

# Analytic

*Thinker*

# Driver

1: Intellect  
1: Being Correct  
X: Cost them Credibility  
Eyes: Skeptical  
X: "Tell me how you..."

1: Power, Control (over self)  
2: Win  
X: Cost them Time  
Eyes: Cold  
\*: "Bottom line..."

*Patient*

*Fast*

1: Approval  
2: Trust  
X: Cost 3rd Party Trust  
Eyes: Warm  
\*: "I am proud of you"

1: Being Noticed  
2: Being Liked  
X: Cost them Effort  
Eyes: Mischievous  
\*: Use Words of Grandeur ("amazing",  
"the best"...) )

# Aimable

*Feeler*

# Expressive