

	D Dominance	I Influence	S Steadiness	C Conscientiousness
Major Goals:	Results Control	People involvement Recognition	Security/Stability	Accuracy Order
Major Fears:	Losing control of environment Being taken advantage of	Rejection Loss of approval	Sudden change Losing security	Criticism of performance Lack of standards
Dislikes:	Being controlled by others Lack of results	Handling complex details Working alone	Hostility/conflict Unpredictability	Disorganization Unclear explanations
Under Pressure:	Domineering Impatient	Emotional Disorganized	Conforming Indecisive	Withdraws Stubborn
As A Buyer Responds to:	Options Efficiency	Testimonials Saving personal effort	Assurance of stability Personal Attention	Evidence of quality and accuracy Logical approaches
Decision Style:	Quick	Emotional/"Gut Feel"	Deliberate	Analytical