

Connecting with Colors™



Your Personalized PSA Results

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YOUR PERSONALIZED PSA SCORE

Category: SALES

Here are the results of your assessment:



As you can see from your results, your Sales interactions are influenced by more than one Color Style, in the percentages shown. How high those percentages are, relative to one another, will offer a clue to your attitudes and behavior in this particular aspect of your life - the higher the percentage, the greater the Color Style influence.

This report will first give you detailed information about your Primary Color, the strongest influence, and how this affects your Sales style. This is followed by information about your Secondary Color, which also influences your basic Sales personality. How you view life and live it will be the result of your unique color blend in all areas.

You will also learn in this report how your Color Style interacts best with other colors in Sales, and how you can use Color Style techniques effectively to improve all aspects of business relationships in this area.

RED IN SALES

Reds are in charge. They are the organizers. Don't listen well to others. Details oriented. They are driven to becoming "police people" to make sure everybody is where they are supposed to be, doing what they are supposed to be doing, and making sure it's completed on time. They always know what time it is. They will take the lead in organizing the opportunity meetings and are happy to be in charge: bosses, managers, coaches, wedding planner and politicians.

Reds are all about making the money and will make the most money in sales. They delegate, give assignments like telling people to make x number of calls, this is how you do it, now go do it.

Goal:

Reds, you must remember to listen to what your prospect says if you are to figure out what Color Style they are, so you can Match & Mirror them. Think of it as a game and the only way you can win is to listen, really listen, and watch all of the clues they are giving you. Keep in mind that it's perfectly okay if they are not interested in money. It's fine if they want to linger and connect (Blues and Yellows) with you. And above all, remember that not everyone needs you to close the deal. Some Color Styles won't make a decision today (Greens) and will close themselves when you are not around to do it for them. Dial down your Red and ease up a little!



YELLOW IN SALES

Yellows consider rules of the road ...as only a suggestion! They talk and talk and talk a lot, and often answer their own questions. They love to talk a lot all day and enjoy short meetings with a lot of new people to socialize with afterwards. Because they are so social, they'd really rather sit around visiting than close, follow up or follow through within a specific or timely manner.

There are no segues in their conversations as they easily go from one subject to the next. Their mental focus is easily interrupted and they are, themselves, interrupters. Their attention span is short, and they're on to the next thing. However, they love lots of activities and the action of bringing in lots of people.

Goal:

Yellows, you must remember to close the sale. To be able to afford a life of trips and partying you must tie up loose ends and follow through to do well in sales, one sale at a time. Think of closing the sale and the subsequent follow up as yet another way for you to hang out with your prospects and be social.



YOUR PERSONAL COLOR COMBO IS: **RED/YELLOW**

HOW TO INTERPRET: This person has a director style that is focused on winning results, and is great at delegating (Red), so he or she can get out there and play, relax and have some fun as soon as possible (Yellow).

REMEMBER: The more intense the situation, the more Red you will become and the more intense you will be about time schedules and the need to get things done.

IF YOUR COLOR COMBO REVERSES: If you flip to a Yellow/Red it just means that the more intense the situation, the more Yellow you are more likely you will try to "lighten things up" by popping off funny one-liners and exhibiting your delightful off-the-cuff wit.

You will get all you want in life...

if you help enough other people
get what they want.

–Zig Ziglar

COLORS IN SALES

Let's be honest about sales: We are all in sales! As a small child wanting a toy in the store, you started selling like yours short little life depended on it. As a teenager wanting the keys to the car to go to meet your friends at the mall, you were selling like living until tomorrow depended on it. You ask the girl for your dreams out on that first date, you are in sales! You want your husband to take you to the movies, you are in sales. You want to 'get lucky' tonight, you are in sales!

Whether you are a salesperson who meets customers face-to-face, sells online through websites, invites prospects to network marketing meetings or sells via telephone, Color Styles can help you increase your sales ability far beyond your normal standard. Savvy salespeople conscientiously following these guidelines:

THE THREE PHASES OF PHENOMENALLY SUCCESSFUL SALES:

Phase 1:

Be in love with what you are selling whether it's a product, service or opportunity. Your love and passion for what you are selling will be broadcast through your attitudinal vibe and tone which ultimately become the attractor factor that will effectively close the sale.

Phase 2:

Put your mindset to work for you. Your mindset is your mental equivalent of what you are prepared, ready and able to see yourself actually accomplishing. Your mindset is the scope of your mental range (How "big" can you think?), and it's your internal Blueprint of your skills in learning what will help you accomplish all of your dreams and goals.

Phase 3:

Understand your prospect's longing and pain, and then use your **COLOR LANGUAGE** skills to speak to the transformation your product or service will provide. By doing this every day you will develop a mindset of exponential possibilities and financial rewards.

The 7-Point Checklist for Sales Success

Know your "Why."

Be authentic, poised and mindful.

Be engaging attitudinally.

Connect energetically with a lot of people.

Match actions to focused intention.

Formulate specific goals.

MasterMind weekly.

SKILLFUL CONNECTING WITH COLOR STYLES

THE UNSKILLED SALES SCENARIO

The prospective buyer desperately needs what you have to offer in products, services or money-making opportunities. You give your best pitch and delivery - from "your" Color Style using "your" Language with "your" Attitudinal Vibe and Tone - and still no sale. What went wrong? Why no sale?

The reason is simple: they don't understand you. To the prospect you are speaking a foreign language.

Do you speak fluent Italian? Even the most conscientiously learned vocabulary doesn't register with an Italian, until you truly understand how to speak the Italian language, Matching & Mirroring the Italian body language, gestures, attitudinal vibe and tone.

Yes, the chances are good that you as you looked in the prospective buyer's eyes, you'd notice that "the lights were on but nobody was home," and that you were trying to educate them about your product, service or opportunity from "your" color not "their" color.

Instead, you must take the **Connecting with Colors** language and attitude to heart and become "skilled" at Color Style selling.

The only way to become a selling consummate salesperson is to practice guesstimating what Color Style you think your prospects are within moments of meeting them. You practice daily until you become instantly "in tune" with each person you meet. You'll find that this one simple, straightforward selling skill alone makes selling so much more enjoyable and as easy as if it all happened by itself.

Because of the Internet, purchasers today are more savvy about their buying decisions and more aware of undue pressure being put upon them. "Old school" sales tactics which use mental and emotional power to force and manipulate people into buying use fear to motivate the buyer. ("Hurry, we only have so many in stock. Decide now!") The use of "take-aways" as a means of pressuring people into buying on the spot (Someone else will get it if you don't buy it **NOW**,") may work with only one of the Color Styles, and then only with unsophisticated, emotional purchasers who will most likely end up returning it anyway.

So it's important to identify the Color Style of your prospective buyer and to know what incentives will work with that style by speaking their language so they can make an informed decision. But first it's essential to know your own Color Style characteristics as a seller.

You can dream, create, design and build...
the most wonderful place in the world,
but it requires people to make the dream a reality.

—Walt Disney

FOLLOW THE CLUES TO DETERMINE COLOR STYLE

In learning to **TUNE IN** to your prospect's Color Style, you will be letting them know that you appreciate and value what's important to them. In short, you'll let them know why your product, service or opportunity is such a perfect fit for them.

You don't have to over-analyze this, even though your color may be inclined to do so. All you need to do here is remember the **KEY** core values of each color, Match & Mirror your buyer's Color Language and Attitudinal Tone. Keep following the clues, and remember to tune into what they tell you.

Whether you are in **RETAIL SALES, DIRECT SALES, INTERNET SALES** or **NETWORK MARKETING**, be constantly mindful about each prospect, customer, patient, client or subscriber's predominant Color Style, the color they lead when they first approach you. For internet sales, you will need to use your Color Style information intuitively, while designing your website to address all prospective buyers' Color

HOW TO APPROACH THE FOUR COLORS

If you have an opportunity to meet face to face with your customer, or to speak directly to your customer, you have a great opportunity to be an "investigative reporter." Email conversations give you many clues, and no matter how you communicate, have no agenda other than following any clues that are offered. In other words, before selling your product, listen to what your customer is saying. Have fun figuring out from their written or spoken words, attitude and body language what Color Style they are currently in.

As prospects walk up to you, pay attention to their body language first, before speaking, to get in sync with your buyer mentally, emotionally and physically.

Here are some useful questions:

- What do you do for a living?
- What do you like about being _____?
- What do you enjoy in your free time?

Can you identify the Color Style from the following answers?

- Volunteer, check in on my neighbors and help people out.
- Free time? I like to do research.
- Free time? I'm too busy working on my career.
- My free time is filled with anything goes from hanging out in a hammock, to skydiving.

Blues will talk about the benefits and who they can help with your product, service or opportunity besides themselves. It may appear that Blues are wishy-washy about making decisions, but that's not really true. It is likely that they just haven't figured out what the benefit is, or they haven't felt as though their relationship with you has really connected yet.

Greens are either 1) on a fact-finding mission and they are not going to buy or join right away, or 2) they are ready to buy, and don't need any more information or conversation with you because they've already done their research and comparisons on your product, service or opportunity. Let them ask you what they still may want to know.

Reds talk about the money - how much and how soon can they make money on your product, service or opportunity. Just give them the info in "bullet points," no more and no less. Keep it succinct. Stop talking. Seriously, **STOP** talking as quickly as you can. They don't care about stuff, they care about money, prestige, winning, influence, leading, and how quickly they can get results.

Yellows will talk about the fun things, and where they're going next. It's entirely possible that you may never be able to give them any information product, service or opportunity other than to talk about how much fun and socially inviting it is. And then suddenly, spontaneously, they'll just buy or sign on.

COLOR HINTS THAT GIVE YOU VERBAL CLUES:

"Oh you go first." (Blue)
"I just want to take notes." (Green)
"I will go first." (Red)
Already talking. (Yellow)

BODY LANGUAGE CLUES

Let's study the four Color Styles to discover body language clues for each different Color Style:

Blue Prospect

The product, service or opportunity has to be all about helping people.

A Blue's body language is approachable, quiet, and graceful, with softly rounded shoulders and arms are relaxed and ready for a hugging. They take a non-assuming pose maybe even standing partially behind something. They will keep one foot in front of the other, head slightly tilted to be able to listen attentively and show that they care. Their body sometimes can be described as a "door hinge," with the body turning to one side or the other to leave every possibility open to the conversation.

When you are with a Blue, think "we" or "us" and "together." Smile sweetly and don't rush with them. Nice and slow, calm and gently deliberate. If you use fear tactics on a Blue to force them into the sale, when they get home they will not like how they feel and they will return what they bought without having to deal with you directly.

Blues are indirect. They like doing a warm up - let's connect - before they want to get to the point of what you have to sell, they want to know you care about them, and then they like to do a wrap up with you to make sure they've understood everything you've told them. They want to know all of the "how's" and "why's" before they feel confident about buying. They love a little romance to their buying decision. Above all else, go easy, be relaxed and patient.

Getting Blues Involved: "Let's do a fundraiser and we will make twice as much money because it's about helping the non-profit. Let's have a pot luck dinner for all of your prospects and then let's reward ourselves with a weekend at the spa to get in touch with our inner selves."

Green Prospect

The product, service or opportunity has to be all about the information.

Greens' body language is straightforward and deliberate. They can appear to be unconcerned or aloof, with their head tilted up just a bit, but when they do give you their attention be ready to just give them the facts, Jack, just the facts. Their shoulders will be level, feet together and they would prefer that you answer what they ask to know, first. Give them the information that they've asked for and leave them alone to "think."

You don't need to spend any time romancing them, giving them the "why" this is such a great product, service or opportunity, just hand off all the material you have that they can analyze for themselves. Greens sell themselves. It's either going to be a sale, or it's not.

Greens **WILL** read what's on your business card, and go out on the Internet and buy from the comfort of their own personal space. They love the logic, the data, the facts and all of the information logically presented.

They will say thank you for your preliminary information and will basically say, "Okay, then, now I'll go out and research the rest online, make comparisons ad nauseum for the next 3.4 weeks."

No matter how hard you try, you can't close the Green. Either they are ready right now, or they are just starting to analyze. If they are ready now, great! If they've told you that they are gathering info, give them **ALL** of the information and then say, "How about I get back to you in about 3.4 weeks?"

They want to be right about whatever decision they make and so they want all of the information to analyze. Once they make the decision they stick with it for a long time.

Getting Greens Involved: Nothing motivates a Green to get involved - it's just not going to happen. At the very most, give them something that they would be interested in researching.

Red Prospect

The product, service or opportunity has to be all about the money.

A Red's body language is direct, with head up, shoulders back and both feet firmly planted on the ground. Reds give the appearance of those on a mission and they are all about the business of business and getting down to business. They can be dismissive when faced with excessive, unnecessary chit chat (at least it's unnecessary to them). Like the Green, they are interested in "just give me the facts, Jack" and "show me the money."

They generally have a swagger to their walk because they are self-confident and have one goal in mind when they go shopping - get in, get out and get back to the office or house. So if you are approaching them with direct sales for a product, service or opportunity, get in, get out and get one foot headed toward the door ... then wait for it ... wait for it ...

If Reds see that you are ready to leave and have placed the buying decision in their hands, they are likely to be interested enough to move

forward with their buying decision. You will get a Yes or No from a Red if you just wait a moment.

With a Red, remember this: You get nothing you are rushing frantically toward and everything you are confidently walking away from. No romance required. They prefer a wham-bam-thank you, let's get'r done, get'r done, get'r done!

Yellow Prospect

The product, service or opportunity has to be all about having fun.

Yellow's body language is like arms wide open, ready to wave, connect and have some fun with you. They are very approachable, and their arms are in motion waving here, pointing over there as they talk and point, and talk and point. They are generally high energy and have a short attention span on any one thing for very long, especially if you are trying hard to sell it to them. Be loose. Be light. Don't care too much.

Throw in a fact here or there and keep talking about how much fun can be had with your product, service or opportunity. "Did I mention that you can earn Travel Points with this?"

Getting Yellows Involved: Focus on fun, travel, adventure and, when and where the next party is going to be.

What you say can mean 4 different things...

As you can now understand, what you say can mean as much as four different things based on a person's Color Style taking into account that which every Color Combo you are getting in that moment is the one you go with.

Whether they are leading with their personal Color Style or their job Color Style, just bob and weave with them and keep focused on just giving them what they want the exact way that they really love to have it given to them.

Speak their language, keep yourself in a neutral attitudinal space about whatever they are doing and saying, and you create synergy and rapport with them.

SKILLFUL vs. UNSKILLFUL APPROACHES

It's interesting to note the natural differences in Sales approach by each Color, and how each can benefit by tailoring the message to the customer's own Color Style. Here, in the context of an invitation to a **NETWORK MARKETING BUSINESS OPPORTUNITY** meeting, are several scenarios, where the first color is giving a sales presentation to the second:

A BLUE giving a sales presentation to a GREEN:

Unskillful: "Well you **NEED** to join and come to our meetings where we make a difference, get hugs and sit around and visit with each other."

The Green is thinking: "Where is the system, research, financials, the innovation and its viability in the market."

Skillful: "Here are the facts Jack, just the facts."

The Green is thinking: "Awesome! I'll take everything you've got ... and please don't hug me."

A BLUE giving a sales presentation to a RED:

Unskillful: "Well you **NEED** to join and come to our meetings where we make a difference, get hugs and sit around and visit with each other."

The Red is thinking: "Kill me, kill me now. Just give me the compensation plan details."

Skillful: "We're talking money, what kind of money? Big money, huge money, massive money!"

The Red is thinking: "I can't wait until later. Tell me, tell me now!"

A BLUE giving a sales presentation to a YELLOW:

Unskillful: "Well you **NEED** to join and come to our meetings where we make a difference, get hugs and sit around and visit with each other."

The Yellow is thinking: "Sit around! Where's the fun? Where's the travel? Where's the adventure?"

Skillful: "We have a lot of events, parties and we have a lot of fun and did I mention all of the travel?"

The Yellow is thinking: "Yummmmmmm, I am SO going to enjoy having a lot of people to play with and have fun traveling with in this business."

GREEN giving a sales presentation to BLUE:

Unskillful: "Let me tell you all about the company, it's research, it's financials, it's viability."

The Blue is thinking: "Does this company help anyone?"

Skillful: "Do you realize how many people we can help with this?"

The Blue is thinking: "Purrrrrrrrrrrrrrrrrrrrrrrrrrrrrrr ... I just want to give you a big hug right now."

A GREEN giving a sales presentation to RED:

The Red is thinking: "Just show me the money."

The Red is thinking: "I can't wait until later. Tell me, tell me now!"

Unskillful: "Let me tell you all about the company, it's research, it's financials, it's viability."

What the Yellow is thinking: "I am SO going to TGIFs and knock back several cool ones as soon as I can get away from this intellectual Mighty Mouse."

What the Yellow is thinking: "Yummmmmm, I am SO going to enjoy having a lot of people to play with and have fun traveling with in this business."

Unskillful: "Here's the application, sign on the dotted line and how many do you need?"

The Blue is thinking: "OK, you're scaring me now! I'll sign and then cry myself all the way home because I don't know what just happened and now I have to come all the way back tomorrow and get a refund."

The Blue is thinking: "Purrrrrrrrrrrrrrrrrrrrrrr ...I just want to give you a big hug right now."

Unskillful: "Here's the application, sign on the dotted line and how many do you need?"

The Green is thinking: "Where is the system, research, financials, the innovation and its viability in the market."

Skillful: "Here are the facts Jack, just the facts."

The Green is thinking: "Awesome! ... give them to me and I'm outta here to start my preliminary investigation!"

Unskillful: "Here's the application, sign on the dotted line and how many do you need?"

The Yellow is thinking: "Who are you and what have you done with the good time I was having?"

Skillful: "We have a lot of events, parties and we have a lot of fun and did I mention all of the travel?"

The Yellow is thinking: "Yummmmmm, I am SO going to enjoy having a lot of people to play with and have fun traveling with in this business."

Unskillful: "We get to get together and have a lot of fun."

The Blue is thinking: "But, who are we going to help?"

Skillful: "Do you realize how many people we can help with this?"

The Blue is thinking: "Purrrrrrrrrrrrrrrrrrrrrrr ...I just want to give you a big hug right now."

Unskillful: "We get to get together and have a lot of fun."

The Green is thinking: "Where is the system, research, financials, the innovation and its viability in the market."

Skillful: "Here are the facts Jack, just the facts."

The Green is thinking: "'Awesome! ... give me everything you've got. Whew! Thank heavens I don't have to stick around, 'hang out' and socialize."

A YELLOW giving a sales presentation to a RED:

Unskillful: "We get to get together and have a lot of fun."

The Red is thinking: "Just show me the money."

Skillful: "We're talking money, what kind of money? Big money, huge money, massive money!"

The Red is thinking: "I can't wait until later. Tell me, tell me now!"

GREEN IN SALES

Greens love the facts Jack! And they love personally gathering all the information they think their prospect should know about so they can take that data and create a system with it. Greens are generally trainers, speakers, engineers, accountants, scientist, bookkeepers, computer programmers and program developers so when you think of a Green selling something, they love to sell information.

Greens do everything they can do to avoid meeting and dealing with people one-on-one. They think marketing is about putting all of their information on a webpage, sending out an email announcement expecting them to buy immediately after reading it. It may work for a Green prospect, but not with others.

Goal:

If you are a Green, you must get out from behind that computer of yours, stop phone texting, look up and see the world. It will be good for you to get out in public to engage people in face-to-face, in real live conversations and then, once the Color Style relationship has been established, give people the kind of information they need to make a decision.

You will enjoy asking questions to find out what Color Style someone is if you think of it as "data gathering" to create the system that will work for that prospect in their Color Style. Remember that they may not need very much information to decide. It's your job, Greens, to find out exactly what information the prospective buyers want to know and only give them that much. No more and no less!



BLUE IN SALES

Blues need to be able to share something beneficial with their prospects, "Who is this product, service or opportunity going to help?" is their number one concern. They love to nurture, nurture, nurture their prospects along without any concern for closing. They just want to be nice about it, make a friend and be a difference in someone's life today. They are teachers, social workers, justice of the peace, ministers, nurses, doctors - any professions with the word "help" in it. So Blues will love selling the "benefits."

GOAL FOR BLUES

If you are a Blue, keep in mind that you must "ask" for the sale at some point. You are not serving your prospects well, or making it easy for them, by leaving them alone to flap in the wind with no real end game point to guide them toward their decision. They won't have a transformation if you don't offer it and ask for a decision.

Asking for a decision is being of service to them. Yes or No. It doesn't matter whether they are benefit oriented like you are or not. Really, trust me on this. It's okay, they still need you to help them come to a decision. Yes or No so everyone can move on to the next thing. But you must be willing to help them get to their Yes or No. Think of it that way!

Let's be honest about sales: We are all in sales! As a small child wanting a toy in the store, you started selling like yours short little life depended on it. As a teenager wanting the keys to the car to go to meet your friends at the mall, you were selling like living until tomorrow depended on it. You ask the girl for your dreams out on that first date, you are in sales! You want your husband to take you to the movies, you are in sales. You want to "get lucky" tonight, you are in sales!

How successful you were in getting any of these things had everything to do with your desire, your belief that they should say "yes" and your ability to talk your "prospect's" language in attitude and tone.





RECOMMENDATIONS

What we want to do is not only learn about ourselves, but also start thinking about the style that is most difficult to deal with and communicate to.

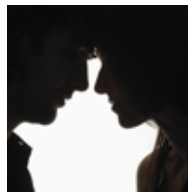
When we learn about our own style and how it depicts not only what we highly value, but how we think and integrate information, then we begin to understand why we are not on the same wave length verbally and intellectually as someone who has entirely different values and thinking processes.

For starters, people with similar tendencies are most compatible with one another socially. That's because those with common interests, habits and approaches help reinforce each other's self-esteem. In the work arena when it comes to tasks - whether it's doing a project at work, purchasing materials or determining the budget - the dynamics differ dramatically

For example, Reds and Yellows share an outward focus and often similar interests. Blues and Greens, on the other hand are both inward oriented and may like the same kinds of activities. Both Yellows and Blues aspire to be in a supportive relationship. Usually, though, it's the Blue who's in the giving role and trying to make peace and the Yellow who's trying to get everybody to "lighten-up" and have some fun!

Meanwhile, the "I want it and I want it now" directive Reds and Yellows commonly find it hard to develop rapport with the quiet, focused and internally driven Blues and Greens who are less decisive and driven toward external rewards. And the Blues and Greens, in turn, find the Reds less desirable because they're too pushy, too loud and often too bossy in their demands of them.

To the Red, who just wants results and wants them - yesterday, and to the Yellow, whose basic saying is, "Don't worry, be happy!" - the systematic Green and steady Blue can be a drag. While Blues often resign themselves to tolerate the forwardness of Reds and Yellows, the Green frequently just prefers to be left alone in their office or cubicle.



MATCHING & MIRRORING: A MAGICAL TECHNIQUE

In Matching & Mirroring each of the Color Styles simply remember to get in sync with whatever they are doing: If they are standing or sitting with their shoulders back and quite erect - do the same thing. If they use language succinctly - be succinct.

BE NICE with a Blue, soften your stance, your shoulders and your voice. Allow a connection to take place first by asking them how their day or their family is. When discussing an area of concern, simply give them illustrative and/or descriptive information with an example of how you'd like it to be. They are driven by knowledge and their key desire is to figure it out so they can do it well and be of service to you. Appreciate that!

Think **SYSTEMS** with your fellow Green - have fun talking systems and talking fast! You both already see the "big picture" so what you are both are interested in is the mental process of designing the most efficient way to get there.

Talk in **BULLET POINTS** with a Red. **SLOW DOWN!** While Reds want everything done **FAST**, they don't think fast, process information fast or talk fast. Talk slower and match their interests. If they are interested in **RESULTS**, keep your conversation with them quick and to the point. They are not interested in your systems! Get to the point, get in, get out and get done! They just don't deeply care about your process in developing a most amazing system. Dial up your inner Red and tell them what you think in sound bytes and all will go very well between the two of you.

And what about the fun loving, people oriented Yellows?! **OPEN UP** and put a big old smile on your face - then pull up a chair and sit down. Why? Because it's going to be awhile! They will want to connect with you for at least 15-20 minutes before getting down to the task at hand. Once you are going forward with whatever the two of you will be doing together remain mindful because they are about to razzle dazzle you with their most creative and innovative ideas to help make that event you are coordinating a spectacular.

STEP INTO YOUR GREATNESS

Remember, this is about being your best self, stepping more fully into your greatness. How you show up in every area of your life will either enable you to be effective and synergistic - or not. Dialing in the other person's color is the fastest way to get "connected" synergistically.

So now that you understand how you can work with each color effectively by understanding each color's idiosyncrasies and vulnerabilities, I hope you will take it to heart and to mind when it comes to simply choosing to get into sync with those you work closely to.

The person who will benefit most, will be you!

