

What's Your Type

Are You Prepared to Solve the Personality Puzzle?

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Personality Types

Which personality type are you?

Optimistic

Life is for Living

Passionate

Life is for Doing

Phlegmatic/Calm & Composed

Life is for Peace

Melancholy/ Thoughtful

Life is for Learning

Optimistic - Life is for Living



*“Life is a play. It’s not the length,
but the performance that counts.”*

Key Characteristics of an Optimist

Enthusiastic	Driven by emotion	Likes to talk
Animated	Wants to be accepted	Informal
Expressive	Reacts to/uses humor	Forgetful
Relationship-oriented	Spontaneous	

Optimistic: Body Language



How will you know an Optimist when you see him?

- Bounces on the tips of his toes when walking
- Speaks loudly
- Mannerisms are extremely large & far away from his body
- Animated facial expressions
- Uses gestures
- Tends to hold on to the person he is speaking with

Optimistic



What Drives Their Decisions?

- Feelings, not rational thought

Important Things To Remember:

- Not good with detail
- Doesn't always follow through



What Are Their Fears?

- Loss of social acceptance



Action Plan for an Optimist

- Schedule sufficient time for meetings
- Focus on building a relationship before “selling”
- Keep the meeting fast-paced
- Keep client on track, don’t let him lose focus
- Don’t get too involved in details
- Sell to the positive, not negative
- Acknowledge his emotions
- Create a sense of urgency & need for change
- Get commitment for follow through
- Ask for referrals/introductions

Passionate - Life is for Doing

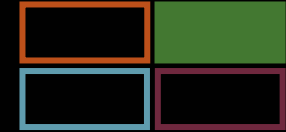


*“Life consists not in holding good cards,
but in playing those cards you hold well.”*

Key Characteristics of a Passionate

Direct	Task-focused	Demanding
Extremely decisive	Resourceful	Impatient
Confident	Competitive	Opinionated
Leader/decision maker	Objective	Candid

Passionate: Body Language



How will you know a Passionate when you see him?

- Speaks loudly
- Stands with his shoulders held back
- Points a finger at you while he is speaking
- Appears outgoing and optimistic
- Stares directly into your eyes
- Organizes objects on YOUR desk

Passionate



What Drives His Decisions?

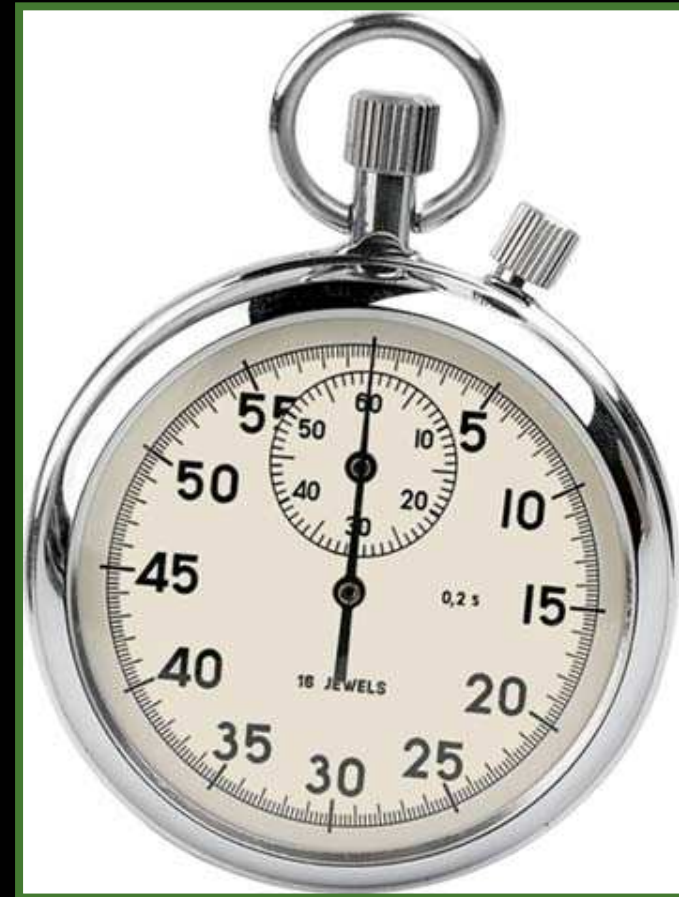
- Desire to get immediate results

Important Things To Remember:

- Not driven by emotions
- Independent
- Competitive
- Likes to take control of situation
- Makes quick decisions

What Are His Fears?

- Boredom
- Loss of control
- Being taken advantage of





Action Plan for Passionate

- Respect his time
- Keep the meeting fast-paced
- Come prepared
- Ensure two-way conversation
- Be focused and to the point
- Provide options to allow him to come to his own conclusions
- Sell the flexibility of the product
- Sell to his sense of greed
- Show results
- Get a commitment now!

Melancholy/ Thoughtful- Life is for Learning

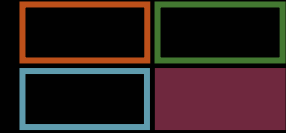


“If it’s worth doing, it’s worth doing right.”

Key Characteristics for a Melancholy

Accurate	Intellectual	Likes structure
Analytical	Serious/intense	Cautious/critical
Seeks data/facts	Disciplined	Sensitive
Loyal	Planner	Persistent

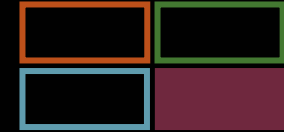
Melancholy: Body Language



How will you know a Melancholy when you see him?

- Speaks softly and slowly
- Mannerisms will be very close to his bodies
- Little expression when he talks
- Tends to lean when speaking
- Stand with weight on one leg

Melancholies



What Drives His Decisions?

- Desire to be perfect

Important Things To Remember:

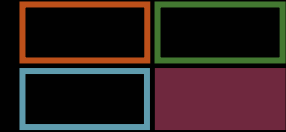
- Likes structure
- Deep thinker
- Needs time to think through every situation
- Sensitive, emotional nature

What Are His Fears?

- Irrational actions



Melancholies



Action Plan for Melancholies

- Run the meeting professionally
- Stay on schedule
- Know your facts, he checks for accuracy
- Provide a lot of details
- Don't exaggerate/overstate
- Give ample opportunity for questions
- Discuss both the advantages and disadvantages
- Sell to his sensitivity
- Give the opportunity to analyze and think through the situation
- Schedule a follow-up meeting to get his commitment
- Keep your commitments since he will be a very loyal client

Phlegmatic/Calm & Composed - Life is for Peace



Rule 1: *“Don’t sweat the small stuff.”*

Rule 2: *“It’s all small stuff.”*

Key Characteristics of Phlegmatic		
Great listener	Calm	Worrier
Relationship-oriented	Indifferent	Insecure
Accommodating	Hesitant	Avoids decisions
Supportive	Passive	Dislikes change

Phlegmatic: Body Language



How will you know a Phlegmatic when you see him?

- Stands with hands in pockets & constantly plays with change
- Shifts weight on one foot, places the other foot in front
- Generally expressionless
- Listens with intensity
- Never in a hurry
- Prefers casual clothing
- Tends to cross his arms across his chest

Phlegmatic



What Drives His Decisions?

- Needs to maintain stability

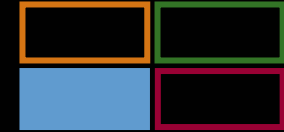
Important Things To Remember:

- Hesitant when making decisions
- Not overwhelmed by emotion
- Great listener

What Are His Fears?

- Conflict
- Change





Action Plan for Phlegmatics

- Smile
- Keep meeting at slower pace
- Give him your undivided attention
- Establish clear goals
- Take your time to describe things - he likes to listen
- Clearly identify reasons a change is needed
- Sell to his need for assurance
- Identify similarities
- Introduce changes gradually, not all in one meeting

Personality Summary



	Optimist	Passionate	Melancholy	Phlegmatic
Sees the world	Extrovert	Extrovert	Introvert	Introvert
Handles problems	Reacts	Practical	Persistent	Permissive
Handles others	Tactful	Dominates	Inflexible	Conforms
Others see him	Outgoing	Pushy	Critical	Hesitant
Conflict resolution	Charms	Hostile	Accommodating	Avoiding
Social style	Tells	Controls	Asks	Listens

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