

# READING THE CUSTOMER'S STYLE TELLS



## ANALYST

- Slower Pace, Softer Voice
- Less Facial Expression
- Fewer Hand Gestures
- Less Direct Language
- Serious, Formal
- Seeking Data
- Slower to Decide

## FRIEND

- Slower Pace, Softer Voice
- More Facial Expressions
- More Personally Open
- More Fun-Loving
- Looking for Connection
- Great Listener
- Relationship-Oriented



## DIRECTOR

- Faster Pace, Louder Voice
- Less Facial Expression
- Concise Speech
- More Direct Language
- More Serious, Formal
- Decide More Quickly
- Task-Focused

## EXTROVERT

- Faster Pace, Louder Voice
- More Facial Expressions
- More Hand Gestures
- More Fun-Loving
- Relationship-Oriented
- Talkative
- Decide More Quickly

*Customer Tells* is an interactive training module T. Rowe Price developed in conjunction with Optimum Associates, LLC, for sales and client-facing groups. The module helps you learn how to gather information about your clients and prospects through physical "tells" and how to respond to the information you receive. This side of the piece illustrates the "tells" of the four customer styles, and the reverse side provides tips on how to adapt to each of the four customer styles.





# ADAPTING TO THE CUSTOMER'S STYLE

## ANALYST

- Slower Pace, Quieter Voice
- Don't Overstate
- Give Time to Decide
- Identify Risks
- Show Documentation
- Go for Small Decisions

## FRIEND

- Smile, Slower Pace
- Show Sincere Interest
- Appropriate Disclosure
- Find Something in Common
- Connect with Their Influencers
- Find a Win-Win Solution



## DIRECTOR

- Fast Pace
- Stay Focused
- Respect Time
- Execute
- Confident but Not Cocky
- Find Out the Top Priority

## EXTROVERT

- Fast Pace
- Informal Approach
- More Fun-Loving
- High-Energy Conversation
- Positive Feedback
- Build Bond

Source: Optimum Associates, LLC

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