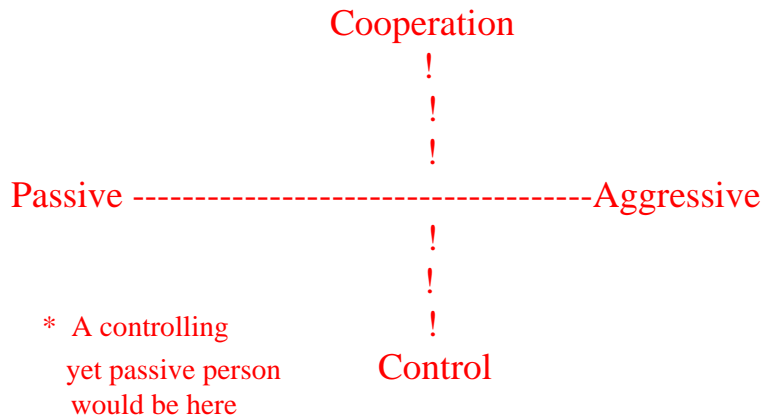


## *Shape Shifting Your Style*

1. It's ok to be aggressive at certain points. Give yourself permission.
2. The main goal is to be able to put together a process of gaining business that works for you and gets results. Be honest with yourself. If you recognize you are not aggressive, you will not be successful if you pretend you are. On the other hand, you may be aggressive or in-between. Develop a process that feels right for you.
3. We tend to be more successful if we go with our natural flow. The Goal is to discover this flow within us and then create our own style of selling and consulting. Each of us has a different personality type, different strengths and appeals. We each affect clients in varied ways. We here create the Tao of sales. Let us find our own way of doing it that aligns with who we are.



There are a number of dimensions in which people operate. Each of us finds ourselves positioned uniquely on the passive – aggressive and cooperation-control scale. For an example, we may be control-oriented but at the same time also be passive in exhibiting that control. How we interact with clients and how clients interact with us has a lot to do with where we are in relation to where they are. We all have different styles.

As we gain more knowledge in this area, we can shape shift our styles somewhat to better adapt to our clients. For example, a person who is aggressive will in many cases better interact with a consultant that has a

similar style. In this case, you can adjust your approach and be somewhat more aggressive (if you are not naturally that way) to match the style of the client. This needs to be done by your choice. A person who values team cooperation will like working with team-oriented consultants more than controlling types. Since team building will be a large theme here, make sure you style shift this way. We can, if we desire, adjust our style to match our clients.