

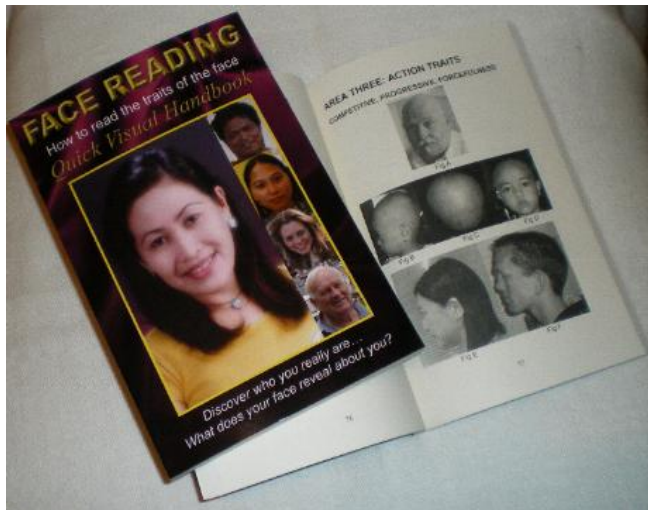
## USING THE KNOWLEDGE OF PERSONOLOGY IN BUSINESS SKILLS AND RELATIONSHIPS



- Who is best suited to do the job?
- How will I know if the person is naturally gifted, if I spend time training them?
- Is the person I choose really gifted, or will they struggle with the task?
- Will they be good working with people, or are they too self reliant and independent?
- Are they better at working on projects and things, preferring to work on their own?
- How much information should I give a customer?
- How long should I leave him before I expect a decision?
- Is he trusting or sceptical, and how much information do I need to prepare for him?
- Is he going to co-operate or be stubborn?

The knowledge of personology will equip you with the skills to answer these questions in a very short time. You will be able to understand your customers, your staff and yes, everyone you come into contact with.

You will learn exactly how they will automatically respond, how they will think, their drive, if they are competitive or a procrastinator, something vital for marketing and sales. With this knowledge you will be able to see the true potential of all in your company and identify their gifts.



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