

What's Your *style* of Communication?



When communicating with clients both in-person & virtually, it helps to understand different styles of communication. This can lead to better client relationships, closing more sales, and less objections and misunderstandings.

Aesthetic

"It's not what you said, it's how you said it."

You might be an aesthetic communicator if...

- You look for the meaning behind what's said
- You enjoy verbal messages of appreciation
- You prefer memorable or good experiences

When you're talking to an aesthetic person...

- Give affirmations
- Use encouraging language
- Be aware of vocal tone, inflection, & nonverbal cues

Pragmatic

"Here's the bottom line."

You might be a pragmatic communicator if...

- You are motivated by practical, tangible things
- You focus on the words said rather than intent
- You take criticism well

When you're talking to a pragmatic person...

- Focus on the bottom line
- Keep messages concise
- Be direct

Tips on Managing Your Style

- Set clear goals with tangible results
- Celebrate your results
- Reward yourself for leading effective conversations