



IDENTIFYING PROSPECTS

C H E C K L I S T

Identify your prospect's behavior type to master the call

HOW TO INSTANTLY IDENTIFY YOUR PROSPECT'S BEHAVIOURAL TYPE AND TAKE THE GUESSWORK OUT OF FINDING THEIR NEEDS AND DESIRES.

(Use this skill to close any prospect you talk to in JUST ONE CALL!)

THE ACHIEVER

Also known as Type A,
The Controller, Ruby,
Gold, The Sentinels

- Task-oriented
- Bottom-line results
- Self-motivated
- Forward-looking
- Fast decision-maker
- Initiates activities
- Highly disciplined
- Manages well
- Likes to control others
- Domineering
- Distorts the truth
- Coercive
- Impatient
- Contentious
- High pressure
- Aggressive

THE ANALYZER

Also known as Type C,
Emerald, Green,
The Analysts

- Objective
- Conscientious
- Defines, clarifies
- Concerned with
- Gathers information
- Tests data against rules
- Maintains high standards
- Assesses risk
- Over-analyzes decisions
- Lacks creativity
- Data-bound
- Elaborate
- Slow to progress
- Nit-picking
- Critical
- Uncomfortable with risk

THE ADVOCATOR

Also known as Type D,
The Supporter, Pearl,
Blue, The Diplomats

- Dedicated and committed
- Loyal team member
- Good listener
- Patient
- Good at mediation
- Cause-oriented
- Dependable
- Globally-conscious
- Struggles to lead others
- Self-denying
- Easily influenced
- Overcommitted
- Passive
- Doubting
- Self-deprecating
- People pleaser

THE ANALYZER

Also known as Type C,
Emerald, Green,
The Analysts

- High energy
- Enjoyable to be around
- Creative imagination
- Initiates relationships
- Motivating
- Competitive spirit
- Goal-oriented
- Networker / connector
- Flighty and unreliable
- Aimless
- Easily agitated
- Lack of conviction
- Melodramatic
- Deluded or confused
- Inconsistent
- Manipulative

PROSPECTS IDENTIFIER

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