

# Building Better Relationships

## *Summary*

Lou Laggan Coaching & Development  
08/04/21



# Controller

## WHEN YOU APPROACH ME:

- Be direct & self-assured
- Don't waffle or hesitate
- Be brief, be bright, be gone.

## WHEN TALKING TO ME:

- Facts not feelings
- Be well organised
- Keep it relevant.

## FOLLOW UP:

- State options
- Include probability of success.

## WANT TO ASK ME QUESTIONS?

- Watch for impatience
- Follow my pace

## IF I OBJECT:

- Meet resistance with reflective questions

## WANT MY COMMITMENT?

- State alternatives clearly
- Remember I'm in charge so don't try to take over!



*Listening really isn't one of my strengths.  
I will try to listen and pause before I reply.  
I will aim to add value to your comments.*

# Emotionally Expressive

## WHEN YOU APPROACH ME:

- Be sociable, even if it hurts!
- Be entertaining & stimulating
- Talk about me.

## WHEN TALKING TO ME:

- Be interested in me
- Focus on future benefits
- Tell me stories.

## FOLLOW UP:

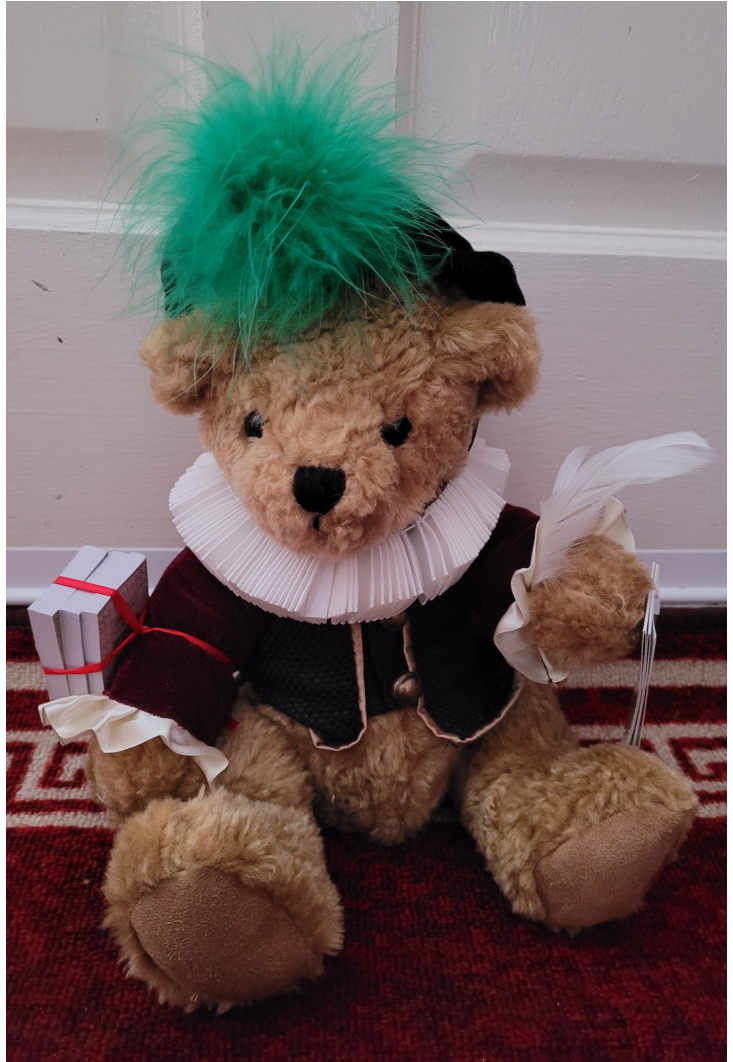
- Be clear but not curt
- Focus on the future.

## WANT TO ASK ME QUESTIONS?

- Not too many details
- Don't interrogate me.

## IF I OBJECT:

- Ask questions
- Allow me to express myself.



## WANT MY COMMITMENT?

- Offer incentives & special deals - I love a freebie
- Be open & flexible.

*I prefer talking to listening.*

*I'll try to concentrate on your needs but it won't be easy.*

*I will aim to let you speak at least 50% of the time.*

*(No promises though).*



# Amiable

## WHEN YOU APPROACH ME:

- Don't talk too quickly
- Be open
- Don't start with business.

## WHEN TALKING TO ME:

- Slow down
- Show me you care
- Show me the benefits

## FOLLOW UP:

- Don't rush me
- Stick with my pace.

## WANT TO ASK ME QUESTIONS?

- Show interest in me
- Ask for my opinion
- Give me time to answer.

## IF I OBJECT:

- Don't get pushy.
- Check carefully to understand my real concern
- Be patient.

## WANT MY COMMITMENT?

- Don't take advantage of my good nature
- Ask in a gentle & friendly way.



*I need to listen out for signs of you becoming impatient.  
I will try & consider your values as well as mine.  
I will listen out for your request for a conclusion (I'm  
likely to miss it though & just keep talking).*

# Logical Thinker

## WHEN YOU APPROACH ME:

- Slow down
- Not too direct
- More formal
- No hugging thank you.

## WHEN TALKING TO ME:

- Be prepared
- Be thorough
- Bring proof
- Demonstrate your expertise

## FOLLOW UP:

- Details, facts, figures & prices
- Put it in writing.

## WANT TO ASK ME QUESTIONS?

- Listen VERY carefully to my detailed answer
- Ask me about facts.

## IF I OBJECT:

- Ask searching questions to fully understand my concern
- Don't be flippant.

## WANT MY COMMITMENT?

- Use logic
- Let me consider all options
- Don't push too hard.



*You may not get the chance to explain the whole story.  
I will try to listen out for the KEY needs.  
I will ask you if you need more detail rather than just  
overloading you. Ok, I may just give you all the detail anyway.*

# Colourful Networking

**A great referral for me would be.....**

*(add who you would like to speak to)*

**I can help them achieve.....**

*(add specific result)*

**with my .....solution**

*(creative, fun, unique)*

**I've done this recently for.....**

*(evidence, social proof)*

**I'd like to meet with them to see if we're a good fit**

*(Show that the relationship is important)*

**For more detail on how we can plan the best approach, .....**

*(Detail of next steps)*