

HOW PERSONALITY ADVANTAGES SELL & CLOSE

HOW THEY SELL	HOW THEY CLOSE	THEIR PRIMARY ADVANTAGE IS
They can transform the humdrum into something that feels unique by utilizing their natural creativity	Encouraging them to explore alternative ideas and new techniques	INNOVATION
Their belief in a product is perceptible, making it easier to convince of the same	They treat clients like friends, or even family, winning sales based on their personal connections	PASSION
Normally sell by exuding confidence in their product	They view all their targeted achievements, by intensely directing their energy toward completing the sale	POWER
Considered experts on what's best, their endorsement increases perceived value	By elevating the perceived value of the sale, which makes the idea, good or service more enticing to the purchaser	PRESTIGE
They provide consistent messages and style, and a sense of familiarity	Being perceived as reliable and having integrity, qualities that are typically valued in business relationship	TRUST
Communicate succinctly and factually, unlikely to make claims they cannot back up	Do well in situations like negotiations, which require composure and restraint	MYSTIQUE
Honest and thrifty, they steer customers in the right direction	They tend to impose deadlines on a sale in order to spur a close	ALERT

THIS IS A HANDY CHEAT-SHEET. FIND OUT MORE ABOUT OUR TRAINING OPTIONS AT [HOWTOFASCINATE.COM/TRAINING](https://www.howtofascinate.com/training)

[HOWTOFASCINATE.COM](https://www.howtofascinate.com) | HELLO@HOWTOFASCINATE.COM | ©2014 HOW TO FASCINATE AND SALLY HOGSHEAD. ALL RIGHTS RESERVED.