

PERSONALITY & COMMUNICATION STYLE SELF-ASSESSMENT

INTRODUCTION

Do you have trouble knowing what to say to your prospects when speaking about your network marketing business? When presenting your business opportunity, do you sometimes feel that you are speaking a foreign language to your prospects? It could well be that you are!

If you are in a direct sales or network marketing business and you talk to everyone in the same way – you are missing a critical step in having them hear and be attracted to what you have to offer! Improve your results by learning to speak the “language” of their personality and communication style while being aware of your own.

Mastering this skill is all about learning your own primary personality and communication style (there are 4 of them) and being able to know which of the 4 you are speaking with when prospecting and presenting your business so that they will be more “dialed in” to your message and much more likely to respond to your product offer or business opportunity and join your team.

By determining your own personality style and learning how to recognize the styles of people you interact with – prospects, team members, and team leaders – you become much more effective because you are “speaking their language!”

Take the following self-assessment quiz to learn your own personality and communication style and you will receive a summary describing all 4 styles as well as the scoring. You can then determine which of the 4 best describes you. Then you will get my secret of how to speak with the other personalities when presenting your business so that they will be more likely to “hear” you and respond positively to your message and your opportunity!

Print out the Self-Assessment quiz on the following pages and let’s get started!

Rate yourself on a scale between 1 and 3 on each statement.

1 means not true for me.

2 means sometimes true for me.

3 means almost always true for me.

- 1) I am outgoing person who thrives on being around other people.
1 2 3
- 2) I am a detail oriented person who always reads “the fine print” before buying.
1 2 3
- 3) I don’t like being the center of attention or the leader. I prefer to be part of the team and support the leaders.
1 2 3
- 4) People see me as confident, focused and “in charge”.
1 2 3
- 5) I love sharing my enthusiasm with others about things that are important to me.
1 2 3
- 6) I value research, logic and facts.
1 2 3
- 7) I set goals for myself and always work hard until I achieve them.
1 2 3
- 8) I am a loyal and caring friend, and relationships are very important to me.
1 2 3
- 9) I thrive on helping others.
1 2 3
- 10) I like to do things right the first time and take the time to be prepared with all the facts and details.
1 2 3

11) Sometimes it's hard for me to stay focused on a project or task. I tend to get distracted or bored.

1 2 3

12) I enjoy being a leader in whatever I do.

1 2 3

13) I am a positive, optimistic person who thinks life should include lots of fun.

1 2 3

14) I am well organized and always plan ahead. I dislike it when others don't.

1 2 3

15) I love to feel needed, but sometimes I put others' needs before my own.

1 2 3

16) I dislike "hype" and people who are too emotional. I am good at controlling my own emotions.

1 2 3

17) I thrive on competing to win a challenge and the recognition that comes from winning.

1 2 3

18) I tend to be quiet and in a group setting until I feel safe. I hate group conflict.

1 2 3

19) I love creative ideas, but statistics and details put me to sleep.

1 2 3

20) I am persistent and I will let nothing stand in the way of my success.

1 2 3

21) I prefer to analyze things at my own pace and never make quick decisions.

1 2 3

22) I thrive on meeting new people, connecting, and talking to them.

1 2 3

23) I dislike people who are too “pushy” or aggressive, or too “salesy” and I dislike “selling”.

1 2 3

24) I am a “bottom line” person and tend to get impatient when others don’t get to the point or focus too much on details.

1 2 3

25) When evaluating an opportunity, the most important thing is taking the time to do adequate research to make sure I am making the right decision.

1 2 3

26) When evaluating an opportunity, the most important thing is financial security, followed by whether the products help people improve their lives.

1 2 3

27) When evaluating an opportunity, the most important things are opportunities for social events, fun, company trips and the money.

1 2 3

28) When evaluating an opportunity, the most important thing is the money I can make.

1 2 3

PERSONALITY-COMMUNICATION STYLES SCORING AND SUMMARY

SCORING YOUR ANSWERS - FINDING YOUR PERSONAL STYLE

DOMINANT/ACHIEVER

If you answered "1" or "2" to most of these questions – 4, 7, 12, 17, 20, 24 and 28 – then your main personality/communication style is the DOMINANT ACHIEVER (15% of the population).

Major Strengths:

- Your ability to stay focused on your goals until you reach them. Because of this you are the most likely to reach the top of a network marketing company!
- You can become a great leader of your team and be in the top earners of your company as long as you remember to not be too demanding or controlling of others who have different personalities.
- You will shine at "front of the room" presentations to prospects about your business and become well respected by others for your knowledge and communication skills.
- Your potential to succeed is great as long as you practice personal development to learn patience with others and lead by example, not by being demanding and controlling. Remember, your network marketing team is an all-volunteer army.
- You love a challenge and have the potential to win the contests, the company trips, and special awards at your Convention. You are bold and decisive, a good organizer, and typically a good communicator.
- You are tenacious and not prone to quitting. For you the sky is the limit and you can go far in your network marketing business if you keep your ego in check.
- You are the most likely to succeed of all the 4 personality types.

OUTGOING/PROMOTER

If you answered “1” or “2” to most of these questions: 1, 5, 11, 13, 19, 22 and 27 – then your main personality/communication style is the OUTGOING PROMOTER (15% of the population).

Major Strengths:

- You are a true people person! You are outgoing and warm, you can make a new friend anywhere you go, and building relationships is your forte.
- You can easily talk with strangers, and you thrive on fun and excitement.
- You are the one in your network marketing company that most enjoys the company trips and conventions and will work hard during a contest just to earn them.
- You are a natural born promoter! Turn this asset into a major network marketing strength by focusing on promoting your products and getting prospective distributors to attend your business opportunity events.
- Watch out for your tendency to lose track of prospects and not follow up, lack of attention to detail, disorganization and tendency to lose focus. These are your weak areas.
- You will build your team based on the relationships they have with you, and lead by attraction.
- Your network marketing future is bright if you practice a personal development plan, put some structure into your business and learn goal setting and focus. Work on improving these things and you can be a network marketing star.

SUPPORTIVE/ HELPER

If you answered “1” or “2” to most of these questions: 3, 8, 9, 15, 18, 23 and 26 – then your main personality/communication style is the SUPPORTIVE/HELPER (35% of the population).

Major Strengths:

- You are a giver and a loyal friend. Relationships and security are very important to you.
- You may be typically more reserved than several of the other types and speaking with new people can be harder for you. However, if you focus on your "Why", which is helping people to have a better life through your company's products and also through earning money in the business, that can override your shyness about connecting with others.
- You are the perfect team player and you will be valued by your team leaders for the help you provide in putting on the local meetings, getting the meeting room ready, and all the little things that others forget to do.
- You can be very successful in network marketing if you work on your anxiety about speaking with other people and your fear of "selling". It is critical for you to practice a personal development plan so you can help more people and be more successful yourself.
- Take advantage of your sponsor's time and knowledge, make friends with the others on your local team, and don't be afraid to ask for support and help when you need it yourself.
- Remember, your job is to share a product and business that can change lives – that is your mission.

LOGICAL/ ANALYZER

If you answered “1” or “2” to most of these questions: 2, 6, 10, 14, 16, 21 and 25 – then your main personality/communication style is the LOGICAL/ANALYZER (35% of the population).

Major Strengths:

- Your decisions are generally based on logic, not emotion, and are carefully thought through.
- You are detail oriented and typically plan ahead for projects instead of waiting until the last minute. You are a valuable asset to any team because you make it a point to know all the details about every product and can generally answer any questions about the company compensation plan.
- You typically love technology and prefer presenting your network marketing business using the latest tech tools, but may be uncomfortable talking with people. You often prefer to be in the background taking notes instead of the front of the room at a meeting.
- You tend to control your feelings and like to work with people like yourself who focus on logic and practical solutions.
- You have a need to make the "right" choices, which often causes you to delay making decisions until you have taken the time to thoroughly research the issue, but once you have decided on something you stick with it.
- You can be slow to take action because of this need to make "correct" choices and not make mistakes, and sometimes get lost in analyzing the details.
- If you are willing to practice personal development to loosen the grip of perfectionism and work on your "people skills", then you can be very successful in a network marketing business because of your abilities in critical thinking, planning and attention to details.

Note: It is common to find yourself to be a combination of two of the personality and communication styles. You may have a little of all 4, but typically you are strongest in one or two. The answers with the most “1” choices are your strongest type. If you are a combination of two, then the above descriptions will still help you to see where your strengths lie and help you be aware of your weaknesses – you just have more to work on!

HOW TO SPEAK TO THE OTHER PERSONALITIES

When speaking with the various personality/communication types about your network marketing business, here are some very valuable points that will give you greater success:

DON'T SHARE THE BENEFITS OF YOUR BUSINESS AND YOUR COMPANY THAT ARE IMPORTANT TO YOU! INSTEAD, FIND OUT WHAT BENEFITS ARE IMPORTANT TO YOUR PROSPECT AND FOCUS ON THOSE. TO FIND OUT – JUST ASK THEM!

For example: “If you were to start a network marketing business around what you are currently doing, what would be the most important things about it for you?”

Here’s what they value, depending on their personality and communication style. Emphasize the following and speak to them in their “language”:

DOMINANT/ACHIEVER: Focus on the money they can make. That is their primary motivator. Do not go into a lot of detail about the compensation plan. Point them to a video, online PDF or other resource to learn the details about it. Mention the prestige that comes with winning company incentive contests and rank advancements. Show them success stories of the top distributors and challenge them to get to the top. Talk about the opportunities for leadership both locally and in the company as a whole. Keep your answers short and get to the “bottom line” without a lot of detail. Be direct and confident and ask them to join when you are done. Keep it short, simple, and direct.

OUTGOING/PROMOTER: Focus on the social and “fun” aspects of the business like company trips, team parties, your annual Convention and the opportunity to meet new people. Tell stories about the fun times on company incentive trips. Talk about local events in your area and how they can build their business just by inviting a lot of people to these meetings. Do not get into details. Keep your conversation upbeat. Be expressive. They love fun, people, and excitement. They do not relate to facts and a lot of detail. They are spontaneous and make decisions based on emotion. They may decide to join on the spot so be prepared to sign them up.

SUPPORTIVE/HELPER: Focus on how your products help people improve their lives. Tell stories of other people whose lives were changed by the products or the business opportunity. Emphasize that we share our products with others so that their lives can be improved and how they will be doing those people a huge service. Do not focus on the compensation plan or how much they can earn, stay away from discussing the contests, and instead talk about how your local team is like a family where everyone helps each other. Talk about the mission of the company and how

it is making the world a better place. Emphasize the importance of your role as their sponsor and mentor and that you will help them get started and be there for them every step of the way. Stay away from references to “selling.”

LOGICAL/ANALYZER: Focus on the logical reasons why a network marketing business makes sense and give them a checklist of the reasons why your company is the logical choice. Do not become overly emotional. Present statistics and facts, and be prepared for them to ask a lot of questions. Explain that you have a system for sponsoring people and the technology that makes it possible for people to learn about the company through videos, websites, DVDs, and methods other than face to face meetings. Share more details and be patient with their questions. Reassure them of the company stability, track record, and support from corporate office. Do not expect to sponsor this person right away, as they will need to do more research about your company on their own before making a decision. Do not rush them - give them time to do their research.