

# The Don Hutson Report

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Global Expert on Sales & Negotiations

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## Selling With Style

(Part 1 of a 4-part series on The Dimensions of Human Behavior)

**Have you ever been talking** to someone when all of a sudden you feel as if you're talking to a weirdo? Southern comedian, Brother Dave Gardner, used to say, "Everybody is weird once you get to know them!"

**People are different** for sure and many have argued that the key to success in life is understanding the categories each of them falls into – and knowing how to communicate with them.

**My long-time friend** and colleague, Dr. Tony Alessandra, Scott Zimmerman, and I wrote a book called *Selling with Style*. The goal of our collaboration was to address the differences in people and the varying approaches to sell different people differently. The concept of using behavioral styles to identify and quantify a person's attributes is quite helpful in understanding others and how they prefer to communicate.

**More importantly**, in this series, you will learn how people in different behavioral categories make buying decisions. Much research has been done to establish models of the four primary styles and how to communicate with them for best results. Since our goal is to always stand out from the crowd as the recognized leader in our competitive marketplace, our efforts to treat people as they like to be treated will give us a distinct edge.

**The three dimensions** of human behavior are *Assertiveness*, *Responsiveness* and *Adaptability*. Let's look at the first two here...

1. **Assertiveness** is one's "Discussion Approach". On a horizontal continuum more assertive people are on the right and less assertive people are on the left. Assertiveness is defined as the amount of effort one puts forth to influence

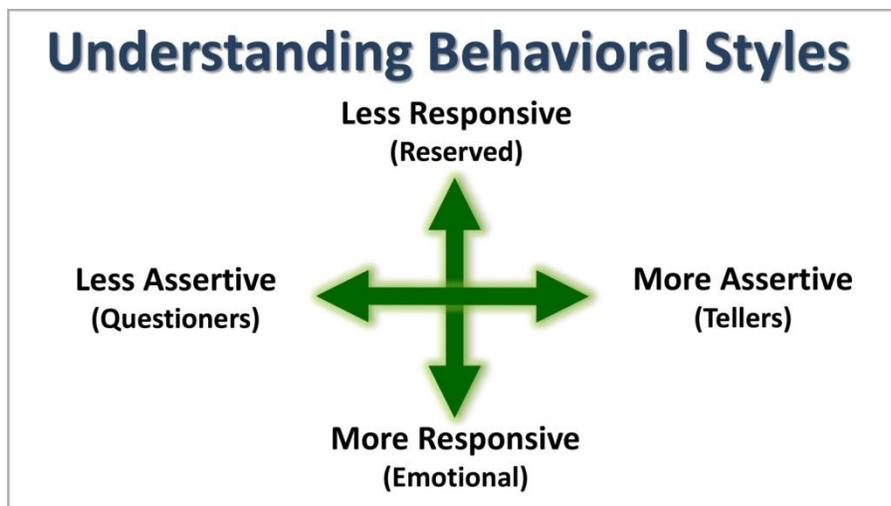
others. More assertive people come on stronger, speak with voice emphasis and tend to press for decisions; less assertive people are more laid back, speak in a consistent tone, and are in no hurry to make a decision.

2. **Responsiveness** reflects one's display of emotion. On a vertical continuum less responsive people are on the top and more responsive people are on the bottom. Responsiveness is defined as the degree to which a person displays emotions through gestures, voice inflection and non-verbal communications.

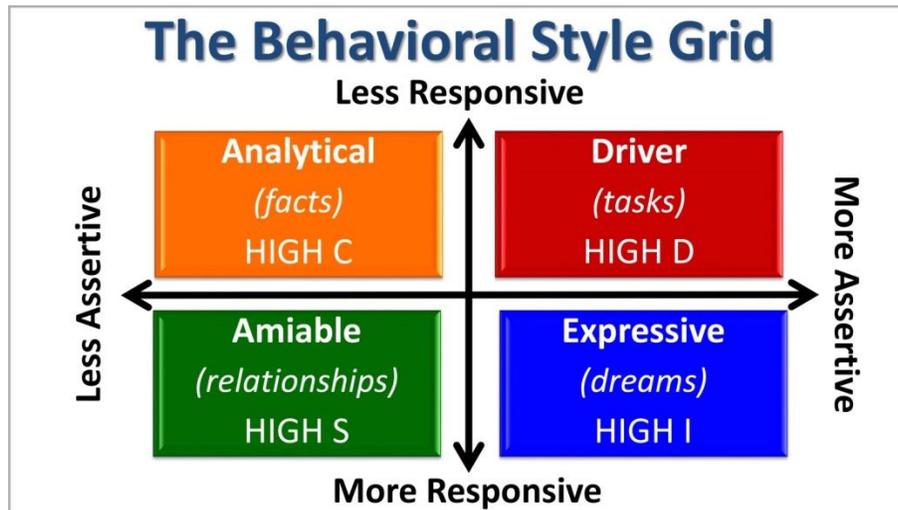
Less responsive individuals have a low display of emotion, often showing a "poker face" with few gestures. The more responsive types tend to show lots of gestures, facial expressions, and more vocal variety.

**Your awareness** of these two dimensions will help you create a model for understanding the types and attributes of people. (The third dimension of human behavior, *Adaptability*, will be covered in a future *Don Hutson Report*).

**In an effort** to establish a logical way to chart these two behaviors, the framework of our "Grid" looks like this...



**When you enclose the framework** into a square, four quadrants are established which quantify the various behaviors described. They reveal four different behavioral styles, which are *Drivers*, *Expressives*, *Analyticals*, and *Amiables* as shown here...

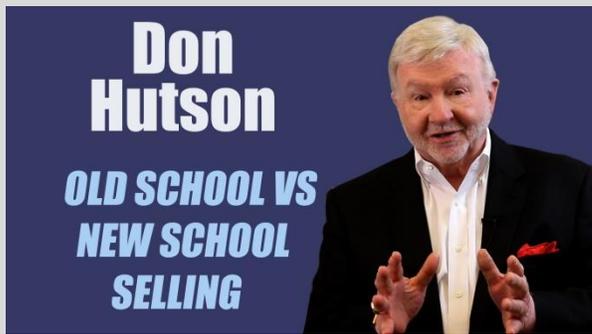


Let's discuss each "style" to understand them better...

1. **Drivers** are a combination of more assertive and less responsive behavior. They tend to have a short attention span and are task-oriented.
2. **Expressives** are a combination of more assertive and more responsive behavior. They enthusiastically try to influence others to help make their dreams and visions happen.
3. The **Analyticals** are a combination of less assertive and less responsive behavior (opposite of the Expressives). They tend to be introverted, have a long-attention span, and need facts before responding.
4. The **Amiables** are a combination of less assertive and more responsive behavior (opposite of the Drivers). They tend to be warm, friendly and relationship oriented.

**Everyone is somewhere on this grid** in terms of their "usual behavior" and there is no best quadrant to be in. Measurements of assertiveness and responsiveness are quantitative but not qualitative, so everyone's location on the grid is "ok". Simultaneously we should recognize that nobody is perfect. We all have both strengths and weaknesses.

**This series will continue** over the coming weeks and define **Adaptability**, give you strategies for communication with different people differently and open up new vistas of interpersonal understanding.

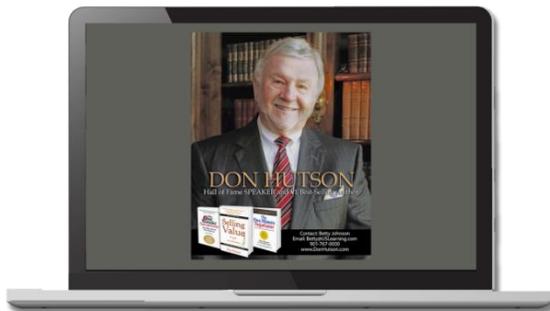


*This video can help illustrate the topics in this Don Hutson Report. I invite you to watch it and give me your feedback.*

(Click on the image at left.)

**Note:** I suggest that you follow this link to The Don Hutson Report Library to review the previous issues. <https://donhutson.com/dhreport-library/>

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