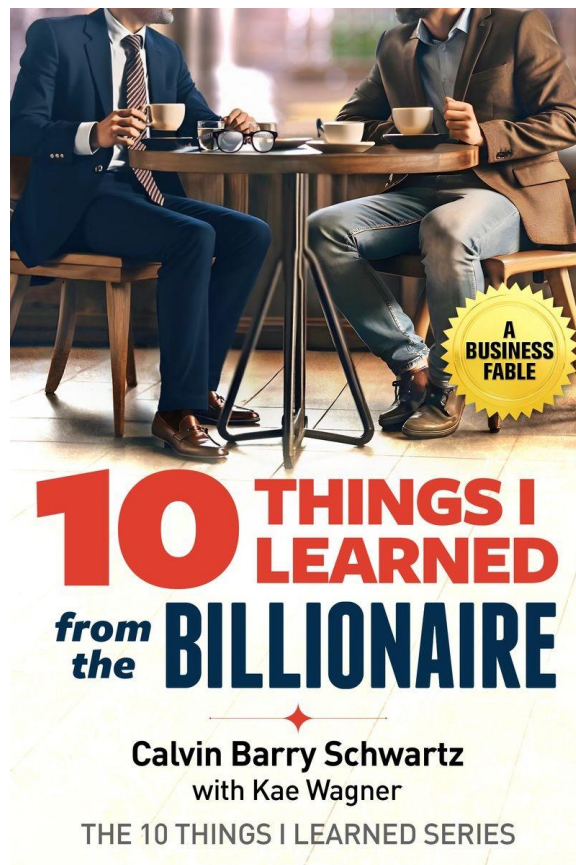


# Four Social Selling Types - Quick Reference Guide from

## *Ten Things I Learned from the Billionaire*

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**Use this cheat sheet to understand and apply the Four Selling Types:**

<b>Aspect</b>	<b>Amiable</b>	<b>Expressive</b>	<b>Analytical</b>	<b>Driver</b>
<b>Primary Focus</b>	Relationships and harmony	Ideas and possibilities	Facts and accuracy	Results and efficiency
<b>Decision Process</b>	Consults others, seeks consensus	Follows intuition and excitement	Methodical analysis of all options	Quick assessment of bottom line
<b>Communication Style</b>	Warm, supportive, diplomatic	Animated, enthusiastic, story-driven	Precise, detailed, factual	Direct, concise, goal-oriented
<b>Office Environment</b>	Personal photos, comfortable	Creative, unique, stimulating	Organized, functional, logical	Achievement displays, minimal
<b>Greatest Fear</b>	Conflict, damaged relationships	Boredom, loss of social approval	Making errors, being unprepared	Wasting time, losing control
<b>Pace</b>	Slow, methodical	Fast, spontaneous	Moderate, thorough	Fast, decisive
<b>Questions They Ask</b>	"How will this affect the team?"	"What's new and exciting about this?"	"What's the evidence this works?"	"What's the bottom line impact?"
<b>Buying Motivation</b>	Trust and security	Innovation and prestige	Logic and evidence	Results and advantage
<b>How to Connect</b>	Build relationship first, show care	Show excitement, focus on big picture	Provide evidence, be precise	Be direct, focus on results
<b>How to Lose Them</b>	Rush, be impersonal, create conflict	Be boring, too detailed, negative	Be vague, emotional, disorganized	Waste time, lack confidence, ramble








## **AMIABLE (25-30% of population)**

**Core Drive:** Relationship & Trust

### **How to Identify Them:**

- **Office:** Family photos, personal mementos, comfortable seating
- **Communication:** Warm tone, asks about your family/personal life first
- **Body Language:** Relaxed posture, maintains eye contact, nods frequently
- **Questions:** "How will this affect my team?" "What do others think?"
- **Decision Style:** Slow, collaborative, seeks consensus
- **Fears:** Being taken advantage of, making the wrong choice for others

### **How to Connect:**

-  Start with a personal connection
  -  Build trust slowly
  -  Show testimonials from long-term clients
  -  Provide guarantees and reassurances
  -  Give them time to decide
  -  Never rush or pressure
  -  Don't skip relationship building
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## **DRIVER (20% of population)**








**Core Drive:** Results & Efficiency

### **How to Identify Them:**

- **Office:** Awards, achievements, minimal personal items
- **Communication:** Direct, brief, checks time frequently
- **Body Language:** Confident posture, firm handshake, controlled gestures
- **Questions:** "What's the bottom line?" "When can we start?" "What's the ROI?"

- **Decision Style:** Fast, independent, criteria-based
- **Fears:** Wasting time, losing competitive edge

#### How to Connect:

-  Start with bottom-line impact
  -  Be brief and results-focused
  -  Show confidence
  -  End meetings early if possible
  -  Focus on competitive advantage
  -  Don't waste their time with small talk
  -  Avoid lengthy relationship building
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### **EXPRESSIVE (25% of population)**




**Core Drive:** Vision & Recognition

#### How to Identify Them:

- **Office:** Colorful, unique conversation pieces, and awards displayed prominently
- **Communication:** Animated, enthusiastic, speaks with hands
- **Body Language:** High energy, expressive gestures, leans forward when interested
- **Questions:** "What's possible?" "How will this look?" "What makes this special?"
- **Decision Style:** Quick, gut-based, vision-driven
- **Fears:** Being bored, getting something ordinary

#### How to Connect:

-  Start with big picture vision
-  Use visual aids and stories
-  Emphasize uniqueness
-  Match their energy level

-  Focus on possibilities and transformation
  -  Don't bore them with details upfront
  -  Avoid standard/cookie-cutter presentations
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

## **ANALYTICAL (25-30% of population)**

**Core Drive:** Accuracy & Logic

### **How to Identify Them:**

- **Office:** Organized, charts/graphs, reference materials visible
- **Communication:** Measured pace, asks detailed questions, wants written info
- **Body Language:** Controlled, takes notes, thoughtful pauses
- **Questions:** "What's the data?" "How does this compare?" "What are the risks?"
- **Decision Style:** Slow, thorough, evidence-based
- **Fears:** Making an incorrect decision, insufficient information

### **How to Connect:**

-  Provide detailed specifications
  -  Use facts and expert testimonials
  -  Present information logically
  -  Give them time to analyze
  -  Offer written documentation
  -  Don't pressure for quick decisions
  -  Avoid emotional appeals over logic
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## QUICK IDENTIFICATION TIPS

### First 30 Seconds - Look For:

- **Office setup** (photos vs. awards vs. unique items vs. organized charts)
- **Greeting style** (warm vs. brief vs. enthusiastic vs. measured)
- **Time orientation** (relaxed vs. checking watch vs. energetic vs. methodical)

### First 2 Minutes - Listen For:

- **Question types** (personal vs. results vs. possibilities vs. details)
- **Communication pace** (steady vs. fast vs. animated vs. deliberate)
- **Primary concerns** (relationships vs. efficiency vs. uniqueness vs. accuracy)

### Selling Types - Conflicts to Avoid:

- **Amiable ↔ Driver:** Don't rush relationship builders / Don't waste time with results-focused
  - **Expressive ↔ Analytical:** Don't bore vision people with details / Don't excite detail people without data
  - **Cross-conflicts:** Match their energy and information processing style
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## ADAPTATION STRATEGY

**Step 1:** Identify their primary type (first 2 minutes)

**Step 2:** Adjust your approach to match their needs

**Step 3:** Monitor their engagement and adjust as needed

**Step 4:** Close using their preferred decision-making style

### Remember:

- Everyone has a primary type but can show secondary traits
- Adapt your style, don't change your personality
- When in doubt, ask what information they need to make a decision
- The goal is to speak their "psychological language"

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