

## ***PRISMATICS: Value Systems and Communication Preferences***

### **VISUAL — Knowledge**

*Want to understand - show me the data*

- [ Values ] • Truth & learning
- [ Trust ] • Credibility & what do you know?
- [ Traits ] • Serious, cautious, accurate systematic
- [ Focus ] • Past, details, specifics

### **AUDITORY — Accomplishment**

*Give me the top line and make it quick*

- [ Values ] • Leadership & winning
- [ Trust ] • Credentials, experiences & can you get it done?
- [ Traits ] • Assertive, controlling, concise persistent
- [ Focus ] • Immediate (now), events, actions

### **INTUITIVE — Respect**

*Tell me why, how and what will this lead to?*

- [ Values ] • Justice & recognition
- [ Trust ] • Contributions, expectations & where do you fit?
- [ Traits ] • Persuasive, energizing, sharing, motivating
- [ Focus ] • Future, changes, improvements

### **FEELING — Security**

*What do others think and how will it affect me?*

- [ Values ] • Inner peace & belonging
- [ Trust ] • Rapport & who are you?
- [ Traits ] • Supportive, adaptive, perceptive forgiving
- [ Focus ] • Present, people (feelings)

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## ***PRISMATICS: Customer Engagement - Strategies and Behaviors***

### **VISUAL — Analytical**

*Structure, compartmentalized thinking*

- [ Questions ] • How, why
- [ Strategy ] • Priorities, list, info depth, writing
- [ Behavior ] • Logical, methodical
- [ Outcome ] • Learn, better understanding

### **AUDITORY — Linear**

*Be bright, be on, be gone*

- [ Questions ] • What, when
- [ Strategy ] • Efficiency, productivity
- [ Behavior ] • Quick pace, to the point
- [ Outcome ] • Results, save time/money

### **INTUITIVE — Metaphorical**

*New ideas, no boundaries*

- [ Questions ] • What if, imagine, suppose
- [ Strategy ] • Big picture, possibilities
- [ Behavior ] • Transparent, flexibility
- [ Outcome ] • Reliability, concepts, trends

### **FEELING — Collaboration**

*Status quo, opinion advisor*

- [ Questions ] • Would, should, consider
- [ Strategy ] • Friendship first, business second
- [ Behavior ] • Caring, helpful, available
- [ Outcome ] • Consensus, team, opinions

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