

COLORS OF SUCCESS

PROSPECTING CHART

People come in four predominant behavioral flavors that correspond to the colors red, yellow, green and blue. Once you're able to recognize them and understand what they mean, you'll connect with and persuade more people with greater ease and speed. You'll know what to say and how to say it with everyone you meet. Pick up the book/ audio **The Magic of Colors** by Jerry L. Clark for more detailed information.

AMIABLE

PEOPLE ORIENTED

EXPRESSIVE

YELLOW 35%

"We all need to get along. Let's be friends."

Yellows are supportive and nurturing. They need to be understood and appreciated. They tend to be very successful in building a large customer base. They are well organized, great at multi-tasking and have high credibility. They love helping people get what they want. They're good at listening to and forming relationships with others. They want YOU to be a chameleon. They don't like sales pitches... Share how they can help others. They see excitement as "hype." Use a soothing voice and speak at a relaxed pace. Be patient when they ask for reassurance. Let them know you will take CARE of them. Be informal and personable. Give them time to "feel." Show empathy and concern when they share personal stories. Build a RELATIONSHIP — skip the business.

Voice: soft and gentle
Occupation: nurses, teachers, counselors, volunteers, preachers
Dress: casual, comfortable and practical
Strengths: dependable, team player, patient, nurturing, great listener, trustworthy
Weakness: indecision, worry-prone, over-sensitive, follower, not goal oriented
Goals: acceptance, stability
Motivation: intimacy and connection, involvement
Key Words: team, help, together, relationship, family
Fear: sudden change
Dislikes: insensitivity, pushy people, conflict, bullies
Animals: whale and koala

INDIRECT

GREEN 35%

"Let's get the facts and figures"

Greens are thinkers and analytical people. They are even-tempered, quiet, typically the "voice of reason" and they process things deeply. They take the time to make decisions and sometimes miss the boat on big opportunities. They will ask for information again, and again and again. They're the ones who suffer paralysis by analysis. They are logical, not emotional, and they like to be right. DO NOT try to "close" them, just feed them information and let them decide. They seek independence and they resist confrontation at all costs. They want YOU to be upfront yet kind. Speak at a relaxed pace. Don't talk too fast or try to sell them. Be patient when they ask questions. Give thorough, detailed and most of all ACCURATE answers. They want solid information, they want to review websites, attend conference calls and meet important people. Let them know you will give them ALL of the information they need. They will NOT make a decision until they review ALL information. They want your presentation to be organized and neat.

Voice: soft and polite
Occupation: engineers, accountants, doctors, scientists
Dress: formal and conservative
Strengths: planning, analyzing, diplomatic, great follow through, persistent, accurate
Weakness: perfectionists, critical, silently stubborn, unexpressive, over-analytical, skeptical
Goals: accuracy, thoroughness
Motivation: peace, progress
Key Words: exactly, why, charts, graphs, research
Fear: criticism
Dislikes: being late, pushy people, no facts, lazy people, unpredictability
Animals: urchin & owl

ANALYTICAL

OPEN

BLUE 15%

"Fun, Fun, Fun, Fun!!!!"

Blues are fun and creative and are the true definition of a real "people person." They tend to have a lot of friends and are the BEST recruiters of all personality types. They are the most creative people on the planet and they are always talking and telling long stories. They love excitement, they want things to happen quickly, they like to go on vacation and attend events, and they LOVE to have fun. They like to be the "life of the party," they enjoy selling and they enjoy meeting new people. They like to entertain groups and be entertained. In business, they rarely follow up, so you will need to help them with this, but they like to be the LEADER of the team. These are people that would rather see the big picture than for you to get into the details with them. They like to be "in the know" and popular. They like to talk with their hands. They are NOT good listeners and tend to be very A.D.D. They want YOU to treat them like a V.I.P., be cheerful and positive, let them know you understand them.

Voice: loud and fast
Occupation: salespeople, coaches, entertainers, public speaker
Dress: stylish, flamboyant, colorful
Strengths: persuasive, convincing, enthusiastic, positive, high energy, spontaneous, innate ability to be truly happy
Weakness: disorganization, carelessness, poor follow up, talk too much, lack commitment
Goals: popularity, applause
Motivation: to be noticed & included, recognition
Key Words: fun, excitement, freedom, lifestyle
Fear: loss of prestige
Dislikes: routine, boring, facts & figures
Animals: dolphin & monkey

DIRECT

RED 15%

"Get out of my way"

Reds are natural born leaders, highly motivated by a challenge and money focused. They're commanding in nature and motivated to achieve their objectives. These are people who are very productive in society, because they work so hard. They are well connected, good at leading people and building organizations. They are not very coachable. Don't take it personally if they are rude - that's just their way. They take firm stands and expect others to follow. They speak their minds and enjoy confrontation and debates. They are great organizers and always improving things. They are focused on the bottom line and interested in their "Return on Investment." They always think they know the best way to do something. They are workaholics and ALWAYS make a lot of money. They want immediate answers and solutions. They also value competence as much as they value expertise and preparation. They love recognition and competition. They have no time for ignorance, stupidity or being unprepared. Reds have big EGOS, they like to walk over people. They like to control people and they like people to treat them like kings/queens. They want YOU to work quickly, be results-focused, let them think they are in control, stay professional and formal. Let THEM make decisions. Get right to the point.

Voice: forceful with volume
Occupation: attorneys, CEO, politicians, pilots
Dress: dress for success
Strengths: focused, goal oriented, intense
Weakness: ego, short-tempered, impatient, dominating, unteachable, opinionated
Motivation: power, progress, convert everyone to their way of thinking
Key Words: money, power, control, to the point
Fear: criticism
Dislikes: chit-chat, losing control, indecision, unpredictability
Animals: shark & lion

SELF-CONTAINED

TASK ORIENTED

DRIVEN