

# WORKING WITH DIFFERENT PERSONALITIES

## "D"

- Dominant
- Driven
- Demanding
- Determined
- Decisive doer
- Delegator

## "I"

- Inspirational
- Influencing
- Inducing
- Impressive
- Interactive
- Interested in people

## "S"

- Supportive
- Submissive
- Stable
- Steady
- Sentimental
- Shy

## "C"

- Cautious
- Competent
- Calculating
- Concerned
- Careful
- Contemplative

### Characteristics

Result oriented  
Quick decisions  
Control People  
Power/Authority  
Makes own rules

### Characteristics

People Oriented  
Loves to talk  
Motivational  
Enthusiastic  
Recognition oriented

### Characteristics

Family Oriented  
Loyal  
Slow to change  
Security minded  
Goes by rules

### Characteristics

Detail Oriented  
Perfectionist  
Critical  
Analytical  
Takes time to change

### Communication

Let them talk  
They will tell you what they want  
They may not listen to you

### Communication

Focus on relationship building  
Let them talk  
Take an interest in them

### Communication

You talk most  
May not ask questions  
Focus on flexibility

### Communication

Don't get too personal  
Answer questions thoroughly  
Build credibility

### Benefits focus

State of the art product  
Easy and quick to use  
Big international company  
Directorship  
Management  
High Income potential  
Independent

### Benefits focus

Prettier more beautiful you  
Easy to apply  
Friends will notice  
Recognition oriented  
Impact on people  
Seminar Prizes  
Friends in company

### Benefits focus

Guarantee  
Better, nicer skin  
Taking care of you is  
good for family  
Flexibility  
Training & Support  
Uncertain economy

### Benefits focus

Guarantee  
Scientific formulations  
Facts in print  
Show weekly summaries  
Give hand outs to take home  
Share web page  
Answer all questions

### Biggest root fear

Being taken

### Biggest root fear

What others will think

### Biggest root fear

Changing & loss of security

### Biggest root fear

Criticism of work

### Close the sale Q:

Wouldn't it be great to take it with you and not have to wait? I can get it for you right now.

### Close the sale Q:

Would it be fun to take it home tonight? That way you can impress all your friends tomorrow.

### Close the sale Q:

Isn't it time for a change? Now is the right time to start. You can always return it if you change your mind.

### Close the sale Q:

Would you like to take it home and follow the step by step plan to see the results? You can always return it if it doesn't work.

### Closing interview Q:

You are so sharp, you owe it to yourself to give this a try. This company was designed for women with your focus and vision.

### Closing interview Q:

You have to do this. You will have so much fun and you're the perfect personality for this type of business.

### Closing interview Q:

It sounds to me like you really want to do this. Why don't we fill out your agreement and order your kit so you won't be sorry later.

### Closing interview Q:

Your next step would be to fill out your agreement and then we'll set up New Consultant Training. You'll receive a step by step plan for success.