

**Assertive personality types** are goal-oriented, decisive, and competitive. They care more about results than personal relationships.

#### HOW TO SELL TO THEM:

- ✓ Professionalism is always important, but especially so when it comes to Assertives.
- ✓ Assertives appreciate efficiency. Don't waste their time repeating facts or building up to your point.
- ✓ Emphasize how your product will solve their business' problems.
- ✓ Take advantage of their competitive streak and show them how your product will help their company compete with others in their industry.
- ✓ Steer clear of personal opinions and testimonials. If you're citing a successful customer, talk about the ROI they saw rather than how much they loved the product.
- ✓ Since Assertives aren't great listeners, keep your statements short and to the point.

**THESE PEOPLE MIGHT BE OWNERS, MANAGERS**

**Expressive personality types** are also sometimes called "humanists" for a good reason — like Amiables, personal relationships are very important to this personality type.

#### HOW TO SELL TO THEM:

- ✓ Present case studies. Expressives want to be reassured that you're looking out for them.
- ✓ Emphasize an ongoing relationship. If your company offers exceptional customer service or maintains long-term partnerships with its clients, now is the time to shout it from the rooftops.
- ✓ Don't focus too much on facts and figures. Data is important, but an expressive will ultimately want to know how their buying decision affects their business on a human level.
- ✓ Summarize along the way. You want to continually get their buy-in, so ask questions like, "So, we agree that you can use Templates to automate the prospecting process?"

**THESE PEOPLE MIGHT BE SALES, ACCOUNT MGRS, AGENTS**

People with **amiable personality types** value personal relationships and want to trust their business partners. They like the excitement of new challenges.

#### HOW TO SELL TO THEM:

- ✓ Pitch a vision. Help them visualize the outcomes their business could achieve with the help of your product or service.
- ✓ Take time to build rapport. Amiables will need to feel safe in their relationship with your company before they'll be comfortable doing business with you.
- ✓ Bring up examples of similar clients who have successfully used your product.
- ✓ Take the role of an expert and walk them through the decision making process.
- ✓ Give them personal guarantees. Since Amiables are risk-averse, promising them your company will refund their purchase if they're not satisfied or they can cancel at any time will calm their anxieties and make them likelier to buy.

**THESE PEOPLE MIGHT BE OWNERS, PROPERTY MGRS, FACILITIES**

Those with an **analytical personality type** love data, facts, and figures. As no-nonsense people, they'll look past a flowery pitch and get straight to the facts.

#### HOW TO SELL TO THEM:

- ✓ Never rush an Analytic. Be prepared for a longer selling process, as Analytics will take as much time as they need to gather all the facts they feel are necessary to make a decision.
- ✓ Assume they are prepared and have done their research.
- ✓ Avoid making high-level claims. Always provide data when you make an assertion, or risk losing credibility.
- ✓ Provide as much detailed information as possible. Instead of saying "Our product drives growth for many companies," say, "Our product increased sales in 13 Fortune 500 companies by 25% or more year-over-year."
- ✓ Don't try to force a relationship that's not there. Analytics might become annoyed by those they feel are overly flattering or obsequious.

**THESE PEOPLE MIGHT BE ACCOUNTING/FINANCE, ENGINEERS**