

Crystal Cheat Sheet

HOW TO MAKE A GOOD IMPRESSION

Introducing yourself is one of the most important aspects of sales.

With an accurate understanding of personalities, you can better understand what customers want, why they want it, and how they want to communicate in the buying process. Sales professionals who use this information to adjust their communication can escape the never-ending numbers game and make stronger personal connections.

Dominant Personalities

BE DIRECT, VISIONARY, RISK-TOLERANT

When selling to D types, it's incredibly important that you make good use of their time. They want to get right to business, so the faster you can get to the point, the better.

- ▶ Focus on being concise and confident
- ▶ Get to the point of the conversation; avoid small-talk.
- ▶ Be sure to maintain eye contact.

Influential Personalities

BE PERSONABLE, ADAPTABLE, ENTHUSIASTIC

I types love creative stories. Get them daydreaming about your product and they'll sell themselves on it. I types are naturally optimistic.

- ▶ Share interesting stories.
- ▶ Maintain a positive demeanor.
- ▶ Engage in small-talk before getting into any details.

Conscientious Personalities

BE METHODICAL, PRAGMATIC, RISK-AVERSE

C types make well-informed decisions and want to know the inner workings of your product. Patience, detail, and accuracy will go a long way with C types.

- ▶ Be intentional about showing respect for their time.
- ▶ Demonstrate your expertise.
- ▶ Avoid asking irrelevant personal questions.

Steady Personalities

BE THOUGHTFUL, DIPLOMATIC, RISK-AVERSE

S types are very people-oriented and need to trust you before they'll trust in your solution. The key to pitching S types is to slowly build lasting trust over time.

- ▶ Ask them how their day is going.
- ▶ Respect their schedule.
- ▶ Avoid being overly intense or pushy in your tone.