

HOW TO MOVE OTHER PERSONALITIES TO DO WHAT YOU WANT



PERSONALITY SCIENCE CHEAT SHEET

BLUES

Happy, Upbeat, Live for the moment, speak fast & loud, Trendy, bright, colorful & informal!!! Think FUN, FUN, FUN!!!

- Tell them what to do, but do it nicely
- Make sure they know this will be FUN
- Focus on short term objectives such as making fast cash
- Reassure them that you will be there for them when they need you
- Smile & Laugh with them
- Tell them stories to make your points

GREENS

Formal, questioning, facts & organization, speak slow & soft, very average, nothing bright or expensive, usually formal then casual.

Think DETAILS & Spreadsheets!!

- Give them FACTS & then leave them alone
- Let them scour your website before doing anything
- Present logical reasons to do the business
- Avoid any hype or emotions, it will turn them off
- Provide a special game plan to achieve their immediate financial objectives

YELLOWS

Passive, laid back, communication, creators, help others, speak slow & soft, casual & very informal, earth tones. Think SENSITIVE, Touchy Feely!

They do not care how much you know, until they know how much you care

- Show genuine concern about what their needs are
- Testimonials, especially about people with great product results
- Nicely suggest what they should do, always guiding them on a slower path
- Show them “Big Picture” in relation to helping thousands of people
- They are emotional buyers
- They love story tellers

REDS

Aggressive, direct, winning, speak fast & loud, formal, classy & flashy. Think TYPE A, Mover & Shaker, Winning!!

- Give them options, not opinions
- Let them know what You can do for Them
- Play up their egos
- Challenge them'
- Show them the “big picture” & how they can prominently fit into it