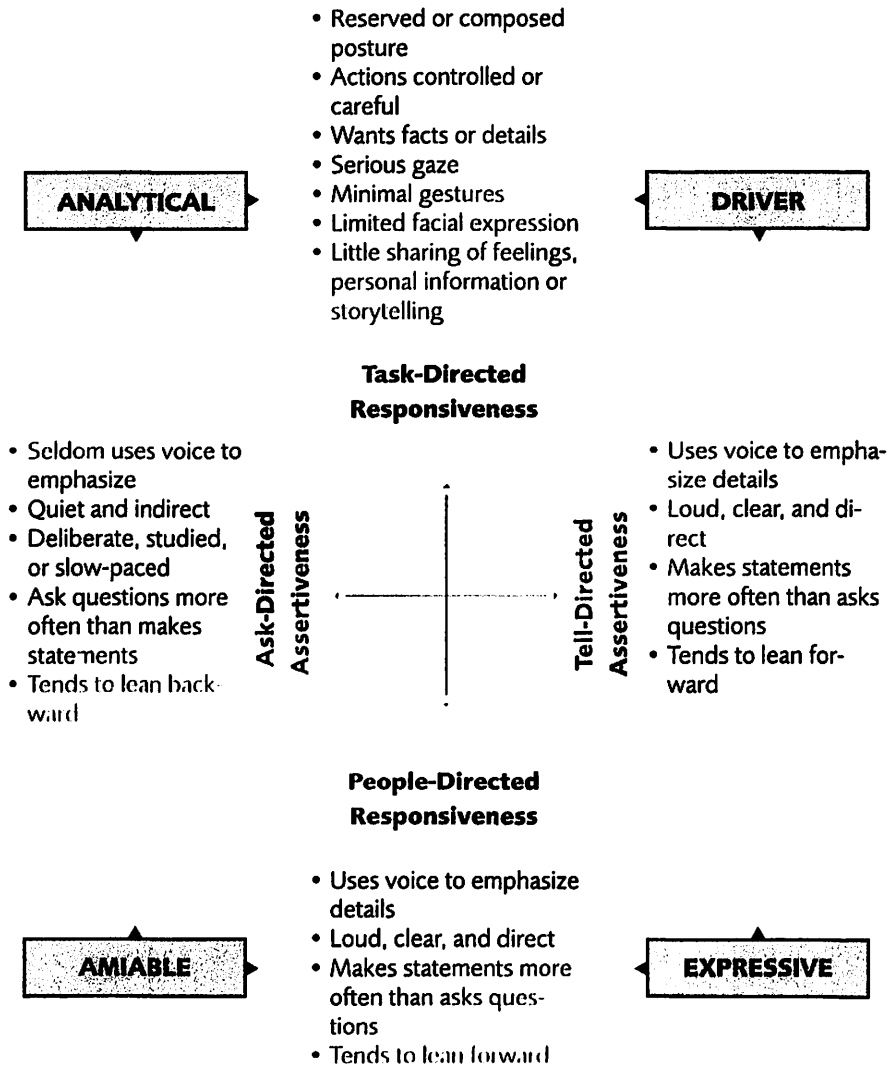


Guidelines for Social Style Identification

You will find it easier if you try to identify a person's Social Style if you observe one dimension – Ask-Tell Assertiveness or Task-People Responsiveness – at a time.



Social Style Modification Strategies

If you have identified your customer's Social Style, then this table will help you adapt your behavior to your customer's comfort zone. Check the strategies that form the borders of your customer's type and use them to shape your behavior when working with this person.

