



# The Road Map to MLM Success

**Your step-by-step Road Map to Financial Freedom  
and the Life of Your Dreams Through Network Marketing**

**“Learning the 4 Personalities”**

*by Judy O'Higgins*

## LEARNING THE 4 PERSONALITY TYPES

Let's talk about the four personality types and how they relate to your network marketing business.

You may be asking yourself why you haven't had more success with sponsoring your prospects. It could be how you're talking to them. It could be what you're saying. It could be what you're not saying or doing. So if you take time to learn about the four personality types, you'll find that you can successfully talk to anyone and relate to all four. And I suggest that you will have greater success and better results in your sponsoring.

You may have heard about the four personality types in the past, divided up into different systems, because there are many people out there who have talked about this and everybody seems to use their own categories for dividing up the four types into ways that can make them more memorable. Well, my system is called "**S-O-L-D**," because isn't the object here to have your prospects be "sold" on your business or on your product?

So think about "sold." The letters are **S-O-L-D**, and in my system those stand for the four personality types in the way I'm about to describe to you. On this audio I'm going to address the following for each type:

1. How to spot each type quickly so that you know who you're talking to by their speech, their behavior, their dress, and possibly what they do for a living
2. How to invite them to look at your business so you're stressing the benefits that *they're* interested in, not necessarily the ones you're interested in
3. During your presentation, what to emphasize, what not to emphasize, and how to do a presentation matching their personality type
4. And if they join your business, tips for how to best train them, according to their personality type
5. The pros and cons of each type for network marketing

6. And lastly, their leadership qualities for team building and being a great member of your team.

We've got a lot to do here... Let's get started!

## THE "SUPPORTER HELPER"

Let's start with the **S** in **S-O-L-D**. The "**S**" stands for **Supporter Helper**.

These people are typically about 35% of the general population. Whether you are introducing your business or checking for interest with someone who is a Supporter Helper, **here are some clues to spot them quickly:**

- Typically, they are **comfortably dressed**. They have nice clothes, but not necessarily trendy or flashy.
- **Their demeanor is warm and friendly**. They're possibly not as outgoing as a couple of the other personalities. They're a little bit quieter, but they're friendly, smiling, and generally open. These people are caring, compassionate, patient, and very, very good listeners.
- On the behavior side, **their relationships are very important to them**. They're big, big, BIG on relationships. These are the people who value harmony and friendship. They hate conflict, and they will often keep their feelings to themselves. They're a little bit more internally focused.
- But here's the big red flag that will help you to spot them: these are the helpers of the world. **They love to help people**. They love to be in that role, so you usually see them in the helping professions. They might be nurses, counselors, social workers, massage therapists—any career that helps other people to improve their lives. Many times they're employees and not necessarily business owners, because they are not big risk-takers. They value security and safety. Remember, these are generalizations, but that's typically the case.

When you have someone like this that you want to share your business with, **here's how to invite Supporter Helpers to take a look:**

- **What you don't want to do is talk about the "big money,"** because that's not what motivates the Supporter Helper. What motivates them?

Helping people. So what you want to do is stress the benefits of your product(s) and how your product(s) help people who buy them.

- **Ask them to take a look as a way to create perhaps more financial security for themselves and their families, while at the same time helping other people with the product.** Don't be too animated. Don't be too over-the-top excited, because they will see that as "hype," and don't be too pushy. Don't be too aggressive. They hate that. It makes them feel like they're being "sold to" by some sleazy salesperson, and they will just push you away.
- **Remember this:** They want to help people, and they want to know how your product helps people, so that's how to invite them. In your presentation, again, **focus on how your product helps others to improve their lives.** If your company has a mission/vision, focus on that. Show them how your company makes the world a better place.
- Also, it's a good idea **to focus on the financial stability of the company,** because they're very big on stability and security.
- I suggest you **talk about how your team is just like a family** and the lifelong friendships that are formed within the membership of your company and your team. They're very big on family, teamwork, and working cooperatively.
- Again, **don't be too "hype-y" in your presentation.** Be sincere, and get to know them as people. Really care about them. Get to know their kids' names... if they have pets, their dogs' names... Ask them about their work and the details of their lives and show personal interest in them. They love that, because, again, they're very big on relationships—and long-term relationships, I might add—so showing interest in them as a person will do more than any big explanation of your compensation plan.
- Don't expect them to necessarily sign up on the spot. **They are cautious and careful when making decisions,** and oftentimes they'll say they need to think about it—which is fine—so give them the time and space to do that. Just remember to be friendly, focus on building the relationship, be their friend, take an interest in them, and focus on how your product helps people.

Now let's say they have signed up with you. Let's talk about **training tips for the Supporter Helper person.**

- **Focus on teaching them everything about the products,** as that is likely what they love the most. In fact, a lot of people in this category who will join your business are possibly already your customers and already product users who have decided that they would like to spread the word about the products and help more people to benefit from them.
- **Focus on sharing, not selling.** They hate selling and they're scared to death of thinking of themselves as salespeople, so don't go there! Say, "What we do is we share our products with other people so they can get the same benefits we do."
- **Offer to be with them when they start contacting their warm market** so they don't feel like they're doing this by themselves, because, trust me, they will be fearful, hesitant, and they will procrastinate doing this unless you are very reassuring and offer to help them. Emphasize that this is a team business and that you're there every step of the way to support them.
- The downside or "negative" of the Supporter Helper person is **they're fearful of talking to strangers** (people they don't know), and it's going to be very, very difficult for them to do that. Your job is to make it easier by helping them in whatever way it takes. **They dislike selling and, also, they tend to take a "no" personally.** So if someone says, "No," that's going to hurt them. They're very sensitive. If two people say "No," that's really going to hurt them. If three people say "No," that could knock them right out of the business.

The biggest thing you need to do when you're beginning to train this person is let them know that that's to be expected, tell them you're going to be with them on the phone or in person when they're talking to someone, and you might want to even take over the conversation—believe me, they will be relieved if you do—and until they get more comfortable and more accustomed and more understanding that "No" isn't personal to them.

- The "positive" as far as team building is concerned is that **Supporter Helpers will be wonderful in supportive roles on your team.** They thrive on being the one to welcome the guests at the door when you're having events, set up the room, fix your product display, clean up at the end of the meeting... They're reliable, they're on time, and they're always

ready to help. Just don't ask them to be at the front of the room doing a presentation. They'll be terrified of that, and they may never come back!

- These are the **slow-and-steady business builders**, and they may never be network marketing superstars in your company. However, if they're willing to work on themselves and do personal development, and take it a step at a time out of their comfort zone so they can expand their comfort zone and feel safer in speaking with more people, then they CAN GROW into being very successful at network marketing.

As for leadership, these **Supporter Helpers can grow into great leaders**. Why? Because people are always attracted to their warmth and their sincerity, and they don't have big ego issues. They're reliable; they always do what they say they're going to do even at a cost to themselves. In other words, they're better at helping other people than they are at taking care of themselves.

To other team members, **they're trustworthy, they have integrity, and people are definitely attracted to them—and loyal to them**. They love teamwork, they love collaboration, and they love including others in decision-making. They want everyone to be successful, and they will go out of their way to help others. They engender loyalty on their teams and they're wonderful encouragers.

The bottom line is if they can stay out of the fear and anxiety that can paralyze them and push themselves gently one step at a time to keep going by remembering all the people they are helping, then the Supporter Helper person can be very successful in network marketing.

## THE "OUTGOING PROMOTER"

Let's go on to the **O** in **S-O-L-D**. This is the **Outgoing Promoter**.

What's the difference between the **S** (the Supporter Helper) and the **O** (the Outgoing Promoter)? The Outgoing Promoters are the fun people, and **here's how you can spot them quickly**:

- **They tend to dress trendier**, possibly flashy. They love to look good.
- They're also very friendly, but **they're more outgoing**. They smile and laugh a lot.

- And here's the biggest clue of all: **they talk to everybody**. They're outgoing and enthusiastic, and in their speech they're great talkers. They may ramble on and lose track of their point a bit, but their energy is great. They're animated in their speech, and they love people! They may actually be non-stop talkers, which is something we'll talk about more in a minute.
- **They tend to have time-management issues and problems with being organized**, so they may be late for a meeting with you, but don't take that personally. They may even call you at the last second for a reminder of where to meet you or something of that nature. But, again, that doesn't mean that they're not interested. Just bear with them.
- Types of careers they typically have are in marketing, sales, the travel industry, tourism... jobs that deal with the public. They're very much people persons, and they are perfect for network marketing because of that.

### **How do you invite an Outgoing Promoter to look at your business?**

Stress the benefits that are important to them. And here they are:

- **Speak about the social aspects of the business.** Talk about the trips your company has. Talk about the travel. Talk about the fun events. Talk about the things they can win, like with the contests that they can go on a cruise or whatever your company has going on. Talk about the fun events, and always talk about the Convention and that this business thrives on them meeting with and talking to people. That's their forte.
- **You can talk about the money, but don't bother with the details** because these folks don't want to hear the details. They're not "detail" people.
- When presenting your product, your service, and your business to the Outgoing Promoter, **stick with "short and simple."** Why? Because their attention span is a little short. So don't go on and on and on. Keep it short and simple, and emphasize the fun and the awards for earning promotions and contests. Remember, they do have **short attention spans**, so don't go into a lot of detail about your products. And, for Heaven's sake, don't go into a lot of detail about the compensation plan, because you'll lose them.

- These people are **the most spontaneous**, and if they really love what you have to offer and the way you show it to them, they might jump in on the spot and ask to join. So be prepared to sign them up! You never know!

### **If they do join your business, here's how to train them:**

- **Do it in short chunks** or, again, you will lose them due to short attention spans.
- They love instant gratification, so **show them how to get their first check**. That's the main thing right there. Then do another chunk later on. Show them how to get their NEXT check.
- **Show them how to earn the company trip** and that will motivate them.
- Keep your energy up and **make the training fun**.
- The Outgoing Promoter has some fantastic positives that can help them be successful in network marketing. **They're great at attracting and meeting new people**. That's their biggest plus. It's very easy for them to connect. They can talk to people in the grocery store, in the bank, in the ladies room, on the airplane... anywhere. They strike up conversations extremely well and are awesome promoters.
- The downside is that **they're terrible at following up**. They're disorganized, they lose track of people and, because of their short attention span, they are not persistent, which, as we know, is a very important quality to develop if you want to be successful in network marketing. Also, they need help to keep themselves pumped up and engaged.
- As far as leadership goes, they can be great leaders because of the relationships they build and the teams that they build. However, because they're not good with details, **they need to delegate out the details to somebody else** with a different personality type. And they need to work on themselves to learn focus, discipline, and how to do the daily activities of the everyday promoting and sponsoring process.
- They're great at making teams feel energized, promoting the trips and contests to the team, and most of all they are **masters at getting**

**people to go to events.** If you are the type of person who wants to build your business on events, this is the personality type you want on your team, because they are fabulous at promoting events and they will get a ton of people to attend.

- There's an upside and a downside to each personality type, and hopefully by now you've got a good picture of this kind of person and the kind of help they're going to need to succeed. But with personal development, they can learn how to focus more. They can learn the discipline of the daily activities that are needed to succeed. They can learn how to follow up. They'll just need your help until they "get" it.

## THE "LOGICAL ANALYZER"

The next personality type is the **L** in **S-O-L-D**. This is the **Logical Analyzer**. They're approximately 25% of the population.

**Here's how to quickly recognize when you are speaking with an analytical, logical analyzer:**

- Typically, they're **simply and conservatively dressed**, and for women, they tend not to wear a lot of makeup or flashy jewelry.
- They are usually **the least outgoing** of the four types.
- They may have kind of a deadpan, somewhat flat, facial expression when you meet them. In any case, **they're not terribly animated**, but don't take that as a negative. That's just their demeanor. They may not smile a lot. Again, don't take it personally. There's kind of a more formal demeanor and energy.
- In their speech, **these people are thinkers**. They're the analyzers, the ones that think and speak based on logic. Again, they're not going to be real animated, and they're typically a bit more introverted and live in their head a lot.
- **They are not huggers**, so when you meet them or when you are with them, don't assume that you can go up and hug them to be friendly like you would with the Supporter/Helper, because that person loves hugs, but the Logical Analyzer does not. "Affection" is not their middle name.

- Even though they're not expressive, that doesn't mean they're not interested. **They value logic and information.**
- Their career clues are they typically might be accountants, bookkeepers, something in the computer field, IT specialists, researchers, people who work with data and information.
- They love and value facts, figures, and systems, and they're typically very intelligent.

### **How to invite a Logical Analyzer to look at your business:**

- Again, **stress the benefits that are important to THEM**, not necessarily to you. That's the secret to inviting people to look at your business according to their personality. So what are the benefits that are important to the Logical Analyzer? The benefits are the systems that are already in place, as well as all the facts and figures about your company. These are the people who want to know the history of the company, how long it's been around, who are the leaders, what's their background. Tell them you will get them all the information that they need to make the right decision.
- **Bring handouts and anything you can with facts and figures to an in-person meeting.** Bring product research. They love that. Suggest they take notes during the presentation. If you're inviting them to an in-person meeting to check out your company, tell them they can sit in the back of the room and take notes and they won't have to talk to people. Also, tell them you will share the system your company teaches for reaching success, because Logical Analyzers are very system-driven. During the presentation itself, emphasize why your company is the logical choice.

However, if possible, **I recommend that you show them your business online** instead of inviting them to that meeting, because they're typically very big on the internet and on systems.

- **Let them do their own research online about your company ahead of time**, and afterward give them lots of resources and multiple tools, because these people love details and they want ALL the details. Why? Because they're motivated by not making a mistake and by making the right choice of company for them. So they need to do a lot of research,

they need lots of details, and they're going to do it in their own time, not yours.

- **They will never, ever, sign up on the spot**, so be prepared for that, and they will ask a ton of questions, so be prepared for that as well. Don't take it as a negative, because it's not. It just means that they're doing the research... and then they'll go home and do more!

Assuming they've done their research and they do believe your company is the logical choice, **here's how to train them:**

- These folks **will go through EVERYTHING with a fine-toothed comb**, and they will feel it necessary to understand everything and all the details before taking action. Don't expect them to get off to a fast start, because they're too busy learning EVERYTHING before they ever talk to anybody.
- They're **very independent**, so give them the tools and tell them to get back to you when they are ready to get started.
- This person will typically be a **slow starter due to needing to go over everything**, including the policies and procedures, before ever speaking to a prospect.
- A problem with the Logical Analyzer is that they're actually **not very comfortable dealing with someone face-to-face** or possibly even on the phone, and they're always looking for a system that will let them sponsor people without talking to them! They will need a lot of help with the people aspects of network marketing. However, the positive is once they do feel comfortable, they will stick with it and they won't quit.
- **They can get better at people skills** if they work on themselves, and they'll have to commit to doing that if they want to be successful.
- They're **excellent at details**, so these will be the go-to people on the team for explaining a policy or the fine print of a contest or answering questions that other people tend to skip over. They know all the technical aspects of your products, and they're incredible resources.
- They can actually become lost in details and lose sight of the big picture, but as far as leadership and training is concerned, **they can become excellent trainers and leaders** because of their ability to impart knowledge, explain things thoroughly, have the right answers to

everybody's questions, and act based on logic and not emotion. So these people can be incredible, valuable assets to your team. They just need to work on the people aspect, and that's where you're going to have to help them until they get comfortable.

## THE "DOMINANT ACHIEVER"

The fourth and last personality type is the **D** in **S-O-L-D**. This is the **Dominant Achiever**, which is about 15% of the general population.

**Here's how to quickly spot them** so you know who you're talking to:

- They're typically **dressed for business**. If you've heard of "power dressing", that would be these people.
- They may have an **air of confidence**, an air of elegance, and when they come in the room, people know they're there.
- **Their speech tends to be in short sentences**... short and to the point. They're very direct. They don't ramble. They will look you in the eye and expect you to do the same.
- Behavior-wise, they are **not overly affectionate**. They're not huggers, either. What they want to do is get right down to business. These are "bottom line" people, and they don't like people wasting their time. Whereas, say, with the Supporter Helper, you want to ask about their family and their kids, build a relationship... Try to do that with the Dominant Achiever and they'll just think you're wasting their time. They don't care about the relationship: "Let's just get down to business."
- Their careers usually tend to be as managers because they love to be in charge, CEOs, leaders in their company or in their office, and typically they're already successful in whatever work they're doing now. They may, however, be time-poor, meaning that they tend to be workaholics and don't have too much time in their life for anything else.

**So what do you want to do when you invite them to look at your business?**

- Stress the benefits that are important to them. And what are the benefits that are important to them? Money. **They are very money motivated.**

And again, if they're stressed out because of not enough time in their life, definitely focus on the residual income aspect and the leverage that is inherent in the network marketing model where we work once and get paid multiple times. That will be music to their ears.

- Also, you may want to **talk about the promotion levels** in your company, because they are motivated by recognition and prestige.
- And definitely **talk about the contests**. They love a challenge, they love winning, and they love winning contests.
- They're **very independent**, so don't talk about the teamwork and all that wonderful stuff, because they don't care about that.
- Be direct and confident, and match their energy.
- **Focus on the residual income stream**. Use short videos and tools when you're doing your presentation. And you might want to show them pictures of people in your company that have earned a fancy car or bought a new home, because that's impressive to them.
- If you can offer to three-way them into a **call with a higher-up person in your company**, because they will really love that, and then ask them directly to join you. Remember, they appreciate directness.

### **If they join you in your business, here are some training tips:**

- **Give them the basics and then get out of their way!** They will take the opportunity and run with it, and they're going to do it their way.
- The Dominant Achievers have **the best chance of any of the personality types of being very successful in your company**, and here's why: because they're big goal setters and they stay focused on their goals, which is so important. Not only that, but they're persistent and take consistent action. They're amazing in that aspect, and that's why they tend to win the contests and they tend to go to the top.
- They're **fearless when approaching prospects**, and they will let nothing stand in the way of their success.

- They're also very, **very organized and good planners**. So these are the people you want to organize and plan your team events. They'll do a great job.
- Of course, they are **attracted to the leadership aspect** of the business and of your team.
- The downside is they're **not typically good team players**. They can be controlling. They can be demanding of other people on their team. And sometimes they can talk down to the other personality types. They can be a bit judgmental because they don't understand why they can't be more like them.
- However, the upside is, because they're great organizers and planners, they **tend to put on great events**, they're excellent communicators, and these are the people you want at the front of the room doing a group presentation at your business opportunity.
- If they're willing to work on the part of themselves that puts other people off sometimes, the sky's the limit for these people, and they can be a huge asset to the company and to your team.

So there you have it. We have the *Supporter Helper*, the *Outgoing Promoter*, the *Logical Analyzer*, and the *Dominant Achiever*: **S-O-L-D**.

And if you learn how to talk to each of the four personality types in *their* language and spot them early on by using the ideas I gave you in this recording/PDF, and then shift into speaking in words that have meaning for *them* in *their* language and what *they* value, then you have a very good chance of increasing your sponsoring, as well as doing a better job of training them and helping them become leaders, which will help all of you be more successful in your business.

I hope you found this helpful. Just remember **S-O-L-D**. Remember the personality types. You might want to listen to this recording or read the PDF a few times so that you "get" all the nuances of the four personalities... And when you do that, your prospects will be **SOLD!**

## ABOUT JUDY



Judy O'Higgins has a background in counseling. For 25 years she specialized in addictions and helping her clients overcome a variety of problems that were keeping them stuck. She became a solopreneur in 1990 with her own private practice, and has been her own boss ever since. Her greatest love is helping people believe in themselves and do things they didn't think were possible.

While loving her career, Judy couldn't save enough to retire. When she began to suffer from "burnout", she had no Plan B and couldn't see any viable alternatives to just keep on working in her career forever... until she was introduced to network marketing. She instantly loved the "win-win" approach of working with others for the common goal of financial freedom and getting paid to coach others to success. After just 2 years of doing her network marketing business around her counseling schedule, Judy was able to retire from her career after all, and has been in the top 20 of her company's money earners ever since.

Today, Judy is helping to empower network marketers to a better life by believing in themselves, learning necessary skills, and doing things they didn't think were possible – getting their dreams back and creating financial freedom for themselves and their families through network marketing.

Judy's comprehensive 15 Module audio training for Network Marketers is available at <http://www.RoadMapToMLMSuccess.com> . If you'd like to get to know Judy better, read more about her at <http://www.JudyOhiggins.com>. She'd love for you to become the Network Marketing Star that you are!