

THE 4 PERSONALITY TYPES



Assertive ♦ Amiable ♦ Expressive ♦ Analytic



Customize the way you present and sell your product to reach the widest possible audience.

Your customers are individuals with different and unique personalities.

As a successful salesperson you need the ability to work with these different personality types.

THE FOUR MAJOR PERSONALITY TYPES YOU WILL COME ACROSS IN THE SALES PROCESS.

Who they are

How to spot them

How to sell to them



THE ASSERTIVE

WHO THEY ARE?

- Goal oriented and competitive
- Decisive
- Value results over personal relationships
- Value concrete information
- Fast Workers

HOW TO SPOT THEM?

- Speaks in declarative sentences
- Direct questions
- Use animated and confident body language
 - Gesturing while speaking
 - Leaning forward
 - Eye contact while speaking



HOW TO SELL TO THEM?





THE AMIABLE

WHO THEY ARE?

- Value personal and business relationships as well as rapport
- Slow to make decisions
- Like excitement of new challenges
- Enthusiastic about draw up creative solutions
- Unstructured work style
- Build agreement within their organisation before making a purchasing decision

HOW TO SPOT THEM?

- Great listeners
- Friendly, calm and patient during meeting
- Sometimes ask personal questions to build a relationship
- Meetings can be more informal



HOW TO SELL TO THEM?



PITCH THEM A VISION OF A
BETTER FUTURE



TAKE TIME TO BUILD
RELATIONSHIP



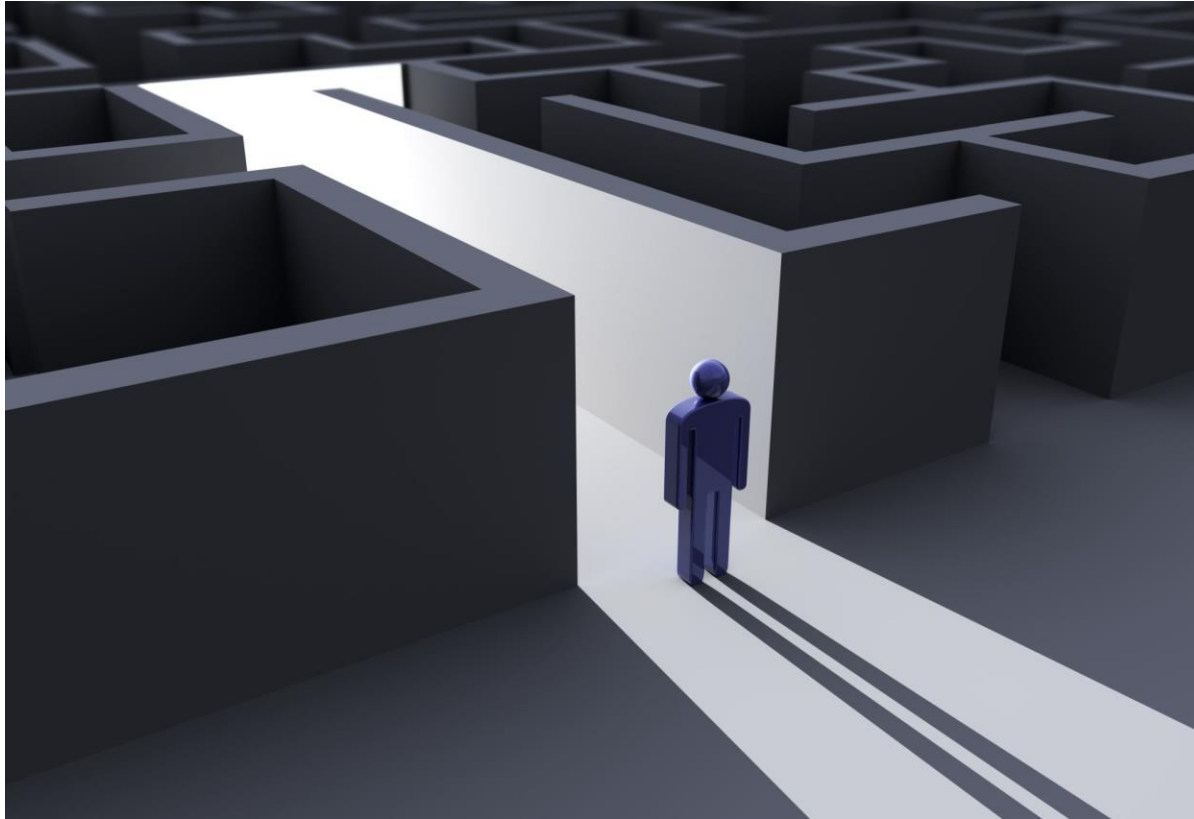
ACT AS GUIDE THROUGH
THE DECISION-MAKING
PROCESS – HELP WITH
INTERNAL SELLING AND
CONSENSUS BUILDING



USE EXAMPLES SUCH AS
TESTIMONIALS, CLIENT
STORIES



OFFER PERSONAL
GUARANTEE



THE EXPRESSIVE

WHO THEY ARE?

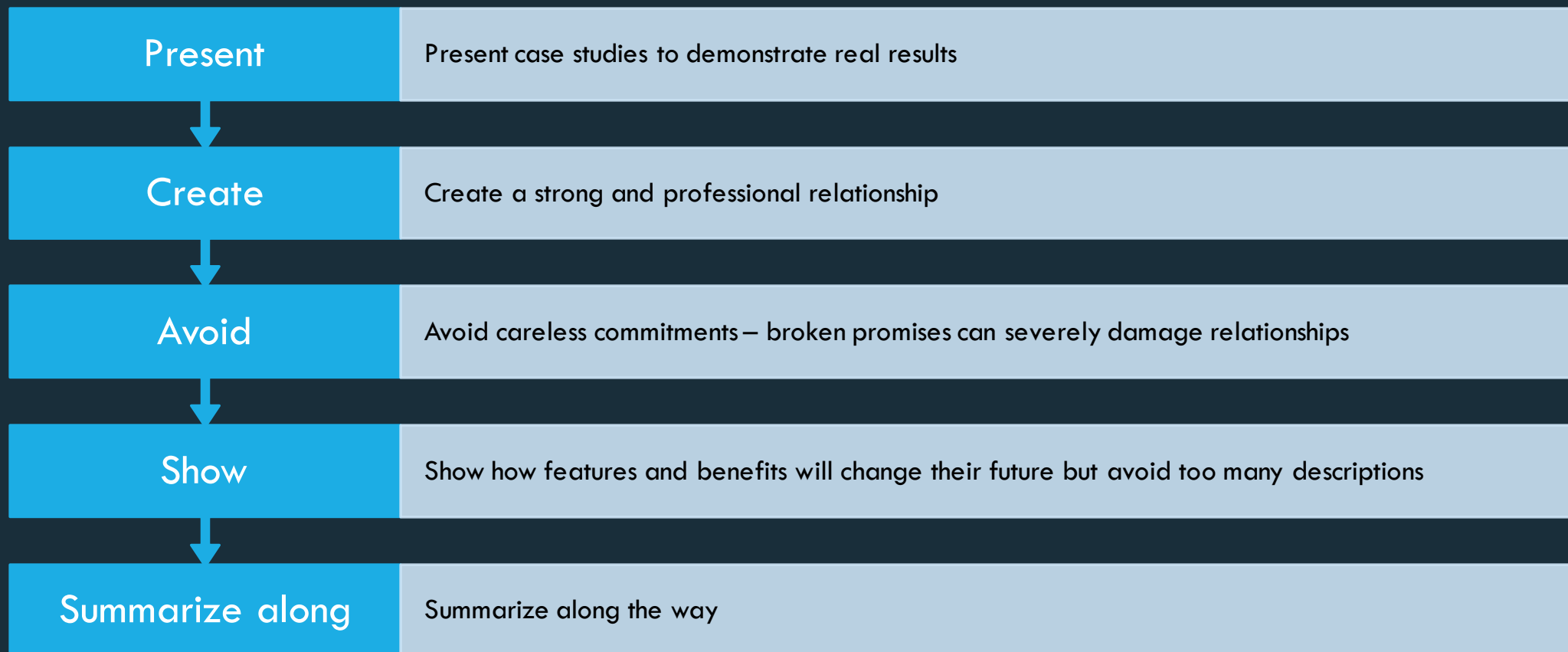
- Value personal relationship
- Creative, outgoing and spontaneous
- Open and energetic
- Value mutual respect, loyalty and friendship
- Concerned how their business decisions affect people around them
- Hold strong convictions
- Include emotions during decision making

HOW TO SPOT THEM?

- Can be enthusiastic and colorful
- Will try to connect with you on a personal level
- Speak in statements instead of questions



HOW TO SELL TO THEM?





THE ANALYTIC

WHO THEY ARE?

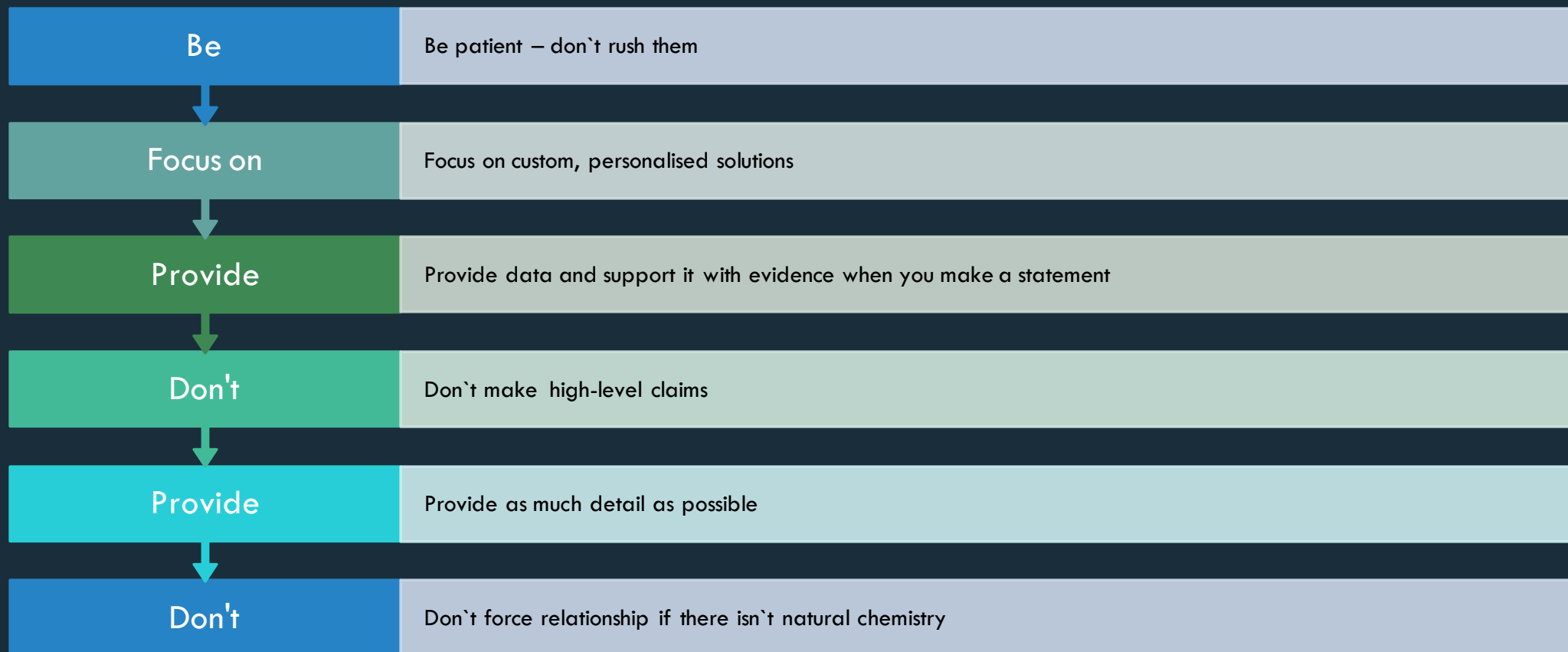
- Focus on data, facts and figures
- Ask a lot of detailed questions
- Be prepared for the meeting
- Very logical and cautious, but stick to their decisions.
- Examining and understanding the options available to them so they can make a thorough decision

HOW TO SPOT THEM?

- Serious, direct and formal meetings
- Ask a lot of questions
- Emphasize facts over emotions



HOW TO SELL TO THEM?



Most people will be a mix of each of these personality types.

However, if you are familiar with the core personalities, you become more confident in sales. You will be able to customize your strategy to fit any situation you come across.

