

Now that you have an appreciation for the value of knowing about communication styles, you can increase your leverage by measuring your own preference. The test below was designed to be printed and completed on paper.

For each of the following statements:

Place the number 4 next to the phrase that best describes you. Place a 3 next to the phrase that would next best describe you, and so on, ending with a 1 next to the phrase that least describes you. Do this for each of the five statements. Scoring information follows the test.

1. I make important decisions based on:

- (K) Gut level feelings.
- (A) Which way sounds the best.
- (V) What looks best to me.
- (D) Precise diligent study of the issues.

2. During an argument, I am most likely to be influenced by:

- (A) The other person's tone of voice.
- (V) Whether or not I can see the other person's point of view.
- (D) The logic of the other person's argument.
- (K) Whether or not I feel I am in touch with the other person's true feelings.

3. I most easily communicate what is going on with me by:

- (V) The way I dress.
- (K) The feelings I share.
- (D) The words I choose.
- (A) My tone of voice.

4. It is easy for me to:

- (A) Find the ideal volume and tuning on a stereo system.
- (D) Select the most intellectually relevant points concerning an interesting subject.
- (K) Select superbly comfortable furniture.
- (V) Select rich color combinations.

5. In regards to my awareness:

- (A) I am very attuned to the sounds in my surroundings.
- (D) I am very adept at making sense of new facts and data.
- (K) I am very sensitive to the way articles of clothing feel on my body.
- (V) I have a strong response to colors and the way a room looks

Step 1. Add all the numbers associated with each letter. There will be five entries for each letter. Enter those totals into the form below. Your final total should = 50.

Example:

| | | | |
|------------|-----------|---------------|----------|
| A | D | K | V |
| A-AUDITORY | D-DIGITAL | K-KINESTHETIC | V-VISUAL |

Step 2: The comparison of the totaled scores above give the relative preference for each of the representational systems.

Step 3: The comparison of the totaled scores above give the relative preference for each of the representational systems.

Your Name:

Your Company:

Work Position:

Daytime Phone:

Evening Phone:

Email Address:

If you would like a detailed expert interpretation of your communication preferences by the Sales Doctor, presented by phone, please print and complete this sheet and mail with your check for \$45 to:

The Sales Catalyst, Inc.

410 Loblolly Drive

Durham, NC 27712-8919

Please make your check out to The Sales Catalyst, Inc.