

KNOWLEDGEABLE ACHIEVER		
		<i>IN DEFENSE RULE KEEPER</i>
<b>WHAT ARE THEY LIKE AT WORK?</b>	-life coach, manager or COO helping others stay on track, can get bogged down in details	-extremely picky and critical of self and others even if slightly over time or money yet always get more done than others
	-multi-tasker, triathlete, run fortune 500 co, running fundraiser, but never good enough	
	consultants who manage bills or business impeccably, so you can do other things, and over-critical of how you spend your time and money	
	Due diligence, structure and organization	
	appreciate long term type of investments, see regular growth	
	internally motivated	
	learners interested in acquiring new skills and doing well in business or a job	
<b>GIVE THEM WHAT THEY WANT!</b>	Long term investment with regular growth	
	Learn new skills	
	Support them in being organized in a structured way	
<b>BUSINESS DELIVERABLE</b>	GUIDE THEM!	
<b>PERFECT CAREER OR BUSINESS</b>	- naturally organized and see the big picture in work and life	
	- ideas have both form and function, great eye for style and color	
	-excel in almost any kind of work, engineering, finance, COO, CEO, teacher, professor, scientist, nurse, doctor, lawyer, coach, consultant, mechanic, professional athlete, manager, human resources, banking...	
	- anything that challenges both mentally and physically - you will rise to meet it	
	-fast learner, corporate world easy to navigate since you have all the skills it looks for, discipline, intelligence, and ability to work long hours and manage time while still being able to play golf or tennis	
	- excellent long-range planner- value of using money to make money	
	- balance work with home for yourself and employees	

KNOWLEDGEABLE ACHIEVER		
	- can do 24hr work day or a 9-5 job effectively and get your work done quickly	
	- yoga / meditation are not just a course but a part of your general approach to life	
<b>Motivation</b>	High integrity	
	inspire others to strive for personal best	
<b>Selling and Position</b>	Product or service must support them in a very organized structure way- stats are even better	
	Products or services that help them gain efficiency and production from themselves, product line or their staff	
	Not interested in quick fixes as they never truly solve the problem	
	As staff they stay in a business or job for many years because they love mastery over their own lives	
	Always observing if they can learn from you- gain respect by showing what you know- if they think you know less than them, they will walk away	
	Need to be related to as individuals with personal needs and swayed to buy from you through stats and benefits and how others have benefited	
	COOs, managers, facilitators, teachers, trainers, start up and run a business	
<b>Pain to Resolve</b>	Frustration and disappointment with outcome and performance	
	Can have imbalance in life and work too much	
	highly intelligent in analytical matters but hard time thinking outside the box	
	Give them tools to create more balance in any area of life and help them see the bigger picture in a current situation	
<b>Words to use</b>	Are you aware that studies have shown...?	
	Our research has shown that performance is enhanced in 70% of the people who...	
	There is total tech support behind this product	
	The goal is nothing less than perfection	
	We are looking for someone who sees the big picture	
<b>Coaching</b>	Assist them in finding balance in their life and not over work! Hire people to help them.	
<b>Branding on Purpose</b>	Colors: Solids, but not a lot of them. Do not appeal to emotion, best with black, white and gray. White background in videos.	
	Theme: To the point and direct. Sell by statistics. The best and most efficient offerings. Teaching steps needed to succeed.	
	Imagery: Actual pictures or art work, clear and simple. Corporate images with basic geometrical shape to build confidence in product and service. Directly depict product. No abstract or emotional symbols. Identify product and what buyer will get.	

## KNOWLEDGEABLE ACHIEVER

	Feel: Not about feelings or emotions, but education and quality. If customer knows product and price is right, they will get the sale. Feeling is a smaller part of the sale for this profile.	
<b>Hire by Profile</b>	Director, Manager. Achievers need to see ever-expanding opportunities for accomplishment	
	Attracts people who want to be shown a structured system or how to get from A to B. Only a KA can deliver the kind of service that gets a client onto the shortest line from here to there.	
<b>Manage, Motivate, Retain</b>	Wisdom, Mastery, Organized. Appreciate their hard work and accomplishments, but also encourage them to do what they do best, make things work in a graceful way.	"Should have known better or done better."
	Make sure you use statistics if you are going to correct their work or try to get them to change what they are already really good at.	Tough inner critic that is always disappointed in their performance or success.
	Ask them to help you see the big picture and how to best navigate a situation or problem.	Push themselves unmercifully to be perfect to the point of breakdown
	They are very internally competitive, so ask them to beat a past record they have, and then celebrate it rather than immediately moving on to the next challenge	Rigid, critical, workaholic
	Make sure you show them that what they're doing is making an important impact and is infinitely better than anyone else could do- even though they are not convinced they did it as well as could be done.	