

How understanding personality can enhance your power of persuasion

USING PERSONALITY AI TO BE MORE CONVINCING

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Section 1

Sell Your Ideas

SELL YOUR IDEAS

Let's face it - we all want to be more convincing. We discover the importance of persuasion at a young age when we learn that crying loudly enough is all it takes to get food and attention. As we grow, we learn that there are better ways to get what we want or need without the tears.

Naturally, we fine-tune our methods as the ability to convince others becomes increasingly invaluable. Whether you need to convince a prospect to purchase your product, talk to your boss about a promotion, encourage a great candidate to join your team, or assure others about the potential of a new idea, your likelihood of success is not just determined by how correct your argument may be, but in large part by how effectively you sell it.

One important factor that we often neglect when trying to convince another person is that, in order to really reach them, we need to first take the time to understand their perspective.

The best way to do this is by learning more about their natural likes, dislikes, preferences, and communication style through personality.



Section 2

Understanding Personality

UNDERSTANDING PERSONALITY

Historically, the only way you would be able to fully understand someone's personality is by either getting to know them really well, which takes lots of time and emotional intelligence or having them take a personality test. Both of these approaches require that you have an established relationship with the person, which doesn't tend to work in the world of outreach communication since we are often trying to connect with new people who we have never spoken with before.

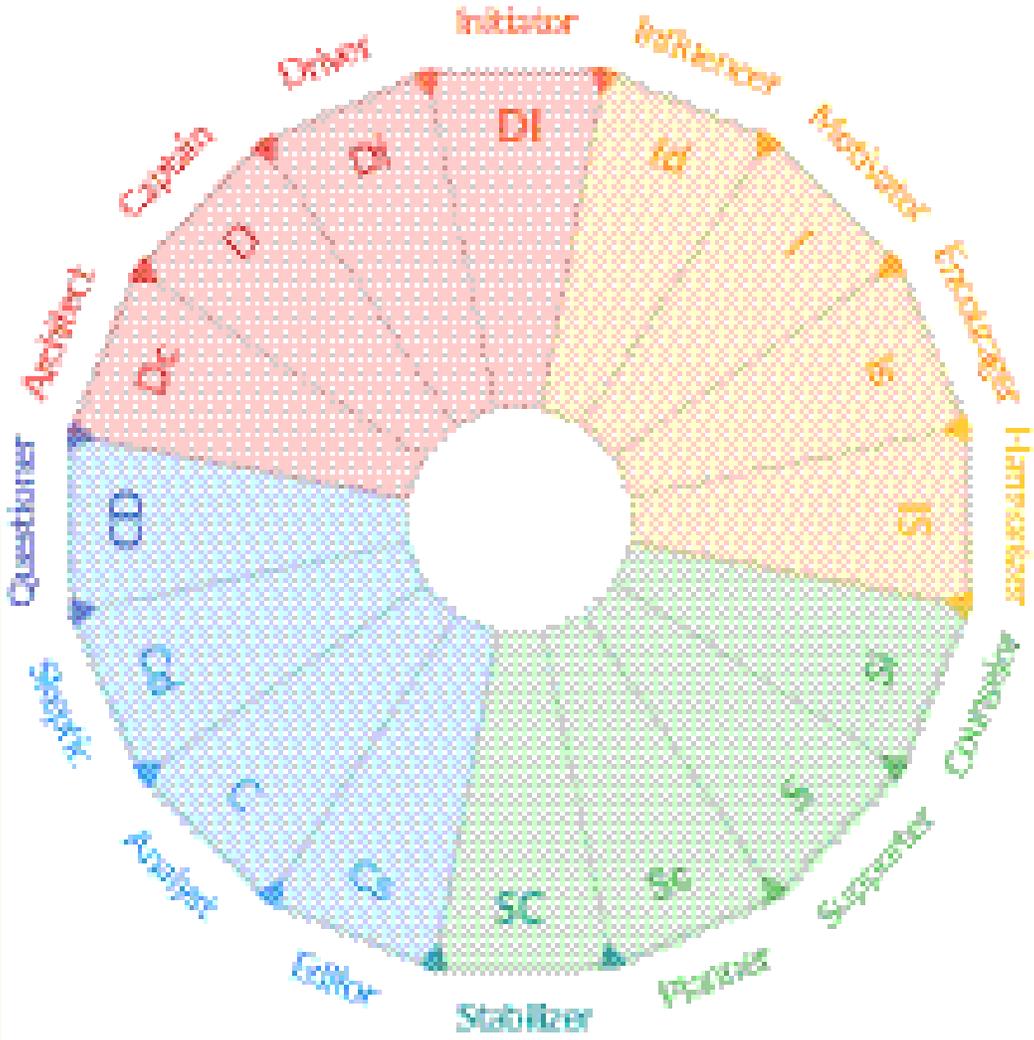
Thankfully, there is a new technology that unlocks another way to learn about someone's personality without an assessment - Personality AI. We wrote about this in detail in another ebook titled, *Personality AI* (which you can download for free). This new technology analyzes publicly available information on websites like LinkedIn to predict someone's personality, using artificial intelligence and machine learning. We built Crystal to harness Personality AI and enable anyone to identify personalities online to improve their communication and build stronger relationships, all based on the core principle of empathy.

The image shows a screenshot of a 'Crystal Profile' for Moriah Nichol. On the left is a placeholder for a LinkedIn profile page with a circular profile picture of Moriah. On the right, a dark blue header contains her name and 'Crystal Profile'. Below this, a white box contains a summary: 'Moriah likely to prefer stability and appreciates planning to ensure nothing important is forgotten.' This is followed by three key traits: 'Type: Editor (Cs)', 'Likes: team spirit', and 'Avoids: blunt criticism'. Below these is a 'PERSONALITY GRAPH' section featuring a circular radar chart with 12 segments. The segments are labeled with personality traits: Dominant (red), Influential (orange), Steady (green), and Conscientious (blue). A small circular profile picture of Moriah is placed on the 'Conscientious' segment, indicating her primary personality trait.



Without getting too technical, when Crystal determines someone's personality, it uses a framework called DISC to classify their personality into a few categories which we refer to as D (dominance), I (influence), S (steadiness), and C (conscientiousness). Each of us has a primary DISC type in one of these categories and sometimes a secondary DISC type in another. To keep things simple, we separate these into easy-to-remember labels called Archetypes.

You can see them all on this graphic called the Personality Map:



Below is a breakdown of common personality traits within each of the categories in DISC.

D Personality Types: *Captains, Drivers, Initiators, Architects*



- Motivated by control over the future and personal authority
- Tend to prefer instant, concrete results and having an advantage over competition
- Communicate clearly and succinctly

I Personality Types: *Influencer, Motivator, Encourager, Harmonizer*



- Motivated by innovative, unique, creative ideas and excited by the future
- Tend to prefer building new relationships and experiences
- Communicate in a casual, expressive way

S Personality Types: *Counselor, Supporter, Planner, Stabilizer*



- Motivated by peace, safety, and others' wellbeing
- Tend to prefer security, reliability and trust
- Communicate in a friendly and genuine way

C Personality Types: *Editor, Analyst, Skeptic, Questioner*



- Motivated by logic, information, and problem solving
- Tend to prefer accurate information and quality solutions (quality over quantity)
- Communicate in a business-like, fact-based way

These differences are extremely important for your approach in every conversation. For example, someone who is a warm, people-oriented Supporter (S) is less likely to be convinced by a detailed, fact-driven argument. They'd usually prefer to have a personal conversation with someone, in which a presented opportunity is framed as reliable and helpful. An Analyst (C), on the other hand, tends to enjoy learning more about specific, concrete information and would prefer a more impersonal and formal, but thorough, discussion.

By understanding someone's personality type, you can learn how to communicate effectively with them and improve your overall power of persuasion.



Section 3

Convincing Different Personality Types

CONVINCING A D-TYPE



Confident, goal-oriented D-types are likely to be swayed by arguments that address their desire to achieve and accomplish. Be straightforward with D-types when working to convince them of your idea; avoid tiptoeing around challenges - address them head-on. Remember to explain why the risks are worthwhile and what you will need them to contribute.

When trying to convince D-types, try using phrases like:

“There will definitely be some challenges, like...”

“You can progress quickly by...”

“Here’s how this will help you advance...”

“Here’s what I want you to do...”

Do

- Focus on the advantages they will gain
- Point out the challenges they will face
- Explain how taking action will help them make progress
- Be transparent about what you want them to do

Don't

- Be hesitant or passive about what you want
- Focus too much on what others are doing
- Emphasize your personal credibility too much
- Tell them to do something without solid reasons



CONVINCING AN I-TYPE

Creative, forward-thinking I-types tend to make decisions based on how exciting or innovative an idea or opportunity is. When trying to convince an I-type, work on discussing the most interesting parts of your argument, rather than the nitty-gritty details. Include a compelling story that helps them feel personally connected to you and the idea. Most importantly, make sure to keep it lighthearted and interesting.



When trying to convince I-types, try using phrases like:

“No pressure at all...”

“I have done this myself...”

“I will get to explore...”

“A few others tried this...”

Do

- Provide a specific deadline for a decision
- Ask them to put personal trust in you
- Focus on the fun or exciting parts
- Point out the others who have already done it

Don't

- Focus too much on the rationale
- Leave the timeline open-ended
- Lock them into a decision before they are ready
- Let them charm their way out of it



CONVINCING AN S-TYPE



Warm, conscientious S-types often want to hear how a new opportunity would ensure security and help others. They trust credible, helpful, and stable ideas. To persuade S-types, show empathy toward their point of view. Avoid being blunt or pushing them to make a quick decision before they're ready. Give them plenty of time and space to consider your argument.

When trying to convince S-types, try using phrases like:

“In the past, people have...”

“I can speak from my own experience...”

“This is a safe bet...”

“If you do this, it can help everyone else...”

Do

- Show them how people have done it in the past
- Remind them of your personal credibility
- Make them feel secure in their decision to proceed
- Explain how taking action will help the people around them

Don't

- Focus on the unknowns
- Focus too much on your personal goals
- Expect them to take action without being prompted
- Be overly intense



CONVINCING A C-TYPE

Skeptical, serious C-types tend to care more about ideas that can be proven as useful and organized. They are unlikely to be swayed by emotional arguments, but, instead, trust in facts and tested evidence. Try to avoid talking off-topic or sharing personal stories when working to convince C-types. Remain professional and focused, conveying your message with logic and plenty of detailed support.



When trying to convince C-types, try using phrases like:

“Here are some options...”

“You’ll be able to develop your skills...”

“Do you have the information you need?”

“These are the main reasons to do it...”

Do

- Give them a few different options
- Mention the new skills they can learn
- Provide more information so they can develop a strategy
- Focus on the reasons for doing it

Don't

- Rely too heavily on your charisma
- Try to influence their emotions
- Involve more people than necessary
- Exaggerate expectations for the results of their action



DIFFERENT POINTS OF VIEW

Trying to convince someone else to see things from your perspective can be really difficult, especially if you have a very different viewpoint. However, by considering how the other person tends to think and communicate, you can bridge any gaps in their understanding and confidently reach them where they are - without having to shed any tears.



Before Crystal, *I was flying blind*

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