



# Presenting *With* Style...

## Knowing What to Say & How to Say It

Insights into: Selling · Persuading · Teaching · Instructing  
Clear Communication · Influencing · Connecting With Others

PQ -0700

If You Are a  
Remember to Pace Your  
Presentation to Their Style

**FOR THE D...**  
**KEYS TO SUCCESS**  
When dealing with others:

- Don't push
- Give them time to process & think
- Use softer tones

*D presenting to a D...*

*D presenting to an I...*

*D presenting to an S...*

*D presenting to a C...*

**D**

- Emphasize OPPORTUNITIES, RESULTS or SOLUTIONS
- Look at the BOTTOM LINE
- Be BUSINESS-LIKE and DIRECT

**I**

- Emphasize ENJOYMENT and PEOPLE'S SUCCESS with your service.
- Look at the RECOGNITION they can achieve with your information.
- Be more FRIENDLY and UPBEAT

**D**

**S**

- Emphasize team SUPPORT
- Look at RELIABILITY and minimize CHALLENGES
- Be PERSONABLE  
*Insight: Remember, it is more important how you say it than what you say!*

**C**

- Emphasize VALIDATING materials.
- Look at and give time to analyze HARD DATA
- Be PATIENT and LOGICAL



Personality **INSIGHTS**

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If You Are an  
Remember to Put **Facts** in  
Your Fun Presentation

- Emphasize real RESULTS.
- Look at having a specific AGENDA to meet your client's goals.
- Be prepared with bottom line facts; be EFFICIENT in your time allotment.

! D

I presenting to a D...

- Emphasize approval of their DREAMS.
- Look at mentioning PEOPLE who have improved their lifestyle using your information
- Be aware of the AGENDA and TIME.

☆ I

I presenting to an I...

- Emphasize the security of your personal SERVICE.
- Look at how you could HELP them.
- Be PERSONABLE.

± S

I presenting to an S...

I presenting to a C...

? C

- Emphasize QUALITY.
  - Look at REALISTIC EXPECTATIONS.
  - Be PATIENT and LOGICAL.
- Insight:** Remember to focus on information and details. Do not focus on how good you are trying to look or sound.

FOR THE I...  
KEYS TO SUCCESS  
When dealing with others:

- Be organized
- Stick to the goal
- Stay focused

# Presenting With Style...

Knowing What to Say & How to Say It

If You Are an  
Remember to Show  
Confidence in Your  
Presentation

D

- Emphasize what they can do and the importance of their ROLE.
- Look at your role as PROVIDING SOLUTIONS.
- Be encouraged when they CHALLENGE you.  
**Insight: Remember, a challenge is a sign that they are interested.**

S presenting to a D...

I

- Compliment their outgoing nature and ENERGY.
- Refer to successful people using your SERVICE.
- Be very ENTHUSIASTIC!

S presenting to an I...

S

S

- Compliment FAMILY and personal relationships.
- Refer to LONG-TERM success and a relationship with your client.
- Be YOURSELF.

S presenting to an S...

S presenting to a C...

C

- Emphasize the EFFECTIVE system and structure of your information.
- Remember to VALIDATE materials to prove success.
- Be CONSISTENT and LOGICAL.



FOR THE S...  
KEYS TO SUCCESS:

When dealing with others:

- Remember challenges are good
- Give realistic commitments
- Remember that **FEAR** is only **False Evidence Appearing Real**

# Presenting With Style...

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If You Are a  
Remember to Express  
Your Care for Them in Your  
Presentation

- Emphasize the GOAL and SOLUTION
- Get to the result FIRST, then the details later.
- Be EFFICIENT in your use of time

D

C presenting to a D...

- Emphasize how much you RECOGNIZE and ADMIRE them
- Consider dreaming using STORIES about their future success.
- Be willing to LISTEN to them when they get sidetracked.  
*Insight: Remember that their focus is on people and image instead of details.*

I

C presenting to an I...

- Emphasize TEAMWORD
- Help them UNDERSTAND the value of your services.
- Be warm and CALMING

S

C presenting to an S...

C presenting to a C...

- FOR THE C... KEYS TO SUCCESS**
- When dealing with others:
- Don't get caught up in too much detail
  - Keep in mind the person versus the process
  - Remember to smile, and be cordial

C

- Emphasize the QUALITY and EXCELLENCE in your service.
- Look at major CONCEPTS and specific issues.
- Be LOGICAL and AGREEABLE