# Bolton's Communication Style Flexing Guide

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| **Driver to Driver** | - Use your natural style  
- Don't let ego's clash  
- Be prepared for a tough contest to win another DRIVER to your side | - Be open and friendly  
- Take time to socialise  
- Show personal benefits and recognition to persuade the EXPRESSIVE | - Slowdown, give support and assurance  
- Don't stress variables or alternatives  
- Bring communication to a conclusion  
- Make decisions easy for the AMIABLE and reassure the decision | - Answer questions  
- Provide more facts than you want to  
- Encourage evaluation  
- Be patient  
- To close, present facts, allow evaluation then be firm, polite and decisive |
| **Expressive to Expressive** | - Be formal & to the point  
- Keep distance; no touching  
- Don't joke or waste time  
- Let driver feel important  
- Avoid being apologetic  
- Don't feel rejected by bluntness of the DRIVER | - Don't compete for recognition  
- Stick to business  
- Be sure to focus on a commitment to action | - Earn their trust  
- Don't overly socialise  
- Give plenty of support material  
- Give assurance and testimonials  
- Be polite and reassuring | - Be factual; give more facts than you like  
- Don't try to impress ANALYTICAL'S with your importance  
- Don't bluff answers  
- To persuade - be direct and confident after all questions are answered |
| **Amiable to Amiable** | - Be yourself, be confident  
- Recognise and accept the DRIVER'S forceful style  
- Be confident and get to the point sooner and more forcefully than you feel comfortable with | - Accept their openness & friendliness  
- Don't let them waste a lot of your time  
- Don't give too many details  
- Conclude by appealing to their ego - quicker than you like | - Will relate well with other AMIABLES  
- Be confident and assertive  
- Don't wait for them to be totally comfortable with decisions, reassure that it's the right one | - Answer questions confidently  
- Give the facts they want  
- Refuse to let their skepticism discourage you |
| **Analytical to Analytical** | - Don't try to impress with excessive facts and figures, give bottom line answers  
- Concentrate on high points  
- Get excited about new ideas  
- Appeal to the ego, not on the merit of the proposal, service | - Be friendly and fun  
- Get excited about new ideas  
- Sell to the person not the features  
- Don't bog them down with details  
- Close before you feel all the necessary facts are disclosed | - Be friendly; earn AMIABLE'S trust  
- Slow down on the facts and let AMIABLE'S digest them  
- Avoid getting too detailed  
- Conclude with assurance | - Keep control  
- Be friendly  
- Present both sides  
- Close earlier than you feel comfortable |