurs:

- Much of our behavior comes from “nature” (inherent)
- Our behavior also comes from our upbringing

Research has consistently shown that behavioral characteristics can be grouped into different styles.

DIFFERENT COMMUNICATION STYLES

Observing human behavior and emotions goes back as early as 400 B.C. Researchers have determined the following:

- People, in terms of “how they act” universally, have similar characteristics
- Behavioral characteristics can be grouped into four styles
- People with similar styles tend to exhibit specific types of behavior
- Recognizing these different styles is important to improving communication
- Understanding how to speak to people with different behavior styles opens the door to improved conversations

RECOGNIZING AN INDIVIDUAL’S STYLE

The first step to identifying a person’s behavior style is to observe and listen.

Do they have any of these traits?

- | | |
|----------|--|
| D | Ambitious, forceful, decisive, strong-willed, independent or goal oriented |
| I | Magnetic, enthusiastic, friendly, demonstrative or political |
| S | Patient, predictable, reliable, steady, relaxed or modest |
| C | Dependent, neat, conservative, perfectionist, or compliant |

Once you have recognized an individual’s style, you can adjust your communication accordingly.

STYLE CHARACTERISTICS

After identifying the person's behavior style as a D, I, S, or C, it is important to understand what this means. Here is an overview of each category:

- D** Buys new products and are entrepreneurs, doesn't like to waste time, and has a fairly high ego
- I** Friendly people-oriented, glad to see you, and likes to try new innovative products
- S** Shy but wants to be your friend, is slow to make changes, needs to trust you, and is family oriented
- C** Suspicious, does not make changes readily, not too talkative, and is not an innovator

TIPS FOR IMPROVING COMMUNICATION

By learning to adapt your communication style to fit the needs of your listener, you will become more effective in your conversation with them. The following are some tips when selling to a:

- D** Quickly get to the bottom line, appear credible, be concise and business-like, and be prepared with support material in a well-organized package
- I** Provide a warm and friendly environment, ask feeling questions to draw out their opinions, spare the details, give plenty of follow-up, and present new and innovative products
- S** Needs lots of proof and statistics, take it slow and easy, earn their trust and friendship, use facts, and answer all their questions
- C** Needs to see proven results, give time to absorb and digest facts, use plenty of testimonials, don't rush, and be on point

WHERE TO USE

You can use these techniques in any communication situation. Here are some suggested places:

- Hospitality Center talking with your guests or customers
- On the telephone or in person with distributors and sales reps
- In the workplace with fellow employees or supervisors

REFERENCE GUIDE

	Style	Tips
D	Extrovert Task-oriented	Get to the point Be accurate
I	Extrovert People-oriented	Be friendly Ask their opinion
S	Introvert People-oriented	Personal comment to break the ice Ask “how?”
C	Introvert Task-oriented	Stick to business Be realistic

WHO WE ARE

Brotemarkle, Davis & Co. is an accounting and advisory firm with deep knowledge about the wine and hospitality industries, and a passion for putting people first.

People want more than tax returns and financial statements; they want to understand what's behind the numbers and how to make changes to positively impact the bottom line.

By really listening to our customers and understanding their business, we are able to offer innovative solutions such as specialized training through our Winery Education Center, and customized tools like our Winery Dashboard.

Our customers tell us that we deliver what they want most – peace of mind!



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