Customized Selling to Different Personalities
Who Am I?

• My Traits And Abilities
• My Skills And Talents
• Words That Describe Me
People (all people, not just prospects) bond quickly with others who share the same personality style and “see the world through their eyes.”

To be LEGENDARY, “putting a little personality into what you do” is not putting more of your personality into your job, but putting more of your prospect’s personalities into your job.

There is no right or wrong, good or bad, easy or difficult personality style. They are all different, but EQUAL.
To sell effectively you must understand personalities. The exact same things that greatly please some personalities will drive other personalities crazy!

Personality styles are built into each of us.

While you are able to demonstrate behaviors of any style, we each have a preferred style that we are most comfortable with.
Personality On Parade!

You can deduce a person’s personality by observing his or her behavior. Behavior – anything someone says or anything someone does – is a reflection of a person’s personality.

Personality on Parade!

Under stress, we typically revert to, or at least lean more heavily toward, our preferred style.
There are four different personalities:

- Amiable-Complacent
- Ego-Expressive
- Stable-Analytic
- Dominant-Driven
Which Personality Are You?

• It is more important to be correct—to be right—than to be liked. People get over things, but a mistake is forever!

• I don’t have a problem making decisions—just give me data and get out of the way!

• It’s not uncommon for people to note my logical approach to problem solving.
Which Personality Are You?

• Detail drives me crazy! I’m a “Big Picture” kind of person.

• I like change—when the rewards make the change worthwhile.

• If I have to work on a project as part of a group, I’d rather be in charge of it and take responsibility for the results than be just another member.
Which Personality Are You?

• Most people think of me as “the life of the party.” I do have a lot of fun!

• Rules are boring! I’m the kind of person who would rather “beg for forgiveness” afterward than ask for permission beforehand.

• Decision making doesn’t bother me! Actually, they come pretty quickly. I instinctively “know” what’s right to do.
AMIABLE-COMPLACENT Personality
The AMIABLE-COMPLACENT Personality

Approach to Business and Daily Life:

- Typically slower paced and easy - "laid back"
- Shares feelings and draws out feelings of others
- Is patient
- Is cooperative
- Won’t do business with you unless they like you
The AMIABLE-COMPLACENT Personality

Behaviors That Will Be Demonstrated:

• Pays attention while others speak -- is a good **listener**
• Becomes very compliant when under stress -- gives up and gives in -- doesn’t want to “**make waves**”
• Follows **rules**
• Warm and **Friendly**
• Phone conversations are **informal**
The AMIABLE-COMPLACENT Personality

How To Sell To This Personality:

• Take your **time** -- Begin with small talk that encourages him/her to talk to you
• Pay close attention to what is said and understand what she/he is **feeling**. This may be different from what she/he is actually saying
• When you’re sure you understand the situation clearly, take the **lead** in any initiatives that are necessary. You are viewed as the expert
• Use reaffirming body language -- **smile**, nod, show acceptance
The AMIABLE-COMPLACENT Personality

Things NOT To Say and Do To This Personality:

• Don’t come on too **fast** -- you’ll be seen as a manipulator
• Don’t expect that this personality will have **solutions** in mind for problems
• Don’t **overload** them with options to select from
• Be careful not to be seen as **domineering** or demanding
• Don’t debate about **facts** or figures
EGO-EXPRESSIVE Personality
The EGO-EXPRESSIVE Personality

Approach to Business and Daily Life:

• Fast paced and **enthusiastic**
• **Outgoing** -- Is typically the “center of attention” in any gathering – “The Entertainer”
• May appear **disorganized**
• Is a natural motivator and **communicator**
• Is imaginative and **creative**
Behaviors That Will Be Demonstrated:

- Is spontaneous
- Speech and mannerisms are *colorful* and dramatic
- Has strong *opinions* and will attempt to persuade you that they are correct
- Believes in *intuition* and will make decisions based on “gut reaction” rather than facts
- Likes personal *contact*
The EGO-EXPRESSIVE Personality

How To Sell To This Personality:

• Let your personality shine through!
• Adapt to their fast pace and energy level
• Be creative in your descriptions -- paint word pictures
• Stroke their ego
• Help them translate their ideas into action by clarifying options
The EGO-EXPRESSIVE Personality

Things NOT To Say and Do To This Personality:

• Don’t focus on **details**
• Don’t quote **rules** as reasons for not allowing them to do something they want to do
• Don’t be lured by extravagant **praise** -- it flows easily
• Be careful you don’t **overextend** yourself as you get drawn into the conversation
STABLE-ANALYTIC Personality
The STABLE-ANALYTIC Personality

Approach to Business and Daily Life:

- **Detail-oriented** and frequently a perfectionist
- Life moves at a **slow** pace to ensure nothing gets overlooked in the rush
- Relationships are nice, but **not critical**
- Is just as happy working **alone** as with others
- Rational and **analytical**
The STABLE-ANALYTIC Personality

Behaviors That Will Be Demonstrated:

• Is serious, reserved and quiet
• Weighs alternatives -- is cautious
• Under pressure will follow directions to the letter -- tendency is to avoid stress & withdraw
• On the phone -- Business-like -- little voice inflection -- Ticks off specifics
• Believes in rules and standard operating procedures -- “We’ve always done it this way”
How To Sell To This Personality:

• Slow your pace -- Don’t be seen as a “fast talker”
• Be straightforward, direct and thoughtful
• Be prepared with data to support any position you take
• Describe step-by-step process to approach goals
• Give him/her plenty of time for analysis before having to make a decision
The STABLE-ANALYTIC Personality

Things NOT To Say and Do To This Personality:

• Don’t go into any interaction without **data**!
• Don’t expect **quick** decisions about anything
• Don’t try to get this personality to see the “**big picture**”
• Don’t waste a lot of time trying to establish a relationship. This personality’s relationships are with a **small group** (most likely associates) and you don’t belong
• Don’t be **disorganized** or messy
DOMINANT-DRIVEN Personality
The DOMINANT-DRIVEN Personality

Approach to Business and Daily Life:

• Typically **fast** paced
• Has hard time **relaxing**
• Is **decisive** and comes to decisions quickly
• Doesn’t hold relationships in high esteem -- doesn’t care if you like him/her or not -- is not outwardly **friendly**
• Solution/Results/Action/Bottom Line oriented
Behaviors That Will Be Demonstrated:

- Is **assertive**, confident, blunt -- makes statements as opposed to asking questions
- May get **impatient** and irritable when things don’t happen fast enough or go their way
- Is abrupt, gets to the point, **interrupts**
- Needs to **control** the conversation
- When under stress tends to talk **louder** -- gets excited

The DOMINANT-DRIVEN Personality
How To Sell To This Personality:

• Display a “can do” attitude and enthusiasm
• Be confident!
• Communicate the results to achieve, not the process to get them
• Let him or her lead
• Be business-like, brief, to the point
The DOMINANT-DRIVEN Personality

Things NOT To Say and Do To This Personality:

• Don’t get **flustered** or emotional -- this personality wants to see someone in charge be “in control”
• Don’t “waste their time” with **chitchat**
• Don’t try a low key approach to “**calm**” this personality --you will be viewed as not taking the situation seriously
• Don’t try to base decisions on general rules -- “It’s our **policy**” is not going to help you here
• Refrain from using phrases like “That’s **wrong**” or directions to “Do it my way”
Benefits Presentations

How will you personalize benefits presentations for each personality?

Amiable-Complacent
Ego-Expressive
Stable-Analytic
Dominant-Driven
Thank You!

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