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Recognizing a Customer's Temperament

Common behavior for each of the High Traits

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Direct Customers	Extroverted Customers	Paced Customers	Structured Customers
<ol style="list-style-type: none">1. Gets right to the point ...NOT shy.2. May make strong comments.3. Serious look on their face.4. Firm handshake.5. Uncomfortable if they do not have choices.6. Carry themselves in a confident manner.7. Frequently use the word "I".8. Usually know what they want.9. Close: "Alternate of Choice" (Use direct questions with choices)10. Will buy and give you referrals if they respect you.	<ol style="list-style-type: none">1. Might be shy at first - talkative once they're comfortable.2. May interrupt you ... (interacting).3. Will smile and chuckle at times.4. Sensitive to how things look.5. Uncomfortable if you do not talk with them.6. Use their hands when they speak.7. Frequently use the words "Let's" and "We".8. Sometimes will switch to a different product.9. Close: "Alternate of Choice" and "Assumptive" (Use "We" and "Let's")10. Will buy and give you referrals if they like you.	<ol style="list-style-type: none">1. Easygoing style - won't show a lot of emotion.2. Often have a gentle handshake.3. Listen patiently, nodding their head.4. Hates to wait ... wants to stay on their schedule.5. Uncomfortable if they sense pressure.6. Walks in a very relaxed way7. Frequently use the words "When" and "Timing".8. Usually have already made the decision to buy before arriving.9. Close: "Assumptive" (Use timing questions)10. Will buy and give you referrals if they sense harmony.	<ol style="list-style-type: none">1. Bring papers with them ... ie: the newspaper ad, information from the Internet, etc.2. May ask a lot of specific questions.3. May take notes.4. Want to see information in writing.5. Uncomfortable with changes.6. Will often look skeptical.7. Frequently use the word "Why".8. Often must go home to think about the decision ... legitimate "be back".9. Close: "Ben Franklin Balance Sheet" (Use a sheet of paper; ask questions; write down answers).10. Will buy and give referrals if they believe you are right.