

Lifo® selling orientations - strengths and word descriptions

If you are seen as ...

You may sometimes be seen as ...

PRODUCTIVE USE

EXCESSIVE USE

SUPPORTING

GIVING-IN

Considerate	Self denying
Idealistic	Utopian
Modest	Self effacing
Trusting	Gullible
Loyal	Slavish
Helpful	Paternal
Responsible	Obligated
Responsive	Over committed
Seeks improvement	Perfectionist
Understanding	Permissive

CONTROLLING

TAKING-OVER

Directing	Domineering
Quick to act	Impulsive
Self confident	Arrogant
A change seeker	Restless
Challenging	Inquisitorial
Forceful	Coercive
Competitive	Antagonistic
Risk taking	A gambler
Decisive	Arbitrary
Urgent	Impatient

CONSERVING

HOLDING-ON

Tenacious	Clinging
Practical	Unimaginative
Careful	Pernickety
Reserved	Uncommunicative
Impartial	Detached
Firm	Stubborn
Thorough	Pedantic
Methodical	Plodding
Analytical	Nit picking
Prudent	Cautious

ADAPTING

DEALING-AWAY

Flexible	Inconsistent
Experimental	Fanciful
Sociable	Back slapping
Empathetic	Insincere
Tactful	Appeasing
Adaptable	Compliant
Agreeable	Ingratiating
Resourceful	Tricky
Humorous	Frivolous