

the
**FIVE SALES
PERSONALITIES**



THE INTIMACY EXPERTS

theintimacyexperts.org

AS TAUGHT IN...
UNAPOLOGETIC SALES MASTERY

the

FIVE SALES PERSONALITIES



THE INTIMACY EXPERTS

theintimacyexperts.org



Knowing your primary Sales Personality Type is the first step in harnessing the power of all Five Types!

Helping a potential client arrive at a clear “YES” or a clear “NO” is the main point of any sales conversation if you are truly in service to what is best for this person, and not just to make a sale.

Each of the Five Sales Personality Types are distinct and have their unique benefits!

See if you can determine which style is closest to yours and then for fun and because nothing changes in sales unless YOU make a change... try on one of the other Sales Types! Go full force.

If you are naturally **The Cheerleader**, choose **The Zen Master**. If you're **The Zen Master**, go for **The Fire Starter**.

This is meant to expand your repertoire and deepen your understanding of how you play a “role” in your sales conversations. And remember to Play & Enjoy!

THE VENN DIAGRAMS **3**

THE CHEERLEADER **4**

THE LEADER **5**

THE FIRESTARTER **6**

THE ROCKSTAR **7**

THE ZEN MASTER **8**



THE LEADER

The Venn Diagram of The LEADER is also highly intimate, with a balanced approach of support & leadership, you will feel confident and surrendered into their guidance.



THE CHEERLEADER

The Venn Diagram of The CHEERLEADER is highly intimate, and supportive of your team and almost directly on top of you! Fun, playful, and enthusiastic!



THE ZEN MASTER

The Venn Diagram of The ZEN MASTER has an intimacy level that is not touching, and yet it remains full of love. They will pushback and question why they should even consider taking you on as a client.



THE FIRESTARTER

The Venn Diagram of The FIRESTARTER has an intimacy level that is fully present, yet not as high as the previous two. They love to spark an idea or fan the flame of one of your ideas and then provide minimum to no support around implementation.



THE ROCKSTAR

The Venn Diagram of The ROCKSTAR has an intimacy level that is barely touching, and yet it remains connected. They will bless you with their time to strategize a gameplan and then let you go implement without them.

the VENN DIAGRAMS



THE CHEERLEADER

Sales Personality

RAH! RAH! SIS! BOOM! BAH! The Cheerleader sales personality will help carry the client up the mountain with their enthusiasm! The fun and charismatic Cheerleader is the supportive voice that gives that little bit of extra fuel in the tank when the potential client thinks that they've had enough and are ready to call it quits.

If you are a Cheerleader, in a sales conversation you may say to your potential client,

*"I believe in you! You can do this and I'm here for you!
You are not alone! We're in this together!"*

The Cheerleader has the ability to lovingly push hard and motivate the potential client to rest in their belief, of the potential client's own greatness! The Cheerleader knows how to celebrate wins big and small, and strategically activate the neurotransmitters, Dopamine – the pleasure neurotransmitter and Serotonin – the mood neurotransmitter, to assist the potential client in up-regulating their joy and happiness in the sales call.

As a Cheerleader, you may use client case studies or relevant personal stories to help your potential client see that once you were in a similar place, have since moved through it, and with your guidance, they can too! Clients say yes to work with you who love your enthusiasm for life, for the work and for the belief that the client can do it, too!!



THE LEADER

Sales Personality

The Leader sales personality is the teacher, the guide, the consultant, the one who loves to show others the way. The Leader helps reveal the path of greatness to the potential client in the sales call in service of the vision flowing through that client.

If you are a Leader in your sales conversations, you may say to your potential client,

"If you desire it, it's yours, and I'll show you the way."

You love to guide others, and you're amazingly good at it! People have been telling you your whole life that you are a natural leader and people have been asking for your advice for years. People love what you have to share.

As the Leader you guide the potential client into the greatest version of themselves while laying out next steps for the client to clearly understand what they need to do to get the results they are desiring. As the Leader, you do all this without giving away the HOW through the sales convo. Clients say yes to you and purchase with joy because they know you can guide them along the path while calling out the issues with practical, actionable steps. As a Leader clients are confident in you and know you are a master of your craft and will help them get tangible results.



THE FIRE STARTER

Sales Personality

The Fire Starter sales personality sparks creativity and new ideas while mic dropping golden nuggets in the sales conversation! Fire Starters want to get you started and set you free to run with it yourself, or have a team to help fulfill the program they're selling. They have the ability to slightly course correct a potential client's existing idea to take it from good to great ... to phenomenal. Fire Starters have a special way of lighting a fire in the middle of the potential client's comfort zone to ignite a new level of passion and purpose for the client's desires. The Fire Starter has the understanding of when a good idea has legs and how to present it in such a way for masterful, maximum leverage.

If you are a Fire Starter in a sales conversation you may say to a potential client,

"Let's light an inextinguishable flame under your ass and watch your dreams take flight!"

The Fire Starter will know when to press and when to wait, listen, and observe. When they do actually light a "fire" in the call, it can engulf everything, and they can often be the catalyst for massive positive pivots and efficient redirection. Clients say yes to working with you because they love a swift kick in the pants to get them motivated in a new way and are ready to launch something big! in you and know you are a master of your craft and will help them get tangible results.



THE ROCKSTAR

Sales Personality

This is the mutha-fucking Rock Star Sales Personality! They are Cool AF and know it. They may come across as flippant or arrogant... and that is intentional as they want you to feel a little resistance and a little push back. Rock Stars demand that the potential client actually sells them on why they should consider taking them on as a client. The Rock Star has earned the right to be very selective with whom they work with through their business, celebrity status, expertise in the field and more.

If you are a Rock Star in a sales conversation, you may say to a potential client,

*"Step into your Greatness! Claim it now!
It is already yours & has been waiting for you!"*

Just by being in their presence on the sales call with the Rock Star you are given an opportunity for transformation, and if you actually hire them, you will 100% transform! They will remind you that you must be bold, listen your intuition, and take action to get the results you know you can experience. And do it all with grace, ease, joy and Rock Star status. Clients say yes to working with Rock Stars because they want the Rock Star life. Clients want the lifestyle, income, impact, vision and path that the Rock Star lives. Clients love working with Rock Stars because they are both a mentor and an inspiration!



THE ZEN MASTER

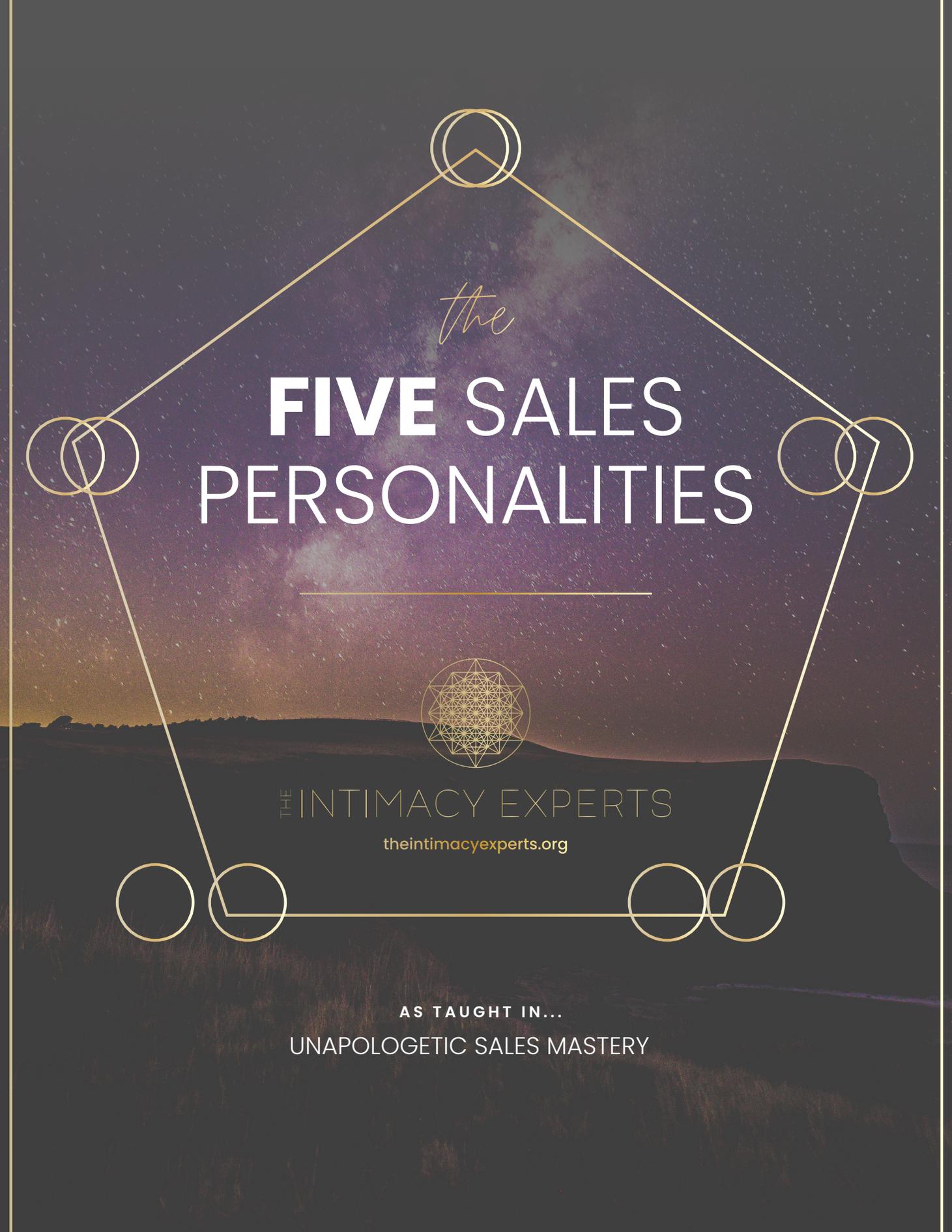
Sales Personality

The Zen Master sales personality asks questions. They do not tell answers even if they know the answer as they believe it is everyone's right to discover their own path. The Zen Master gently guides the potential client into their deepest desires through the process of inquiry. The Zen Master has full trust and confidence in themselves, the work they do, and also has no ego about whether or not the potential client signs on to do the work with them. They know their value, the value of the work they do in the world, and nothing can shake their core calmness.

If you are the Zen Master in a sales conversation you may say to a potential client,

"You have everything you need inside of you. What do you feel are the next steps for you to move closer towards living your true vision?"

None of your material gets stuck on the client and none of the client material gets stuck in or on you. You are super clear and there is no overlap with your personal material. Clients say yes to work with you because they feel safe, seen, heard and know you can help them reflect on the best next move while learning to listen to the still, small, voice inside guiding them gently to their own greatness.



the
**FIVE SALES
PERSONALITIES**



THE INTIMACY EXPERTS

theintimacyexperts.org

AS TAUGHT IN...
UNAPOLOGETIC SALES MASTERY