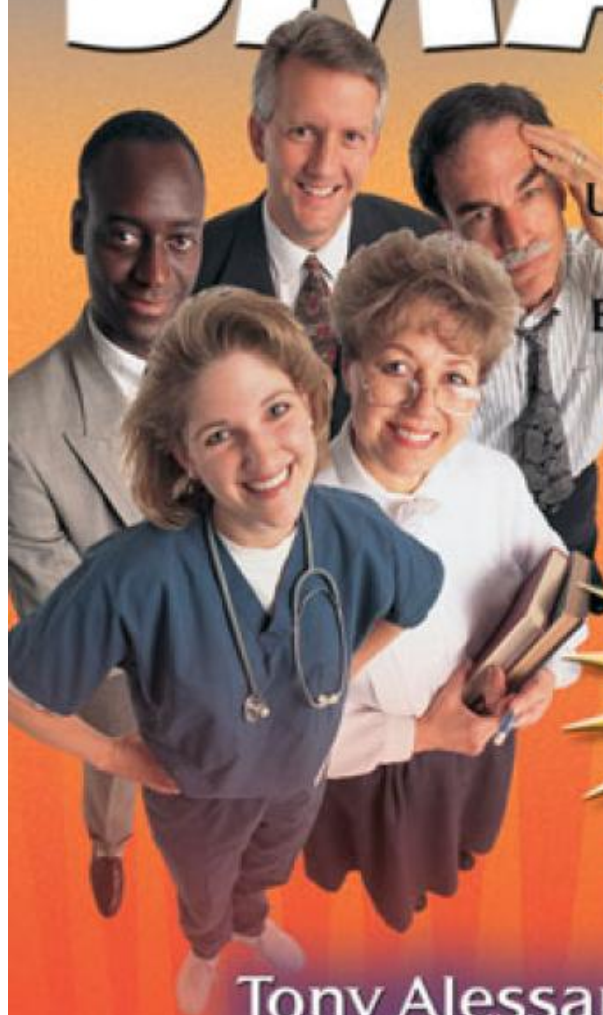


PEOPLE SMART



in Business

Using the DISC Behavioral
Styles Model to Turn
Every Business Encounter
into a Mutual Win



FREE
Six Hour
People Smart
audio program
See Details Inside

Tony Alessandra, Ph.D.
Michael J. O'Connor, Ph.D.
with
Janice Van Dyke, Ph.D.

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Dominant Directors may like to let people know they've *made it* without having to tell anyone about it, so they often prefer possessions that emit success and authority messages— like a black or steel gray Mercedes or BMW. Someone once suggested they'd buy a tank, if they could.

Observable Characteristics of Dominant Directors

Verbal	Vocal	Visual
States more than asks	More vocal variety	Firm handshake
Talks more than Listens	More forceful tone	Steady eye contact
Primarily verbal, not written, communication	Communicates readily	Gestures to emphasize points
Makes strong Statements	High volume, fast speech	Displays impatience
Blunt and to the Point	Challenging voice intonation	Fast moving body language

How Will You Know a Dominant Director by Phone?

When speaking on the phone to a Dominant Director, treat her the same way as in a person-to-person contact. Think of the ABC's: Keep it abridged, brief, and concise. Then we prepare our delivery with the bottom line in mind: "The trend in your industry is toward computer-generated graphics. The research we've conducted with other type-setters in your area indicates increased profits of 20 to 30% over two years. I'd like to meet with you for 10 minutes to show you the numbers and see if this concept interests you."