



**PRIMARY
MOTIVATION**



**MONEY
REPRESENTS**



**PROBLEM
SOLVING**



**SHOPPING
TENDENCIES**



BOOKKEEPING



PLANNING

HIGH D

Time:
“What will save me time? I want to reach my goals ASAP!”

Ticket to power, authority, control over decisions.

Desires control under stress; “We can handle this problem; we’ll do it my way!”

Goal-oriented. “Buy whatever I came for and get outta here.”
Prone to purchase big ticket items, borrowing large sums.

Delegates the task. “Okay, you’re in charge of the checkbook. Let me know if you need help.”

Excels at creating long-range plans. “We can retire at 45 by following my plans. This time we’ll make a fortune!”

HIGH I

Approval:
“What will gain me lots of recognition and approval?”

Ticket to prestige, recognition, popularity, acceptance.

Prone to blame others for problems. “I can’t believe you’ve gotten us into this mess!”

Social event; desires name brand products in order to gain attention, favor, and to leave a positive impression.

Struggles with detail and organization. “What’s bookkeeping?” and “Where’s the checkbook?”

Prefers impulsive decisions over planning. “I’ve got a great idea; let’s fly to Florida for a get-away this weekend! Doesn’t that sound exciting!”

HIGH S

Lack of Conflict:
“What can I do to lessen the chance of conflict? I want to help others.”

Ticket to helping others, personal security.

Likes to approach problems as a team. “Calm down; let’s work through this together.”

Difficulty telling salespeople “no;” waits until the last minute to shop.

Willing to do whatever will please the spouse. “Sure, I’ll be happy to balance the checkbook. I’d love to help.”

Desires to enjoy the present moment; reluctant to plan. “I’ll worry about that tomorrow!”

HIGH C

Perfection:
“What is the best? I insist on quality and efficiency!”

Ticket to control, precision, and use of analytical talents.

Quick to analyze and methodically dissect the issues; subject to analysis paralysis.

Meticulous shopper; decisions are delayed until the “best” product is found; overpays for quality.

Excels at budgeting and keeping records. “See? It balances to the penny. I knew I’d be right!”

Gets anxious without a plan. “Where will we live in 5 years? How will we pay for college? What if Mom goes into a nursing home? My day-timer says...”