



	Presenter	Consultant
1	Trainer	Teacher
2	Fixes It	Acknowledges It
3	Sets Agenda	Elicits Agenda
4	Solution Seller	Identifies, Facilitates Problem and it's Solution
5	Knows Answers	Knows Questions
6	Outcomes Planner	Flexible and Spontaneous
7	Relies On Own Strength	Relies On Their Strength
8	Jazzy, Dramatic	More Low Key, Background
9	Often Inspirational, Motivational	Increase Their Behavioral Competence
10	Content Oriented	Process Oriented
11	In Charge of ...	In Service to ...
12	Big Ego	Small Ego
13	Doesn't Have To Walk Their Talk	Must be Perceived as Genuine, Sincere, etc.
14	Sometimes Incongruent	Tend to be More Congruent
15	More Money, Less Time Working	Less Money, More Time Working
16	Spends a Good Amount of Time on Advertising, Marketing, and/or Promoting	Spends Less Time On Marketing; Depends on Referrals
17	Applauded	No Overt Appreciation
18	Good with Strangers	Good with Familiarity
19	Win Some, Wins Most	Win Some, Lose Some
20	Controls	Empowers Them
21	Tool Oriented	Relationship Oriented
22	Credible	Approachable