



Insights into Personality Intelligence & How It Improves Sales

A DEEP DIVE INTO CRYSTAL'S KNOW YOUR BUYER REPORT



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TODAY'S AGENDA

1 - THE GOAL

Our motivation for launching the survey

2 - THE METHODOLOGY

The participants we surveyed

3 - THE RESULTS

The insights derived from the responses

4 - THE POWER

The power of personality intelligence in sales



WHY WE STARTED THE SURVEY

THE TALE OF TWO DISTINCT SALES APPROACHES:

WITH AND *WITHOUT* PERSONALITY



Theresa Webb

Chief Revenue Officer at Stark Industries



V.S



Theresa Webb

Chief Revenue Officer at Stark Industries

Personality Type: Architect (Dc)

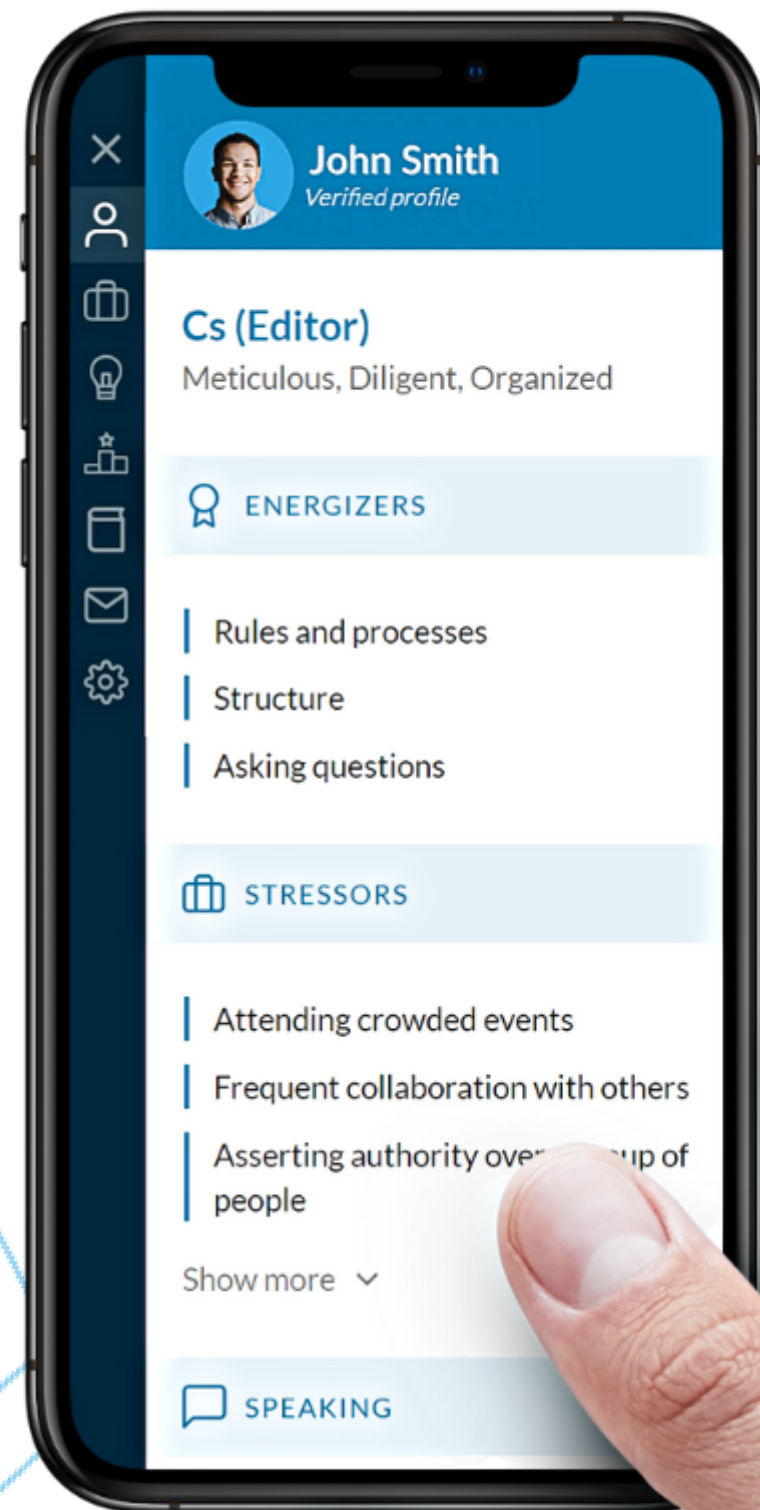
Talk to Theresa with a personable, engaging tone and move quickly towards a solution.

✓ **Do**

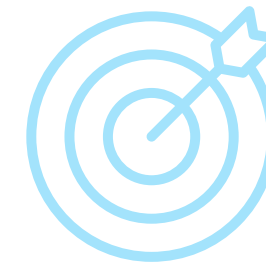
Send visual aids like graphics, charts and images

✗ **Don't**

Don't overfill the call with lots of analysis before setting the vision



Goal: Uncover the value that personality intelligence can bring to buyer-facing teams.



Mission: Reveal how understanding a buyer's personality can improve every stage of the sales process.



POLL

Are you or your sales team currently tailoring your sales approach based on your buyers' personalities?



SURVEY METHODOLOGY

INSIGHTS FROM 380+ BUYER-FACING PROFESSIONALS

Industry Representation: Diverse industries, from IT to construction

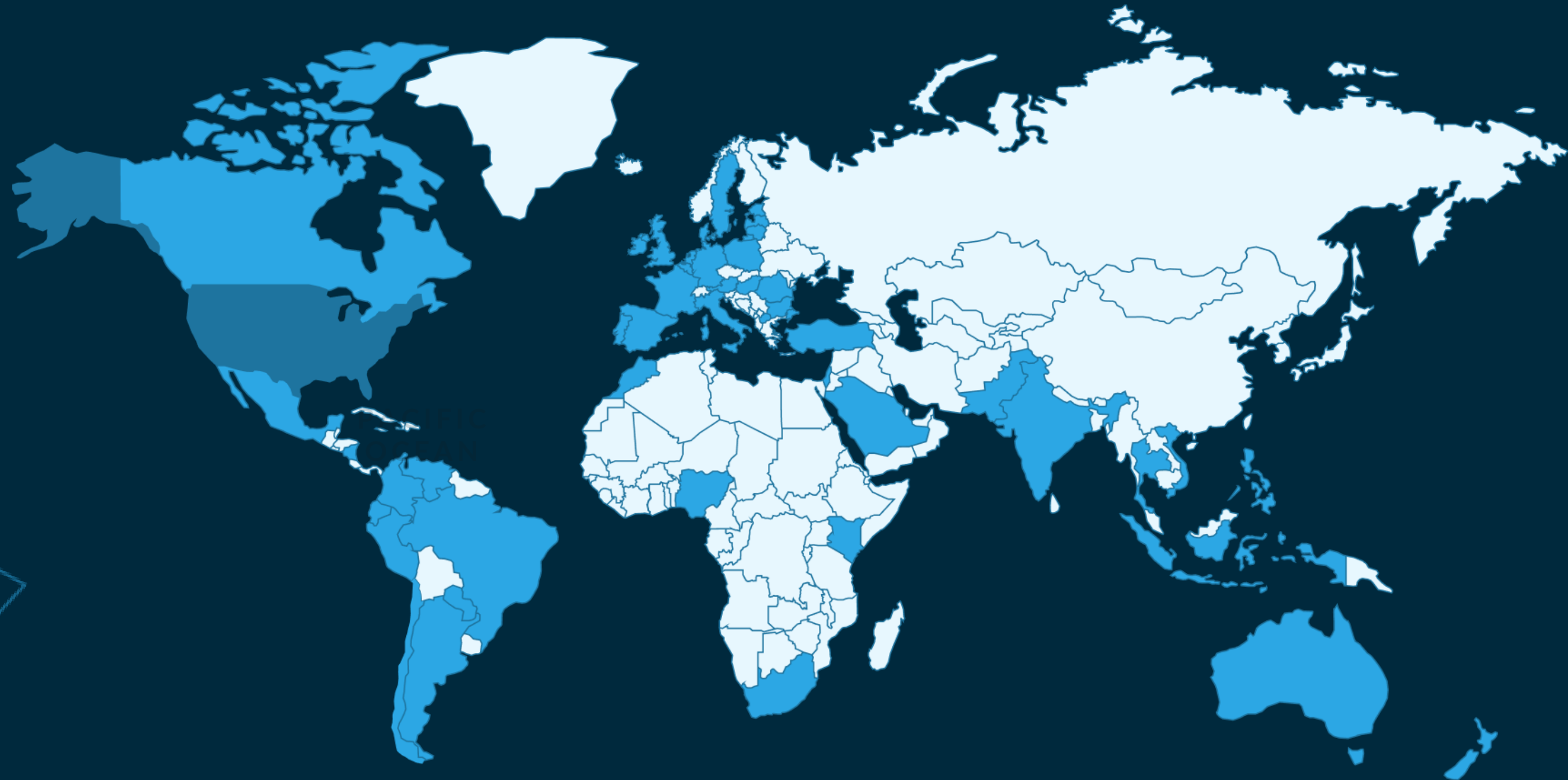
Company Size: From solopreneurs to SMB to large enterprises

Seniority: All levels of seniority, from entry-level to C-suite



RESPONSES GATHERED FROM 50+ COUNTRIES WORLDWIDE

Crystal 





Let's dive into the data...

KNOW YOUR BUYER REPORT

WHAT HAS BEEN THE MOST CHALLENGING SALES STAGE IN 2023?

Small Businesses (1-99 employees)

PROSPECTING / FIRST IMPRESSION
58.38%

QUALIFICATION CALL
11.68%

PITCHING YOUR PRODUCT / SOLUTION
5.08%

DISCUSSING PRICING
4.06%

DEAL NEGOTIATION
20.81%

Medium-Sized Businesses (100-999 employees)

PROSPECTING / FIRST IMPRESSION
54.84%

QUALIFICATION CALL
7.53%

PITCHING YOUR PRODUCT / SOLUTION
10.75%

DISCUSSING PRICING
9.68%

DEAL NEGOTIATION
17.20%

Large Enterprises (1,000+ employees)

PROSPECTING / FIRST IMPRESSION
38.46%

QUALIFICATION CALL
17.58%

PITCHING YOUR PRODUCT / SOLUTION
10.99%

DISCUSSING PRICING
8.79%

DEAL NEGOTIATION
24.18%



WHAT IS THE MOST CHALLENGING SALES STAGE BY INDUSTRY?

	Prospecting	Qualification Call	Pitching Product / Solution	Discussing Pricing	Deal Negotiation	Would knowing your buyer's personality give you a competitive edge in sales?
Information Technology	52.94%	7.84%	11.76%	7.84%	19.61%	92.16% say "Yes"
Financial Services	75.00%	0.00%	8.33%	16.67%	0.00%	91.67% say "Yes"
Marketing & Advertising	50.00%	7.69%	15.38%	3.85%	23.08%	96.15% say "Yes"
Computer Software	48.15%	25.93%	11.11%	0.00%	14.81%	88.89% say "Yes"
Management & Consulting	85.71%	0.00%	0.00%	7.14%	7.14%	92.86% say "Yes"



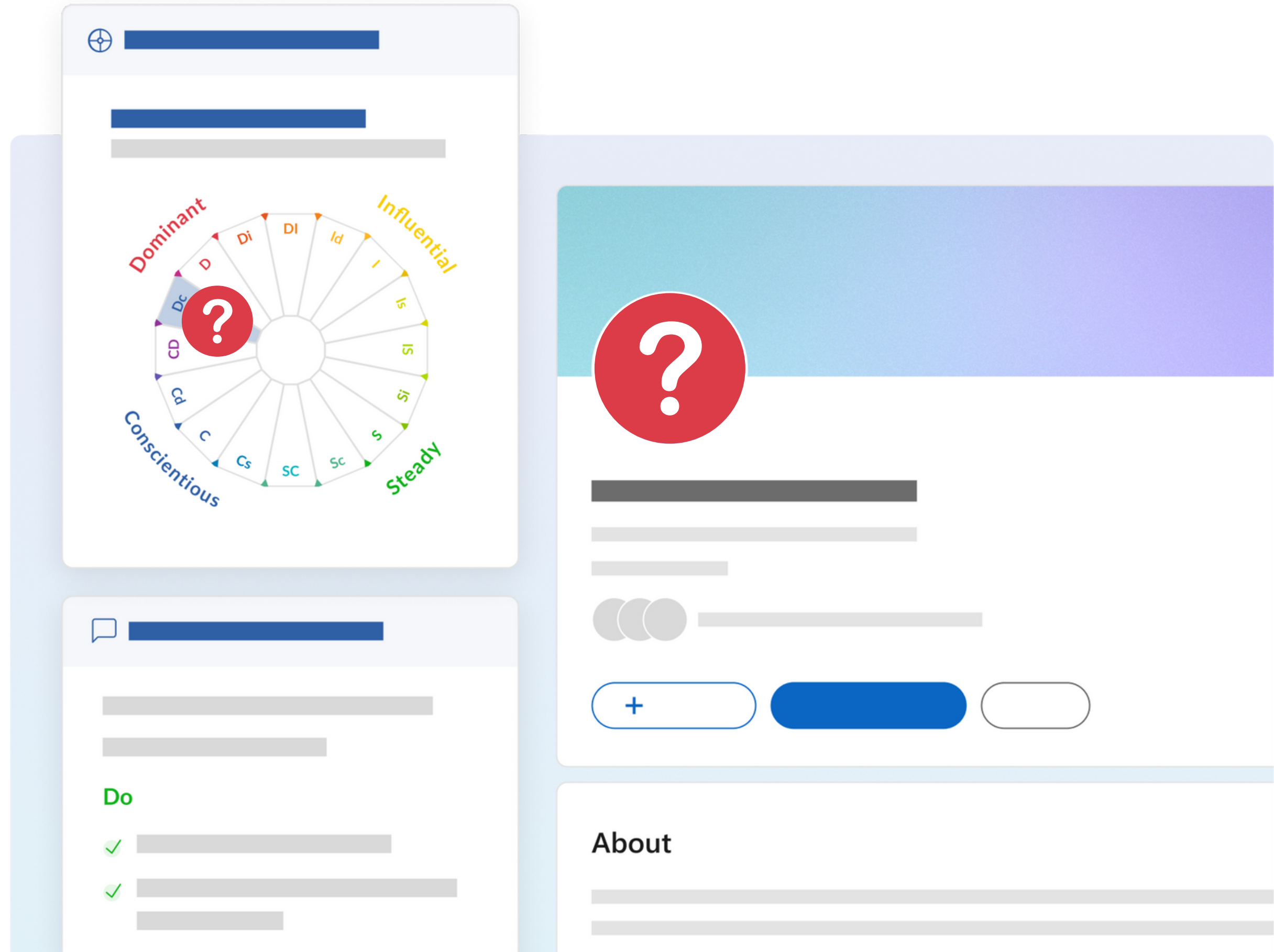
CHAT QUESTION

How do you tailor your sales approach to match your buyers' personalities?

(if you're currently doing so)

Let's see personality in action...

Drop a prospect's LinkedIn URL in the chat!



KEY TAKEAWAY

With personality intelligence, buyer-facing teams gain:

- A deeper understanding of buyer motivation
- Insights into decision-making style
- Tailored selling strategies
- **A competitive sales advantage over competition**



94%

agree that
access to
personality
intelligence gives
sales teams a
competitive edge



Kristy Martin (Id)

Regional Sales Director at Gekko & Co.

When selling to Kristy, make sure to keep the conversation lighthearted and funny.

For your meeting with Kristy...

Do

- ✓ Send visual aids like graphics, charts and images
- ✓ Keep the energy light with jokes or an upbeat attitude

Don't

- ✗ Don't overfill the call with lots of analysis before setting the high-level vision
- ✗ Don't focus on details at the start; start with a strong connection



Negotiating with Kristy



Be open to considering how her ideas may help

Use your sense of humor to keep the conversation lively



Product Demos with Kristy

Use intense, enthusiastic words and phrases like "extraordinary" or "incredibly valuable"

Rely less on text-dense slides and more on showing the actual product

Crystal equips business professionals with rich personality data, offering actionable insights for more effective communication.

Predict 10 free personalities w/ a free account

RESEARCH REPORT

Crystal 

Know Your Buyer Report

Gain insights into how 380+ buyer-facing professionals view personality intelligence.

Personality: Dc (Architect)
Focused · Vigorous · Persistent

Be direct and emphasize the benefits of your product

Personality: Si (Counselor)
Friendly · Accommodating · Diplomatic

Present details to fully inform their decision-making process



Introduction

Elevate
during

In today's fast-paced business landscape, companies are finding it more challenging than ever to engage with their target audience and capture more leads.

Sales professionals are looking for ways to better understand their customers and their buying behavior. According to a recent study, companies that get a better understanding of their target audience have a 20% higher potential to generate more leads.

Recognizing the importance of personality intelligence, Crystal Knows has created the Know Your Buyer Report. This report delves into how 380+ buyer-facing professionals view personality intelligence, explore its impact on sales performance, and provide personality insights to help sales professionals reach new heights. By understanding human behavior and buying patterns, sales professionals can tailor their approach accordingly, build stronger connections, and ultimately close more deals.

 Know Your Buyer Report

1

GRAB YOUR FREE COPY OF THE **KNOW YOUR BUYER REPORT** TODAY

Read the full report and dive into how personality data can help your business.

[Download now](#)



Q&A