

Relate To Anyone



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The 4 personality types

The greatest skill you can possess as a networker is the ability to communicate effectively with the person/people that you are presenting to. This is an attraction business and people will either be attracted to or repelled by your opportunity based on how they feel about you and the information presented. Had we known what we are about to share with you when we first started network marketing, we certainly would have had success much sooner! When presenting your opportunity, you will run into four types of people. The sooner you can identify their personality types and relate to them, the greater chance you will have at influencing them and their decision. We are not referring to increasing your chances by only a small amount; this makes all the difference in the world! Below are the 4 personality types and how to relate.

SHARK

Decisive, goal oriented, Competitive. Dominant personality, leader, Big picture person, natural closer

DOMINANT • FIRE • RED

Example: Car salesmen, door-to-door salespeople, or anyone who is aggressive

Strength: Aggressive builder

Weakness: Won't listen to you, hard-headed, competitive

Way to relate: Talk about money, the spotlight, or the recognition

URCHIN

Orderly, professional. Detail oriented, security and stability, needs to know everything.

COMPLIANT • ICE • GREEN

Example: Engineers, doctors, lawyers

Strength: Brings credibility, will always do everything right

Way to relate: Facts and figures. Be patient and take extra time to create value

Weakness: Too analytical, not as coachable, moves slow, majors in minor things

DOLPHIN

Enthusiastic. Exciting, Outgoing, personal, Fun-loving. Life of the party. Very Reliable. Lots of Friends. Limited attention span.

INFLUENTIAL • WIND • BLUE

Example: Club promoters, event planners, socialites

Strength: Will bring a lot of people to the table

Way to relate: Talk about how much fun they will have and the exciting aspects of your business such as company retreats.

Weakness: Hard time following through with anyone or anything

WHALE

Patient, stable, empathetic, reliable supportive. Loves to help others, concerned about what others think, money is not the biggest motivator

STEADY • WATER • YELLOW

Example: Teachers, coaches, pastors, community leaders

Strength: Quality relationships and a lot of trust within their circle

Way to relate: Talk about helping people, making a difference, and supporting a cause

Weakness: Very slow to take action, has a lot of fear and worry

