

## **READING A DOMINANT CLIENT**

**KEY WORDS:** Dominant, Direct, Demanding, Decisive, Determined, Doer  
The D Personality Style is outgoing and task-oriented

### **VERBAL**

- States more than thinks
- Talks more than listens
- Primarily verbal not written
- Makes strong statements
- Blunt and to the point
- Uses forceful tones
- Is not afraid to speak out
- Demonstrates high volume and fast speech
- Challenging voice tones

### **BODY LANGUAGE**

- Firm handshake
- Steady eye contact if they're interested
- Gestures to emphasise points
- Displays impatience
- Fast-moving body language
- Dislikes casually being touched
- Big gestures
- Leans forwards

### **CONVERSATION**

- Limited, sometimes not even a hello
- Aversion to 'small talk' or 'chit chat'
- Attempts to direct the conversation
- Dislikes 'touchy-feely' terms
- Under stress may seem aggressive
- Direct tones
- Often interrupting
- Often engaged in doing another activity during the conversation

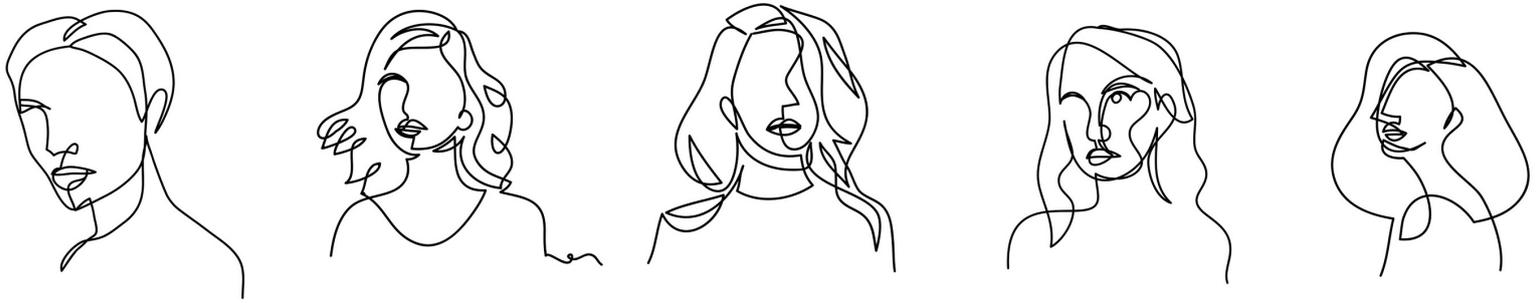
### **TYPICALLY BUYS FROM**

- Myer or David Jones
- Grocery store
- Department store
- Specialised spaces

Pays with Cash or Savings

**CONNECTING WORDS:** Strongly recommend, Confidently say, Your investment is..., Quality service, Absolutely!

"Mary I would highly recommend you spend your money towards this cleanser, which I can confidently say will create an outcome for your skin."



## **READING AN INFLUENCE CLIENT**

**KEY WORDS:** Inspiring, Influenced, Impressionable, Interactive, Involved  
The I Personality Style is outgoing and people-oriented

### **VERBAL**

- Tells stories, anecdotes
- Shares personal feelings
- Expresses opinions readily
- Uses an abundance of inflection
- Flexible time perspective when speaking
- Variety in vocal quality
- Dramatic
- High volume tone
- Fast speech

### **BODY LANGUAGE**

- Animated facial expressions
- Much hand/body movement
- Contact oriented
- Spontaneous actions
- People will gravitate towards their space
- Energetic
- Poised and charming
- Often look distracted

### **CONVERSATION**

- Talks and listens in 'feeling' terms
- Talkative
- Varied tones
- Often distracted with things happening around them
- Moves from serious conversations to light-hearted quickly
- Tends to tell everything they know
- Speaks more in a 'telling' mode than an 'asking' mode

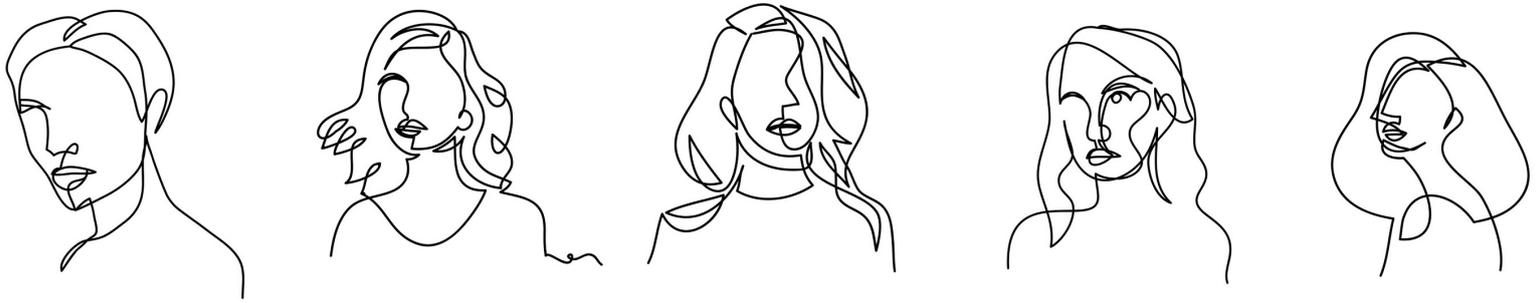
### **TYPICALLY BUYS FROM**

- Mecca & Sephora
- French Connection
- Myer
- Gorman
- Tigerlily
- Pandora

Pays with Afterpay/Zippay etc

**CONNECTING WORDS:** Everyone is using it, Our most popular, Limited edition, On trend, Yes girl!

"Mary take a look at this cleanser, you're going to love it - it's our most popular product at the moment and it's so on trend!"



## **READING A CALCULATED CLIENT**

**KEY WORDS:** Cautious, Calculating, Competent, Conscientious and Careful  
The C Personality Style is reserved and task-oriented

### **VERBAL**

- Fact and task-oriented
- Limited sharing
- Formal and proper
- Little inflection
- Less variety in vocal quality
- Less verbal, more written communication
- Refer to themselves by full name not nicknames
- Speak in structured careful speech patterns

### **BODY LANGUAGE**

- Formal and conservative
- Faultless grooming
- Conservative clothes with matching accessories
- Non-emotional
- Few facial expressions
- Few gestures
- Slower moving
- Comes across as assessing

### **CONVERSATION**

- Asks questions instead of making statements
- Speaks carefully with less expression
- Reluctant to reveal personal feelings
- Uses 'thinking' words as opposed to 'feeling' words
- Logical language
- Likes speech to be precise
- Will double check things

### **TYPICALLY BUYS FROM**

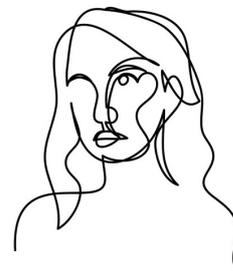
- Coles
- Outlets
- Online
- Sales/Discounts

Pays with loyalty cards, discount codes or points systems

**CONNECTING WORDS:** Long lasting, Durable, Value for money, Add-on, Upgrade, Package.

"Mary this cleanser will last you four months if using it twice daily and 6 months if using it once daily. Using one pump will provide you the best value for your home care today."

**BEAUTE THERAPIST**



## **READING A STEADY CLIENT**

**KEY WORDS:** Supportive, Stable, Steady, Sweet and Shy  
The S Personality Style is reserved and people-oriented

### **VERBAL**

- Asks more than states
- Listens more than talks
- Reserves their opinions
- Less verbal communication
- Steady, even when tempered
- Less forceful tone of expression
- Lower volume
- Slower rate of speech

### **BODY LANGUAGE**

- Wears subdued colours
- Favours conventional styles
- Intermittent eye contact
- Gentle gestures
- Exhibits patience
- Slower-moving body language
- Comes across reassuring

### **CONVERSATION**

- Natural listeners
- Focuses on the conversation
- Warm tones
- Very friendly
- Conversational
- Talks a little softer and stops quickly if you interrupt
- Is usually the last one to speak but has the most important information to share

### **TYPICALLY BUYS FROM**

- Uniqlo
- Target
- Country Road

Pays with savings card, rainy day fund or vouchers

**CONNECTING WORDS:** Reliable, Trustworthy, Calm, Take your time deciding, When you're ready, There's no rush, I'll leave you to think about it.  
"Mary this is the cleanser I have used in your treatment today which is the most suitable for your skin concern. I'll leave you to think about whilst deciding on your next appointment. "

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