Create more effective communication with other C-me colours

- try out these suggestions to improve relationships

Top tip: adjust your preference to communicate in the way that absolutely works for the other person/s

If **RED** is your strongest preference … you're strong-minded, confident; detail bores; thrive on new, innovative ideas.
When communicating with …

- another strongest preference **RED** don't be too strong or overbearing; be yourself; **RED**s see eye-to-eye pretty quickly. Let them have some control
- a strong preference **YELLOW** be extra friendly; let them talk, tell their latest adventure / story / joke etc; be a little less formal/ business-like; be enthusiastic
- a strong preference **GREEN** slow down a little; make them feel comfortable; don't scare them as your RED preferred style might be perceived as intimidating; be friendly; give time to digest the facts; don't over stress the new; **GREEN**s prefer the stability of the tried and tested
- a strong preference **BLUE** answer their questions; give facts, figures, comparisons, charts etc; **BLUE**s love proof; slow the pace; resist pushy; time for **BLUE** to think is important; answer objections; be authentic

If **YELLOW** is your strongest preference … you'll be very sociable and people orientated; lack attention to detail; get bored easily; love to have fun, talk a lot
When communicating with …

- a strong preference **RED** cut the jokes /small talk; get to the bottom line fast; business-like is essential; results, results, results; cut to the chase; no time wasting
- another strong preference **YELLOW** remember you're not there for a good time; don't talk each other into the ground; make the ask whatever it is!
- a strong preference **GREEN** talk in terms of people / stories; weave in facts along the way to reassure; provide training / product knowledge; earn trust; don't be too strong / over-friendly too quickly
- a strong preference **BLUE** ditch the socialising; stories are out; don't waste **BLUE**'s time; give facts & figures; do homework; frivolous is not appreciated; concentrating is a challenge for you **YELLOW**s to take on as you make an effort to raise your blue

If **GREEN** is your strongest preference … you'll be very dependable, could do with more confidence; in a new position / role being easily discouraged can happen; 'No' is too easily accepted; turning up the dial of forceful is key
When communicating with …

- a strong preference **RED** encourage yourself to be more confident /assertive; be prepared / aware that **RED**s might challenge you; strong-willed **RED**s can be intimidating so develop strategies to overcome this
- a strong preference **YELLOW** keep control during the interaction so that **YELLOW** doesn't, with excitement, spin in all directions; keep the conversation focused; before a conversation with **YELLOW** plan / make notes to keep on track; being people people you'll relate well; be alert to **YELLOW**s over-friendly approach
- a strong preference **GREEN** remember like you they want reassuring; good time to practice being more confident; remember to be brave AND close the 'deal' whatever that is
- a strong preference **BLUE** answer their questions; remember they crave detail and are not attacking you; **BLUE** directness is not personal; be confident with what you know about product / plan etc; **BLUE** will challenge you so time to get over yourself and dive in; **BLUE** will be sceptical so remember that you know your stuff; all normal for **BLUE** so be firm and present facts and figures; **BLUE**s actually need reassurance like you yet in a different way; **GREEN**s slower approach works excellently in your favour which is a great result

If **BLUE** is your strongest preference … you are exceptionally organised; proven ideas / products are what you relish working with; facts / figures are your métier
When communicating with …

- a strong preference RED state bottom line immediately; minimum facts / figures; paint big picture /big idea; show results, goals, achievements; persuade yourself to have more courage in what you do
- a strong preference **YELLOW** let them talk a little; engage in their stories; be enthusiastic; facts / figures keep to minimum; invite them to have fun experiencing for themselves eg products /technical aspects
- a strong preference **GREEN** be friendly, more informal; give time for **GREEN**s to accept your proposal; talk about family; be patient; slow down a fraction
- a strong preference **BLUE** is a perfect match; home at last!; **BLUE**s appreciate thorough precise presentations; on same wavelength; your best connection; your best plan/ sale / project