

# Reacting to Difficult Types

When dealing with people, be ready to react to the actions of different personalities. Some examples:

**Dealing with the aggressor**, who is intimidating, hostile and loves to threaten.



**What to do:** Listen to everything the person has to say. Avoid arguments and be formal, calling the person by name. Be concise and clear with your reactions.

**Dealing with the underminer**, who take pride in criticism and is sarcastic and devious.



**What to do:** Focus on the issues and don't acknowledge sarcasm. Don't overreact.

**Dealing with the unresponsive person**, who is difficult to talk to and never reveals his or her ideas.



**What to do:** Ask open-ended questions, learn to be silent and wait for the person to say something. Be patient and friendly.

**Dealing with the egotist**, who knows it all and feels and acts superior.



**What to do:** Make sure you know the facts. Agree when possible and ask questions and listen. Disagree only when you know you are right.

Source: Tom Lapham, Business Marketing Reference Manual 1992