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How to communicate to the four main personality types

By Lee Hopkins

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You probably know this already, but there are generally held to be four main personality types, which I call: Extrovert, Amiable, Analytical and Pragmatic .

Let's take a moment to consider each of them in the workplace.

Extrovert:

someone who probably has a messy desk; who leaves projects 75% completed then gets distracted by new, 'more exciting' projects; someone who communicates their ideas with enthusiasm and charm; makes instant decisions; hates 'paperwork' and the 'dull routines' of life, such as filling in order forms, checking bank statements, etc.; is usually 'fashionably late' to meetings, events and parties (and they love entertaining clients!); always has interesting screen savers.

Amiable:

someone who is the 'peacemaker' in the office; is always striving for a 'win-win' in everything in life; someone who probably isn't terribly ambitious and striving, but is very happy to support and encourage others who are; someone who cannot say "No" very easily and so are probably on every committee going (whether they actually want to be or not); is

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more likely to make a decision on the spot if only to stop you 'hassling' them, otherwise will take weeks to make a decision (if at all, as they prefer others to make the decision for them); like to know what others are doing (in case they themselves are doing something inappropriate or foolish).

Analytical:

'GadgetMan' – has multiple PDAs in case one fails; has several computers for the same reason; adores punctuality; when they tell you they recently bought something they won't round the number up but will tell you to the exact dollar and cent how much they paid; loves playing with spreadsheets, charts and projections; will never make a decision on the spot; will buy a car based on fuel economy, servicing costs, resell value, depreciation and other factors, never 'because it's a lovely shade of blue'.

Pragmatic:

a 'take charge' person; their view is the way things will probably get done; they listen to others' points of view out of courtesy or intellectual curiosity, but will still do things 'my way' ; doesn't take business rejection personally; not interested in how 'exciting' a project might be, only interested in how much money it will cost/make and how soon it can be implemented/built; very often the Pragmatic likes the colour 'Red'; doesn't have any photos of family or friends on their desk (too unprofessional); has a neat, organised desk.

Now, sales trainers have for years been pushing the line that we 'buy with emotion, and justify that purchase with logic'. But having seen a few Analyticals in my years I don't actually believe that to be the case. An accountant friend of mine in England never purchased anything because of emotion – he always poured over spec sheets from various manufacturers, weighed up the costs involved, considered his options. And because he was also part-Amiable he then let his wife make the final decision, based on his input.

Which raises an important point. No one is ever a 'pure' type. We are all a mix of the four personality types to some degree or other. Yet we also have a strong preference for one particular type.

I'm an Extrovert with a leaning towards the Analytical. I

couldn't begin to count the number of my own marketing projects that I have half-completed here in my office; each one almost ready to roll but just in line behind the latest 'more exciting' idea I've just had. Yet I also love getting deep into Dreamweaver and working out how to tweak my website pages for greater speed, better search engine optimisation, tidy up loose bits of code, and so on.

But that's beside the point...

The real purpose of this page is to let you know that your business communications – whether they are email, web page, pdf brochure or even initial word of mouth introduction – need to appeal to the different needs of the four personality types.

How do you do that?

By making sure that your communication has a reasonably equal amount of the following:

- * Facts and figures to appeal to the Analytical and Pragmatic
- * Enthusiasm and excitement to appeal to the Extrovert
- * Testimonials to appeal to the Amiable

Get that right and you have a greater chance of getting your message across.

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Satellite Radio Antennas Are More Than Useful

By Carl Walker

What are satellite radio antennas and what are their uses? This is the question that many people ask themselves when they hear about satellite radio antennas. As you read this article you will get an idea on what a satellite radio antenna is. Also you will learn what are their uses, functions and a lot of great pointers on where to buy one, what types are there and how to take care of it.

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In order for you to listen and watch your programs you need a satellite radio antenna. This allows the module that you are using to communicate with its home base; the home base includes all of the programs and it allows you to choose what you would like to view. This all sounds like something out of a sci fi movie, but it is not. Your television, radio, even your computer has a satellite radio antenna.

Now that you know what satellite radio antennas are here are some of their main functions and uses. When you turn on your satellite in order for you to watch any of your programs on it the main thing needed is the satellite radio antenna. It allows the base (your PSP) to communicate with the main base of the whole entire system. This gives you the ability to either listen to your music or watch your programs, which ever you may choose.

Many people wonder where they can buy satellite radio antennas. You may buy one in your local hardware store. There is no specific company you should purchase your antenna from because different companies make different types of these mechanisms.

The different types usually go based on the use of the satellite radio antennas. You may be buying it for your car, bike, and stereo system or maybe even just for your house. They all have the same functions and every company that makes them to does their best to suit you and all of your needs.

The best way you can take care of you satellite radio antenna is to keep it out of water, as we all know electricity and water are not what we could call the greatest of friends. Also, these should be kept out of the reach of any young children; if yours is already inside of something you should make sure that it stays in there but if not any young child can swallow it and cause much harm. If this does happen please alert the police department as quickly as you can.

Now that you know what satellite radio antennas are, their functions, where to buy one and how to care for it you are ready to buy your own. Always keep in mind that depending on what size and type of a satellite radio antenna will vary in its price range. If you buy something for cheap it won't last too long but you did not spend that much money on it, but if you buy something expensive it will last longer even if you did spend that extra hundred dollars on it.

<http://satellite-radio-hq.com/>

Satellite Radio HQ talks about the history of satellite radio, the equipment you'll need, the satellite radio channels you can receive and much more.

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