

Communication Style	Physical Attribute	Common Phrases	How to Influence
Visual	Eyes looking up, trying to make a picture. They look closely at your physiology.	" I see, let me think, Paint me the picture, I imagine, clearly, colours, bright, it's black and white, I get the picture, do you see my point"	Be as descriptive as possible, make them step into the moment. Envision your ideas, opportunities. Use hand gestures, facial expressions. Paint a picture.
Auditory	Eyes more looking to the side. They tend their ears forward.	" I hear you, loud and clear, listen, discuss, talk, ring a bell, word for word, say, speechless, tell you.."	Use great voice tone, choose your words wisely, describe in more details than for a visual person, use logic.
Kinaesthetic	Eyes look down, they process information with their body. Need to touch, do, experience for themselves physically.	"I can feel, sense, this doesn't feel right, flow, firm, touch, pressure, weight, grasp, stress, get a handle on, squeeze..."	Show physical evidence, let them touch, experience. Use slower pace, care and be warm (use empathy)