

High Compliance

Words That Work:

- Here are the facts
- No risk
- Proven
- Analysis
- Guaranteed

Words That Don't Work:

- Untested
- Cutting-edge
- Educated guess
- Experimental

High Dominance

Words That Work:

- Win
- Lead the field
- Results
- Now
- New
- Challenge

Words That Don't Work:

- Follow my directions
- In my opinion
- Frequent interruptions



High Steadiness

Words That Work:

- Step-by-step
- Help me out
- Guarantee
- Promise
- Think about it

Words That Don't Work:

- Substantive change
- Innovation
- Play to win

High Influence

Words That Work:

- Fun
- Exciting
- I feel...
- Sociable
- This will make you look good

Words That Don't Work:

- Theoretically...
- The same for everyone
- Sophisticated
- Requires study

