

What's your type?

Discover people's personality types, what that means about their preferences, and how to best deal with them.

by Rhonda Hamilton

Have you ever met someone and within a few minutes you think, *I know YOUR type!* Or you feel like you've known someone your whole life shortly after meeting that person for the first time?

We've all had these types of experiences. But why? Why do we immediately either like or dislike someone, feel distrust or trust for someone, "bomb-out" or "click" with someone?

In a nutshell, the answer lies within our own unique behavior styles and personalities. Behavior style and

personality type determine our natural strengths, weaknesses, and tendencies. They also strongly influence our character traits, body-language patterns, the way we behave in various situations, our outlook on life, and our compatibility with others. Therefore, we are naturally drawn toward or away from certain people.

The differences in personalities can dramatically affect your success as a real estate professional. We often hear about the buyers who are fickle and disloyal. We all have stories about customers who "used" us to look at property, then suddenly disappeared and ended up buying property with another agent. Often times,



we don't know why this happened. We don't know what made them suddenly become unresponsive to our calls.

There's a good chance that the incompatibility of personalities caused the loss of the customer. For this reason, your "social IQ" may be much more important than many other skills you work to improve. Your ratio of successful transactions increases or decreases because of the success or failure of interactions and negotiations with customers, clients, other licensees, and other related vendors and affiliates.

You can increase your effectiveness as an agent or broker by learning your own personal style and learning to recognize the style of others. Most importantly, you must learn to adjust your presentation or approach to appeal to different personality types.

This does not mean you change the message—just the way you deliver the message. It means understanding the different needs and preferences of your prospects and adjusting your style to meet those needs and preferences. In so doing, you treat people as they want to be treated, which makes them more comfortable with you.

But how do you accomplish this? Learn to pay attention to the many clues given by your prospects and clients. You will uncover these clues through verbal language, body language, energy level, pace, demeanor, interests, and other signs.

Let's take a look at personality types ...

There are many different models addressing styles of behavior and personality types. However, the majority of the models categorize the types into four major groups. For our purposes, we will title the four groups Driver, Nurturer, Analytical, and Expressive. It is important to know that most people are a combination

of all four. However, each person typically has a natural preference for one group over all others.

Drivers

Go-getter Drivers are goal-oriented. They value results and accomplishments. As hard workers, they are competitive and like to take action, because they believe that action is necessary to reach their desired goals. They are direct, decisive, self-motivated, and can be blunt and demanding. They are no-nonsense, bottom-line people, who do not want to waste time or money. Drivers are most comfortable and feel most secure when they are in control or in charge. They seek productivity and measure success by the end results.

How to recognize Drivers

Business-like, serious, cool Drivers are self-assured with a firm handshake. They will look you straight in the eye and tell you exactly what their goals are and what they expect of you. They can be blunt and tend to ask "what" questions. Drivers tend to dress professionally and are fast talkers, many times interrupting your presentation to get to the bottom line quicker. They are fast-paced, decisive, efficient, and structured, and they are irritated by indecision or inefficiency.

Adapting, adjusting, presenting to Drivers

Since the Drivers value direct, to-the-point language, shorten your presentation. Give them the main points, but quickly get to the bottom line. The bottom line will convey the benefits they will receive, how you plan to get the job done, and what actions you will put in place to accomplish their goals. Throughout the working relationship, keep Drivers informed of all pertinent information and options, so that they continue to feel that everything is under control. It is important to be on time for appointments, and when in their presence, you should match their quick pace. Also, recognize their success, knowledge, and accomplishments.

Words of importance to use in communicating with Drivers: *results, goals, speed, options, choices, and control.*

Nurturers

Nurturers are people-oriented. Their priority is relationship. They have a slower, more-relaxed pace and are easy-going, low-key individuals. They find security in friendship and cooperation, and they strive to keep peace and minimize conflict. They are team players, good listeners, and are generally compatible with the other behavior types. They tend to be indirect, open, warm, reliable, and loyal. They value stability, security, and tranquility.

How to recognize Nurturers

Nurturers' signals are usually fairly easy to spot. In addition to their slower pace, they prefer to listen rather than talk and have good listening skills. They are slower to make decisions and can be indecisive until there has been a period of time for consideration. They want to do things right and fear making an unwise decision. They ask "how" questions to ensure that

things will be done properly for a wise outcome. They have a pleasant demeanor and want to get along and be liked. Their attire is more casual and conservative; they tend to favor blues and grays. In their homes you will likely find many sentimental mementos and family pictures.

Adapting, adjusting, presenting to Nurturers

Since Nurturers value security and cooperation, you should emphasize your trustworthiness and the level of services you provide to aid them in making a wise decision that will benefit them and their family. Answering their “how” questions will give them the level of security that they desire. Since you know their dislike for conflict, when presenting suggestions for action, you will want to show that dealing with things in the suggested way will foster a cooperative, pleasant, win-win situation and will keep any conflict to a minimum.

Nurturers should not be rushed in their decision making, but should be given the tools to help them come to a decision. Your pace should match that of the Nurturer by being slower, relaxed, and easy-going. Your demeanor should be calm and pleasant. Knowing that they find relationships of utmost importance, you will want to show your interest in their family by learning family members’ names and by asking about the family whenever you speak with them.

Words of importance to use in communicating with Nurturers: *service, teamwork, win-win, harmony, cooperation, feelings, family, and relationships.*

Analyticals

The serious, disciplined, quiet and sometimes shy Analyticals are deliberate and systematic in designing and implementing a plan addressing their priority: the task process. They value detailed information that is precise, because they seek accuracy. They gather information, define and clarify the information, and test the information before making a decision. They are number-crunchers who are conscientious and cautious. Although they are cooperative and diplomatic, they can be perceived as being insensitive and overly critical. Analyticals are conservative, and they can become paralyzed from over-analyzing information. They fear making the wrong decision.

How to recognize Analyticals

Analyticals are cool, aloof, introspective, perhaps even secretive at times. They are structured and organized, neat and meticulous. They warm up slowly, ask many “why” questions, are skeptical, and want research to back up findings. Their pace is slow and systematic. They gain security by adequate preparation. They do not like any embellishment of facts, want to review the details many times over and want time to analyze and organize related tasks. They are typically conservative dressers. Their communication style is indirect, subtle, and diplomatic.

Adapting, adjusting, presenting to Analyticals

Since Analyticals are slow-paced, structured, and organized, they will value a real estate licensee who demonstrates the same characteristics. Therefore, even if this is not your preferred style, it is to your benefit to demonstrate these traits during your appointments and presentations. Use graphs,

numbers, calculations, and outlines to detail the task process, explain how you have reached conclusions, and prove the accuracy of your information. Your work will need to be neat and meticulous. Information should be precise with many details. Analyticals will need time to analyze; therefore, a high level of patience is a necessary characteristic for a successful working relationship, along with a diplomatic communication style. Preparation on your part will be valued and will gain credibility with the Analytical personality.

Words of importance to use in communicating with Analyticals: *quality, calculations, research, safety, logical, and correct.*

Expressives

Expressives are fun-loving people who dislike too much detail. They are open, easy-going, warm, playful, and friendly. They move at a fast pace, take charge when they feel it is necessary, and are sometimes aggressive. Expressives have been described as the life of the party. They are “people people” who like to talk and value interaction with others. They are naturally optimistic, and their enthusiasm can be contagious, since they generate excitement and easily motivate other. They are articulate communicators who are persuasive, inspirational, and influential. They are creative and have great imagination. Intuition plays an important role in their decision-making process. They are charismatic.

How to recognize Expressives

Expressives tend to dress in bright colors and patterns that draw attention. They like to talk and are often animated storytellers. They are upbeat and enthusiastic. They see the rainbow after the storm. Questions that they ask generally begin with

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“who.” They are disorganized and flexible, rather than structured, and they do not like too much detail. They like to have fun, are playful and friendly and easy to get to know. They warm up quickly and make friends easily. They are very intuitive and use that intuition in making decisions. They like to use their imagination and can easily visualize the unseen.

Adapting, adjusting, presenting to Expressives

Since Expressives use intuition in their decision-making process, it is very important to develop good rapport with them. If they like you, think that you like them, and have a good feeling about you, they will be loyal clients. Enjoy their company and appreciate their sense of humor during business meetings. They like to have fun, so it is important to keep conversations optimistic and upbeat. They are irritated by negativity and pessimistic views.

Keep your pace fast and your presentations short, giving only the necessary details. Let them know that you will take care of the details for them. Encourage them to visualize improvements they might like to make in properties that you view or what it would be like to live in the properties.

Words of importance to use in communicating with Expressives: *exciting, fun, easy, relationships, and enthusiastic.*

When you understand your customers, other licensees, and related affiliates, you are better able to fill needs, communicate, negotiate, and serve those you are committed to serve. This makes you better and more successful at what you do. All your customers and clients—no matter what their personality type—will appreciate that. ★

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Rhonda Hamilton will present a session about nonverbal communication called *I Can't Read Your Mind ... or Can I?* at the Texas REALTORS® Convention and Trade Expo in Arlington. For more information on this and all other convention events, visit TexasRealtors.com.

