

# *Influencing Styles*

<b>TASK FACTS LOGIC REASONS</b>	<p style="text-align: center;"><b>ANALYTICAL</b></p> <ul style="list-style-type: none"> <li>• Give them all the facts and details.</li> <li>• Allow plenty of time.</li> <li>• Don't talk down: get technical.</li> <li>• They like to learn.</li> </ul>	<p style="text-align: center;"><b>CONTROLLER</b></p> <ul style="list-style-type: none"> <li>• Give them a short summary of the benefits,</li> <li>• especially the fast and visible ones like saving time or money.</li> </ul>
	<p style="text-align: center;"><b>AMIABLE</b></p> <ul style="list-style-type: none"> <li>• Get to know them.</li> <li>• Build a relationship by listening.</li> <li>• Don't pressurise them.</li> <li>• Self disclose.</li> <li>• Feel felt found.</li> </ul>	<p style="text-align: center;"><i>ENTHUSIAST</i></p> <ul style="list-style-type: none"> <li>• Give them a feel, a picture, a vision.</li> <li>• Tell about others who have done it successfully</li> <li>• Let them try it</li> <li>• Make the process fun</li> </ul>

**Quiet**  
**Careful**  
**Take their time**

**Assertive**  
**Quick**  
**Decisive**

