



How to Talk (and Sell) to Different Personality Types

What you will learn...

- Discover why personality is key to effective communication
- Learn the process of profiling an individual's personality.
- Enhance your conversion rate by tailoring your communication to your customer's personality type.
- Learn how to inspire and motivate your team by understanding their diverse personalities in the workplace



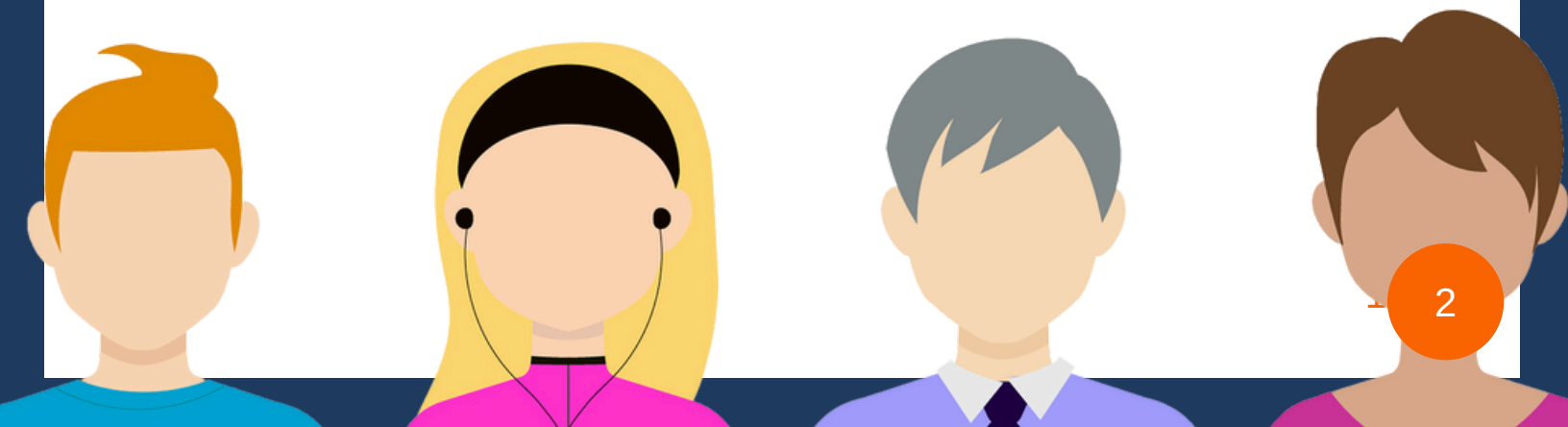
Why are personality types important?

Have you ever noticed you can be told the same story in a completely different way depending on who is telling it?

People communicate according to what things are important to them.

Some are focused on facts and figures, others are focused on emotions, and others are just telling a story to try to entertain and get some laughs.

Mastering the ability to communicate effectively with a variety of personality types is crucial for seamless interactions with both your team and your customers.



Every person processes information and communicates differently depending on their personality type!



Understanding the various personality types and adapting your communication accordingly can significantly influence a potential customer's willingness to consider your services.



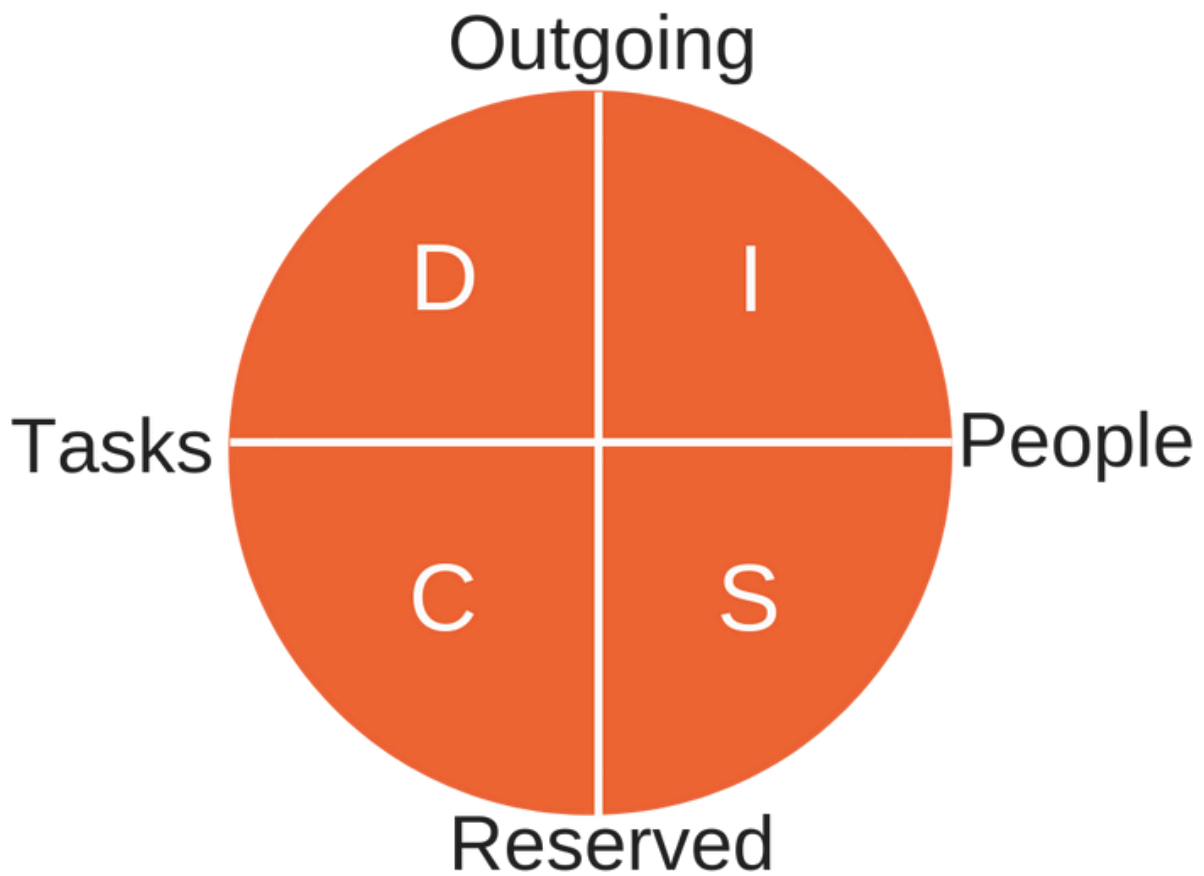
Personality types are also crucial to motivating and managing your team!



By understanding the different personality types within your team, you can tailor your approach to each individual and maximize their potential.

Some team members may be motivated by competition, while others may respond better to a collaborative approach. Similarly, some employees may require detailed instructions and guidance, while others may thrive with more autonomy and freedom.

By recognizing and respecting these differences, you can create a positive and productive work environment that benefits everyone on your team!

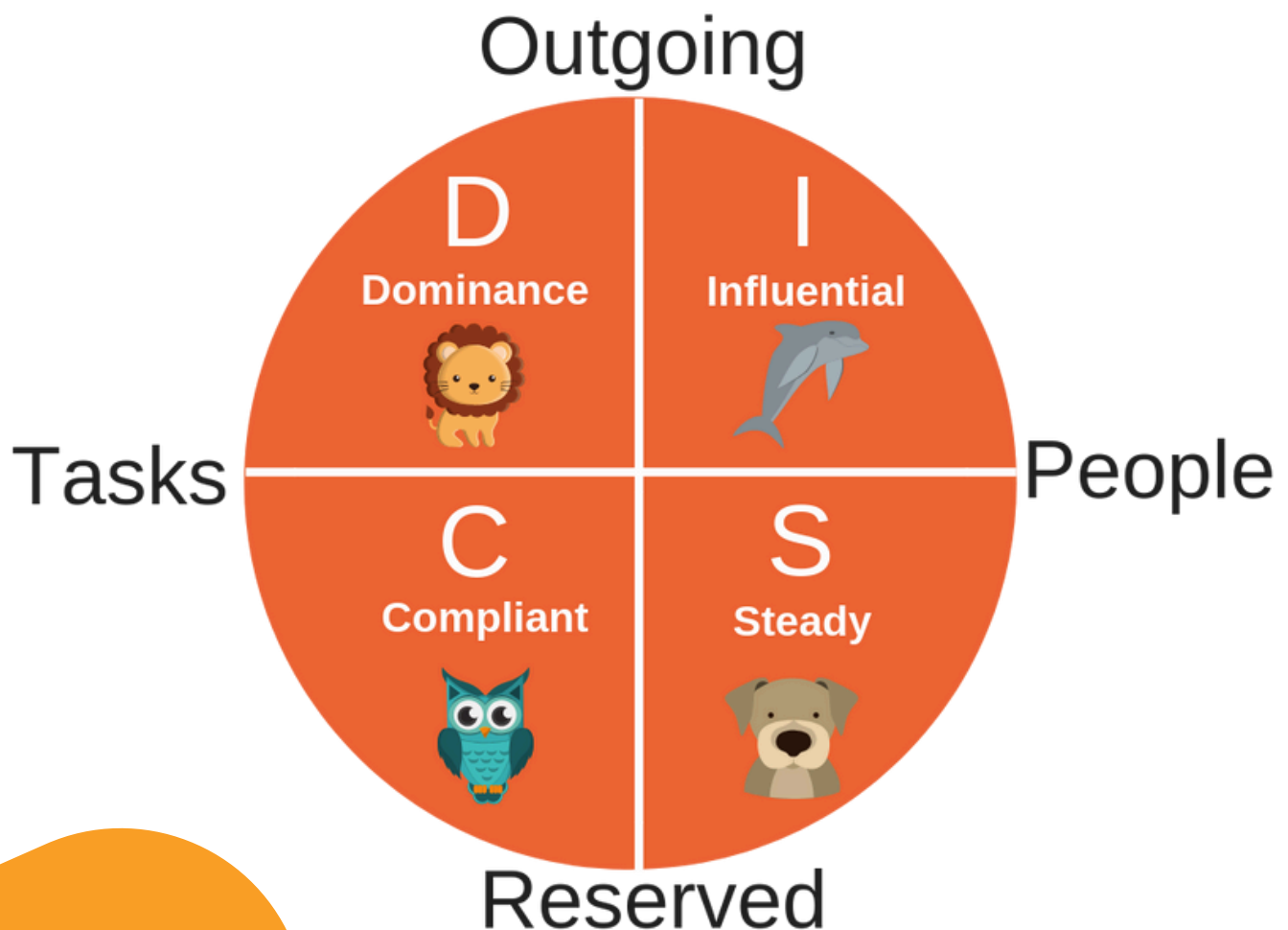


The DISC Personality Profile





DISC Personality profiling is one of the most widely used personality tests for business and personal applications.

The theory, based on the work of Dr. Marston of Harvard, suggests that human behavior can be categorized into four main personality types.

At Jill's Office, we give each of the personalities an animal to help us remember them and make it easier to explain to each other the caller's personality type.



How to recognize different personality types!

	 Lion	 Dolphin	 Golden Retriever	Owl 
Recognizing DISC Styles	Looking for Results	Looking for an Experience	Looking for Security	Looking for Information
Communication Clues	Very direct Does not want opinions Asks for the facts	Indirect Talks very upbeat and optimistically	Indirect Speaks in a steady even pace	Very direct Asks detailed questions
Body Language	Leans forward, Walks fast, Lot's of hand movement and big gestures	Walks in a weaving pattern, Lots of hand expressions and facial expressions	Leans back, Walks in a steady even pace, Uses hand gestures	Arms folded, Very little gesturing, Walks in a straight line

Our personalities help shape the way we uniquely communicate!

How to communicate with **LIONS!**

Values Results



How to talk (& sell) to customers

Independent

Only wants essential facts

Wants the sales process to be quick

Don't waste their time

Focus on results

Ease & Speed

Communication with Co-workers

Be confident

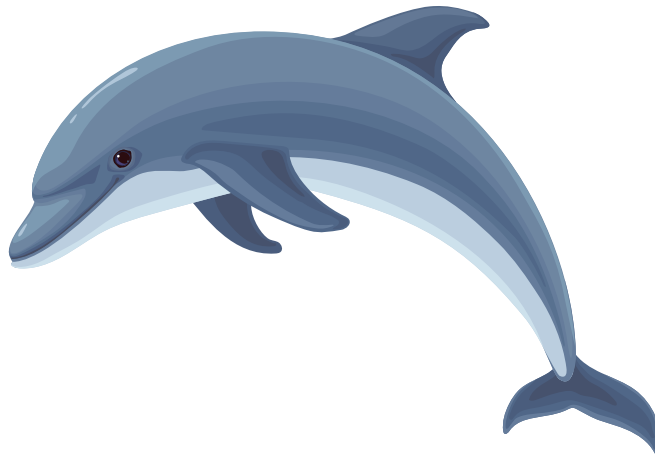
Get straight to the point

Don't take their bluntness,
follow-up questions, and /or
impatience personally

That's just how they are

How to communicate with **DOLPHINS!**

Values Relationships



How to talk (& sell) to customers

Wants the popular decision

People focused

Make emotional connections

Focus on feelings

Be upbeat, positive, and fun!

Communication with Co-workers

Be casual and friendly

expect them to dive into
details

Put down facts for them to
refer to after the conversation

Avoid being too blunt

How to communicate with **GOLDEN RETRIEVERS!**

Values Loyalty



**How to talk (& sell)
to customers**

Wants safety and security

Reliability

Looking for support

Focus on family/team

Listen and connect

Be personable

**Communication
with Co-workers**

Practice active listening

Confirm what they said

**Be ready to answer any questions
they might have**

Avoid rushing the conversation

**Don't assume they support an idea
100% just because they didn't
oppose you**

How to communicate with **OWLS!**

Values Accuracy



How to talk (& sell) to customers

Wants a lot of supporting information

Detail oriented

Very careful & slow to make decisions

Focus on facts and details

Thoroughly explain everything

Be patient

Communication with Co-workers

Be as organized and
systematically detailed as much
as possible

Refrain from responding
emotionally

Be prepared with your facts
before you dive into a
conversation



**At Jill's Office, we
provide ALL our
receptionists with
comprehensive and
ongoing training to
ensure that they are
equipped with the skills
to understand different
personality types and
communication styles.**

**This helps them
connect with your
customers effortlessly!**



Learn More About How Our Friendly Receptionists Can **WOW** Your Callers!

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