



Dimensional® Model of Behaviour™

In the early 1960s, one of Psychological Associate's business clients, A.G. Edwards, became interested in sales training for its financial advisors. The firm agreed to subsidize PA's design of an original, behaviour-based training seminar. A full year and a half was spent researching the literature and developing a "people skills" sales program from the ground up.

During that time, PA's founders Victor R. Buzzotta, Ph.D., and Robert E. Lefton, Ph.D., created the Dimensional® Model of Behaviour™, based upon the validated research of psychologist H. S. Coffey and his colleagues. The Model served as the foundation of Dimensional Sales Training®, the first-ever sales training course developed by behavioral scientists. It applied behavioral skills, specifically assessing and influencing skills, which salespeople could apply to engage customers more effectively.

As the new millennium arrived, Psychological Associates was in its fifth decade, which proved to be its busiest and provided some of its biggest challenges and accomplishments. For one, a new generation of the Leadership Through People Skills® seminar was launched after several years of research led by Ann Buzzotta, head of Research & Development. The seminar's viewpoint was more relevant, reflecting changes taking place in the structure and power relationships within business organizations in the new century.

But as much as the business world continues to change, The Model remains a proven tool that helps managers and salespeople recognize, understand, and adapt to the wide range of behaviours they are likely to encounter on the job. Through extensive role-play and team feedback, the theory behind the model is transformed into a practical skill-set that augments communication and boosts productivity in people around the globe.



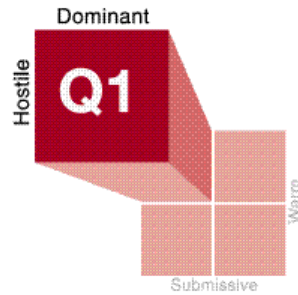
DOMINANT, HOSTILE

Their behavior:

- Controlling, domineering, insensitive to others.
- Tries to dominate others and monopolize conversations.
- Motivates by threat or coercion.

How you should respond:

- Confident
- Forceful
- Firm.

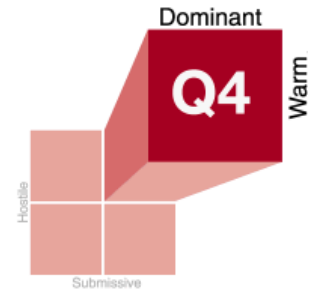


Their behavior:

- Collaborative, assertive, businesslike
- Reaches decisions through candid give-and-take
- Motivated by understanding and commitment.

How you should respond:

- Collaborative
- Open
- Participative.



SUBMISSIVE, HOSTILE

Their behavior:

- Cautious, unassertive, secretive
- Tries to avoid close interpersonal situations
- Makes no effort to motivate.

How you should respond:

- Patient
- Slower Paced
- Deliberate.



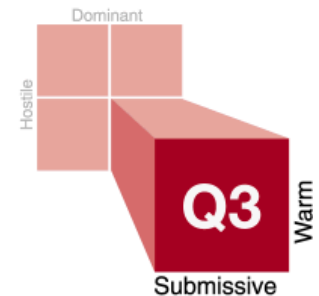
Their behavior:

- Highly sociable, overly optimistic, talkative
- Seeks out close, relaxed, interpersonal situations
- Motivated by affection and loyalty.

How you should respond:

- Friendly
- Focused
- Guiding.

SUBMISSIVE, WARM



True Story:

When Canadian Neill R. MacMillan enrolled in a PA seminar in the late 1970s, he didn't know it would change his life. Impressed by the experience, he contacted PA and became the exclusive Canadian distributor of Dimensional Training® in 1978. His company, Communicare, Inc., located in Toronto, has been a successful affiliate in a now international family ever since.

Communicare provides in-depth training for:

- Senior management teams that want to increase team effectiveness
- Sales force development
- Changing management & organizational culture
- Increasing customer-focused service effectiveness.

Our Dimensional Training System® is a network of proven, practical programs that helps achieve better business results through people skills. These include management development, sales/sales management, performance management, and team building.

To discuss onsite training and/or performance consultation options please contact us at 416-769-0876 or call toll free at 1-800-598-4646.