

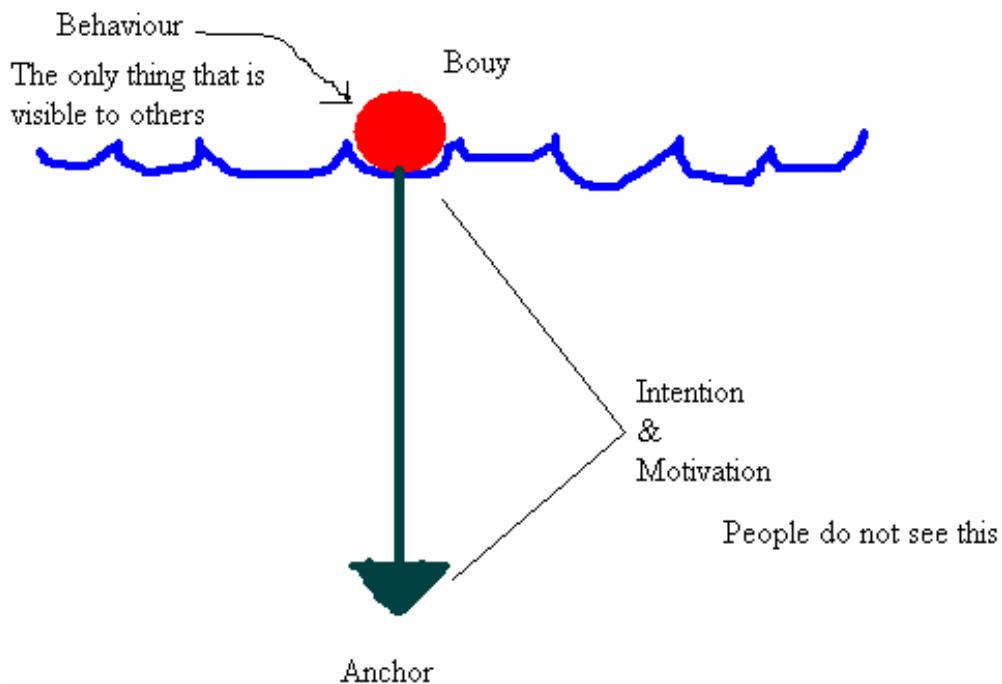
Attention Affiliates: This highly advanced sales lesson will teach you how to make your message appeal to the 4 personality types so you can hit home a persuasive argument and really drive the sale!

Again this is not long, but it cuts right to the point and gives the straight forward and simple facts that are super powerful and will help you make the sale.

Sales Lesson 2: The 4 Personality Types And How To Sell Each Of Them

Elias Porter was a psychologist who studied why people do what they do and the difference between behavior and intent.

He says our behavior is based on what feels good and beliefs. Feels Good + Beliefs = Behavior.



We tend to judge others based on their behavior and others tend to judge us based on our behavior. But, we judge ourselves based on intent. But we judge ourselves based on intent.

We do what we do for 4 reasons:

- 1) Feel better about ourselves
- 2) ☺ vs. ☹ different ways of responding when things go well vs. when things go bad
- 3) Greatest strength = greatest weakness
- 4) Filters

Sometimes our greatest strength is our greatest weakness because of our filters. Everything we perceive we perceive through our filters. We won't influence other people unless we're aware of all of these moving parts. At the end of the day, how well do you understand other people?

The 4 Major Personalities: There are 4 colours: Red, Green, Blue, and Hub (a mix of all 3). Everyone has some degree of each, but we are more towards one of these than the rest (sometimes very much so)

Reds:

Reds tend to be competitive, quick to act, tends to lead things, tend to be forceful, risk taking, extremely self confident. Screw other peoples feelings. Reds can be followers, but the leader cannot have a kink in their armor.

Lots of projects → chaos. They are great at starting, and not too great at following through. They are all about the new idea.

Don't give reds too many details if you are trying to sell them. They hate weaklings and hate going slow.

Blues:

Are about people and feelings. They are about supporting others. They hate it if they hurt other people's feelings. Loyal, trusting, and nurturing. Blues hate it when there is a lot of anger in the room.

To sell blues you want to show how your product helps them and their friends/family.

Greens:

Very analytical. Love the details. Fairly serious, not frivolous. Tend to like to work alone. Don't like too much direction. They want to figure it out. It's hard for them to pull the trigger, generally are smart. "If I just had a little more data and time, I can make a better decision". They strive for avoiding mistakes. Let's slow down and figure things out. Not quick to change. Hate rushing.

To sell greens give them lots of technical data and how it relates to helping them solve their problem.

Hubs (in the middle, blend of the three colours):

Tend to be exceptionally flexible. Everything kind of depends. Fairly equal amounts of red, blue, and green. Need lots of options. Hubs will experiment with different personality types. Ask them what to do and they will say “it depends”. Hubs hate someone controlling the group. Hubs hate for you not to contribute to the group and do great at running meetings. Hubs love consensus. They come to watered down solutions (lowest common denominator, it’s not a strong side) based on trying to meet everyone’s demands/contribution.

To sell hubs tell them how many people have successfully bought and used the product, or how many people are involved. They want to be part of the bandwagon so show them how popular the product already is.

Note: No one is only one colour; we are all colours all the time. Here is an ambulance analogy: On the way to the accident they are red. Once they get there, they are green; they are looking for data on the situation. Once they know what to do, they are blue and begin treating and caring for the patient.

What to do with this

Your job now is to add selling points for each (or at least one) color to your content. Make your message reach each of these types so you get the maximum impact. Start off with the fast facts to get the reds in, then go technical to get the greens, then go talking about the support aspects to get the blues, then talk about how much people love it and are using to get the hubs.

Use this powerful lesson to sky rocket your conversions.