



# PERSONALITY PROFILE MODEL

We encounter a variety of personalities in the marketplace and in our lives. It is essential to the selling process to understand not only your own personality type, but also how to adapt to meet the personalities of your customers.

In PASS, we categorize personalities using a color model. It is important to note that no one type outweighs the other or is preferable to another. All complement each other in various ways. Our goal here is to simply better understand ourselves and others to increase genuine communication and understanding.

## ⌘ **Driver: RED**

- Objective-focused – know what they want and how to get there
- Communicates quickly, gets to the point
- Sometimes tactless and brusque
- Can be an "ends justify the means" type of person
- Hardworking, high energy and does not shy away from conflict



## ⌘ **Expressive: YELLOW**

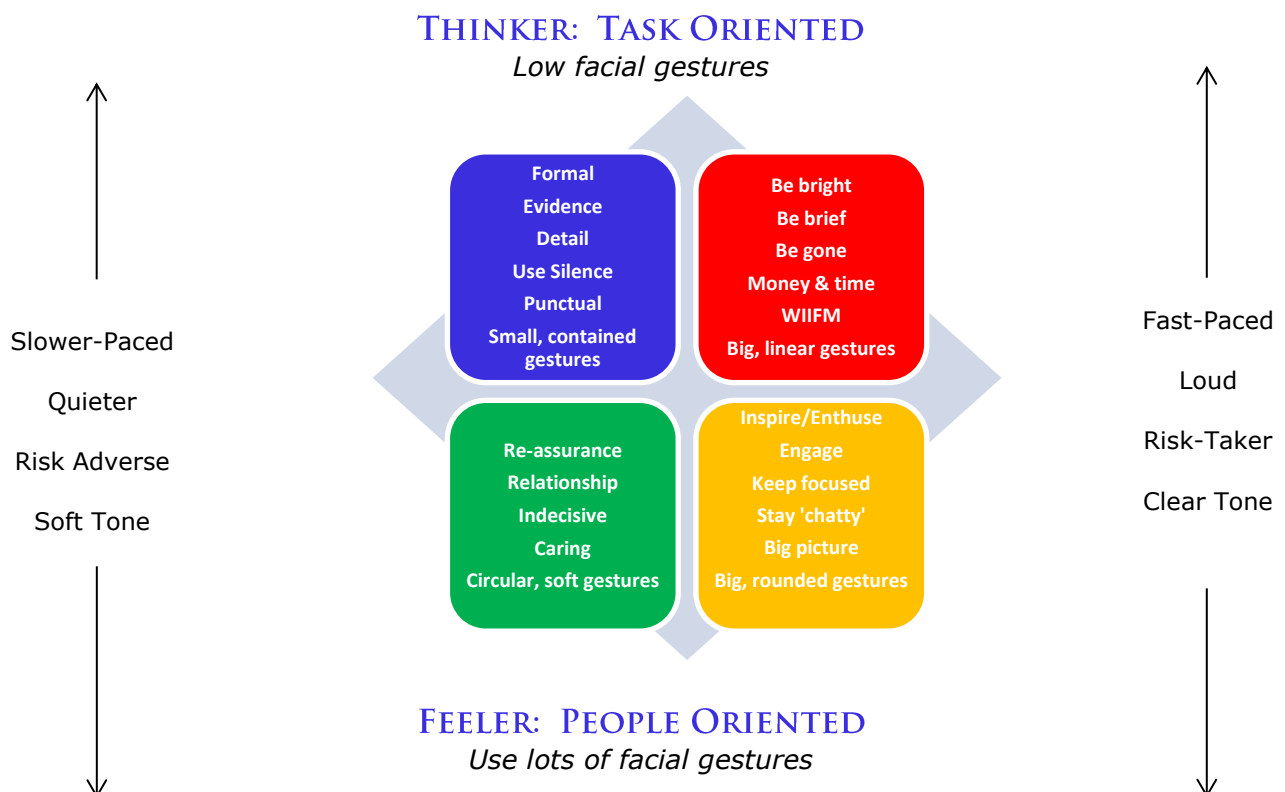
- Warm and enthusiastic - natural salesmen or storytellers
- Good motivators, communicators
- Can be competitive
- Can tend to exaggerate, leave out facts and details
- Sometimes would rather talk *about* things than *do* them

## ⌘ **Amiable: GREEN**

- Kind-hearted people who avoid conflict
- Can blend into any situation well
- Can appear wishy-washy and has difficulty with firm decisions
- Highly sensitive - can be quiet and soft-spoken

## ⌘ **Analytical: BLUE**

- Highly detail-oriented people and very perceptive
- Can have a difficult time making decisions without ALL the facts
- Make great accounts and engineers
- Tend to be highly critical people and can tend to be pessimistic in nature



# SELLING TO DIFFERENT PERSONALITIES

Let's face it. We all have those difficult customers to whom we are required to sell. From the demanding, abrasive buyer to the individual who never seems to make a buying decision, we encounter challenging people on a regular basis. Part of the reason this happens is due to the disconnect we have because of conflicting personalities.

It is critical to recognize that how you naturally and instinctively sell may not be the best way to get results with every personality type. Modifying your approach and style, even slightly, will help you better connect with your customers and prospects – and generate better sales.

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**Direct Donna (RED):** Donna is very direct in her approach. She tends to be forceful and always wants to dominate or control the sales call. Her behavior is aggressive, she points at you while she talks, interrupts you to challenge you, and she seldom cares about hearing the details of your new product or service. Instead, she demands that you "cut to chase" and "tell me the bottom line." Donna is very results-focused and goal-oriented and hates wasting time.

To achieve the best sales results with Red personalities, you need to:

- Be more direct and assertive - tell her that you will "get right to the point"
- Tell her at the start of the meeting that you know how busy she is and how valuable her time is
- Focus your conversation on the results she will achieve by using your product or service
- Resist the temptation to back down if she confronts you because you will lose her respect.
  - To Donna, it is not personal, it's just business
- Lastly, be direct in asking for her business — you don't have to dance around this issue

**Talkative Tim (YELLOW):** Tim is a gregarious and outgoing person but very ego-centric. He is often late for your meetings and his constant interruptions and long stories cause your sales calls to go beyond the scheduled time. He appears to be more concerned with listening to himself talk which is frustrating because you don't always get enough time to discuss your solution.

To achieve the best sales results with yellow personalities, you need to:

- Relationships are very important to Tim so invest more time in social conversation
  - Even if you don't see the point in it, he will appreciate the gesture and will like you more
  - This type often makes buying decisions on intuition and how he feels about the sales person
- Don't challenge Tim - he will feel rejected and will "shut down" and become unresponsive
- Appeal to his ego - tell him how good your solution will make him look to others and how his status or image will improve

**Steady Eddie (GREEN):** Soft-spoken, Eddie is a "nice" fellow who seems more focused on his team and coworkers than on his personal results. He is very quiet compared to some of your other prospects and can be difficult to read. Most frustrating is his reluctance to make a buying decision. Eddie's mantra seems to be "I'm still thinking about but thanks for following up."

To achieve the best sales results with Green personalities, you need to:

- Create an atmosphere of structure and security so Eddie feels comfortable enough to make changes
- Understand that he often considers how the decision will affect other people within the organization
  - Slow down the sales process, demonstrate how your solution will benefit the team, and remove as much risk from the decision-making process as possible
- Soften your voice and make sure your meeting or presentation flows in a logical manner
- Use words like "fair", "logical" and "your team" in your presentation

**Analytical Alice (BLUE):** She reads every point and specification about your product or service and regardless of how much information you give Blues, she always wants more, including written guarantees and back-up documentation. She is very difficult to read and it is extremely difficult to get her engaged in an open conversation because personal feelings and emotions do not enter the picture when Alice makes a decision.

To achieve the best sales results with Blue personalities, you need to:

- Whenever possible, give Alice a written, bullet-point agenda of your meeting — in advance
  - Ideally, email it to her a few days in advance so she can prepare herself
- Make sure correspondence and materials are completely free of typos, spelling mistakes and punctuation errors
- When you meet, follow the agenda in perfect order and if you make any type of claim, have supporting documentation available for her to read