

# Crystal Cheat Sheet

## HOW TO OPTIMIZE YOUR PITCH

Making an effort to cater your pitch to different personalities can mean the difference between a missed opportunity and an important sale. You can land an important customer by making sure to talk about your company in a way that appeals to them individually.

There are a few, concrete ways to improve the heart of your pitch for each personality type.

### Dominant Personalities

#### BE DIRECT, VISIONARY, RISK-TOLERANT

Presentations can help set the tone for your pitch, but if you try to make them too flashy or detailed, D types will likely grow disinterested. If you use slides correctly to help emphasize your points, they can be effective.

- ▶ Focus on conveying the competitive advantages of an offer.
- ▶ React quickly to any feedback.

### Influential Personalities

#### BE PERSONABLE, ADAPTABLE, ENTHUSIASTIC

I types thrive when they're entertained and connecting with someone new. This should be your opportunity to do both - keep it lighthearted with fun visuals and show off your sense of humor.

- ▶ Engage in expressive, lighthearted conversation.
- ▶ Focus on building excitement about your product.

### Conscientious Personalities

#### BE METHODICAL, PRAGMATIC, RISK-AVERSE

C types want to know the data behind your argument. With the help of accurate, organized graphs, you can make your point clearly and show off the data as support for what you're saying all at once.

- ▶ Engage in a thorough, evidence-supported discussion.
- ▶ Let them know what to expect beforehand and respect their time.

### Steady Personalities

#### BE THOUGHTFUL, DIPLOMATIC, RISK-AVERSE

If S types don't feel connected to you, they won't feel comfortable pursuing a new solution. Because they're warm and accommodating, they are easy to build personal connections with as long as you take the time to do so intentionally.

- ▶ Highlight security and stability in a pitch.
- ▶ Avoid pushing them to make a quick decision.