

Crystal 

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# Using Personality Data to Improve Prospecting

Leave lasting impressions on every prospect

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*Intro*

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# How Personality Data Improves Prospecting

# HOW PERSONALITY DATA IMPROVES PROSPECTING

It can be hard to effectively reach out to prospects if you don't know how to stand out from the crowd. Everyone gets so many sales messages and emails that it seems half the battle is in getting someone to open a message, read it, and respond. A new innovation in technology can help overcome this issue by revealing the personality of your prospect so you can take that information and adapt your selling strategy accordingly.

An individual's personality determines how we interpret the world; our natural likes, strengths, communication preferences, and more all impact how we see and understand others. When someone else communicates with us in our own natural style, we are more inclined to not only engage with them, but also like them. For example, those who are warm and compassionate tend to trust or value those who are also warm and compassionate, while they tend to be wary of someone who seems cold or direct.



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***Understanding a prospect's personality and adapting your sales pitch for that personality can help you leave a lasting impression on them.***

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Understanding a prospect's personality and adapting your sales pitch for that personality can help you leave a lasting impression. By understanding and using their personality data during prospecting, you can easily adapt your communication to best fit your prospect. Here's a quick breakdown of how to activate personality data.





*Section 1*

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# Understanding Personality

# UNDERSTANDING PERSONALITY

Historically, the only way you would be able to fully understand someone's personality is by either getting to know them really well, which takes lots of time and emotional intelligence or having them take a personality test. Both of these approaches require that you have an established relationship with the person, which doesn't tend to work in the world of outreach communication since we are often trying to connect with new people who we have never spoken with before.

The good news is that there are now ways to unlock an individual's personality without having ever met them or them taking a personality test- specifically Crystal, the software platform for implementing, reinforcing, and scaling adaptive sales practices. This new tool analyzes publicly available information on websites like LinkedIn to predict someone's personality, using artificial intelligence and machine learning. We built our product, Crystal, to enable anyone to identify personalities online to improve their communication and build stronger relationships based on empathy. Here's what it looks like in action:

**YOUR PROSPECT'S DISC**

**Dc (Architect)**  
Competitive, vigorous, efficient

The diagram shows a circular DISC model with four quadrants: Dominant (top-left, pink), Influential (top-right, yellow), Steady (bottom-right, green), and Conscientious (bottom-left, blue). The 'Dc' type is highlighted in the top-left quadrant, corresponding to the 'D' and 'C' letters. A small profile picture of a man is shown next to the 'Dc' label.

**HOW TO COMMUNICATE**

Communicate with a logical, practical, data-driven approach.

**Do**

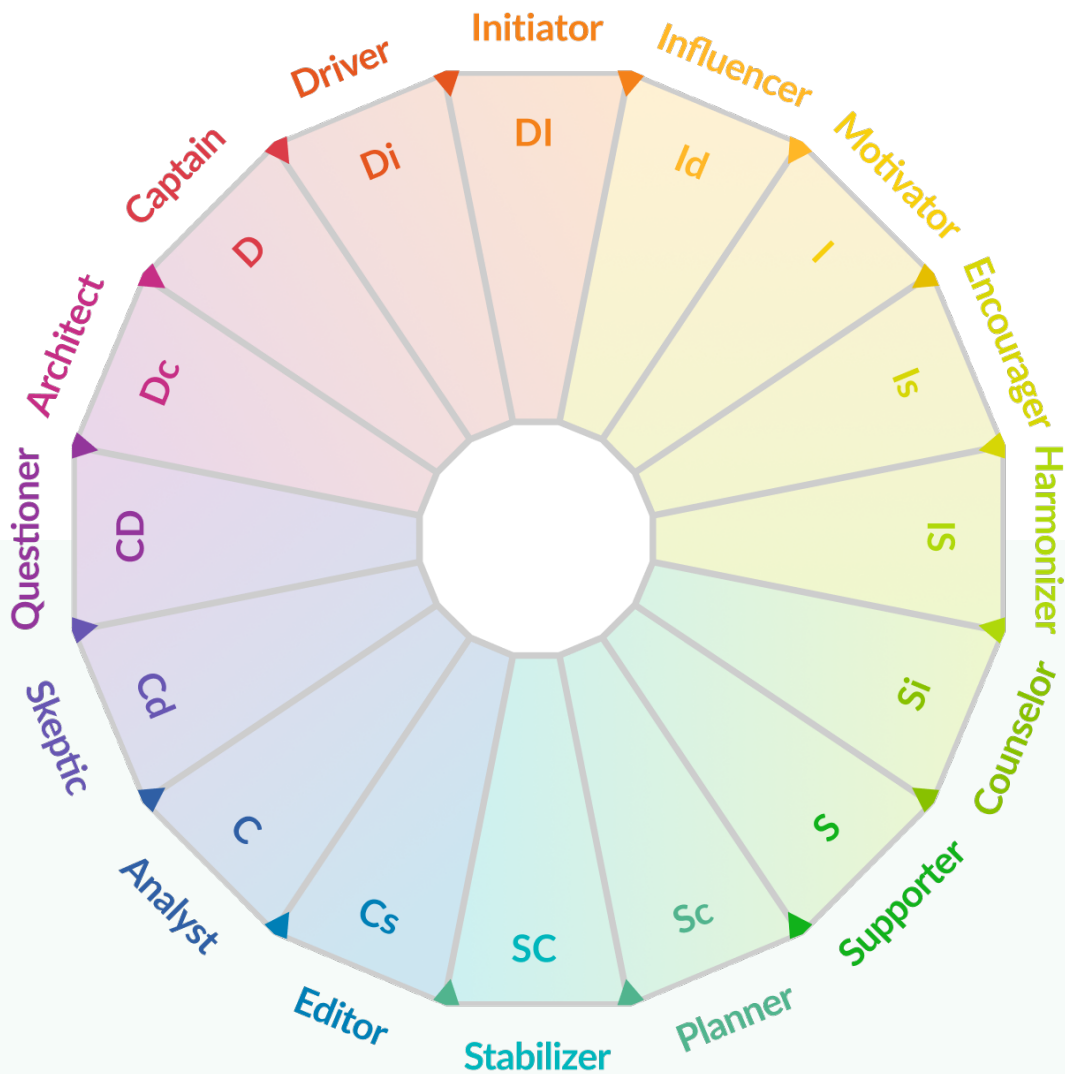
- ✓ Address the meat of his concerns, even if it means diving into strenuous detail
- ✓ Use specific, blunt language, as

**Cameron Williamson**

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**About**

Crystal uses a framework called DISC to classify personalities into a few categories that we refer to as D (dominant), I (imaginative), S (stabilizing), and C (conscientious). Each of us has a primary DISC type in one of these categories and sometimes a secondary DISC type in another. To keep things simple, we separate these categories into easy-to-remember labels called Archetypes.



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**Below is a breakdown of common personality traits within each of the categories in DISC.**

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**D Personality Types:** Captains, Drivers, Initiators, Architects

- Motivated by control over the future and personal authority
- Tend to prefer instant, concrete results and having an advantage over competition
- Communicate clearly and succinctly



**I Personality Types:** Influencer, Motivator, Encourager, Harmonizer

- Motivated by innovative, unique, creative ideas and excited by the future
- Tend to prefer building new relationships and experiences
- Communicate in a casual, expressive way



**S Personality Types:** Counselor, Supporter, Planner, Stabilizer

- Motivated by peace, safety, and others' wellbeing
- Tend to prefer security, reliability and trust
- Communicate in a friendly and genuine way



**C Personality Types:** Editor, Analyst, Skeptic, Questioner

- Motivated by logic, information, and problem solving
- Tend to prefer accurate information and quality solutions (quality over quantity)
- Communicate in a business-like, fact-based way

Knowing the differences among these personalities is extremely important especially when starting a conversation with a customer or prospect. For example, a prospect who is a warm, people-oriented Supporter (S) is less likely to engage in a discussion about facts and data. They'd usually prefer to engage in more personal, get-to-know-you conversation. An Analyst (C), on the other hand, tends to enjoy learning more about specific, concrete information. By identifying someone's personality type, we can learn how to best communicate with them. Crystal breaks this down for you when you analyze a prospect, so you don't have to be a master of DISC to use it.



*Section 2*

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# Identifying Personality with Crystal's Chrome Extension

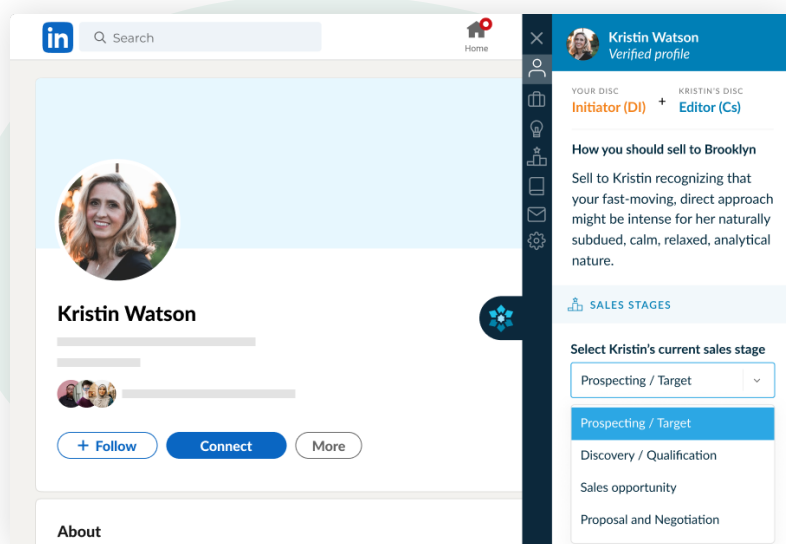
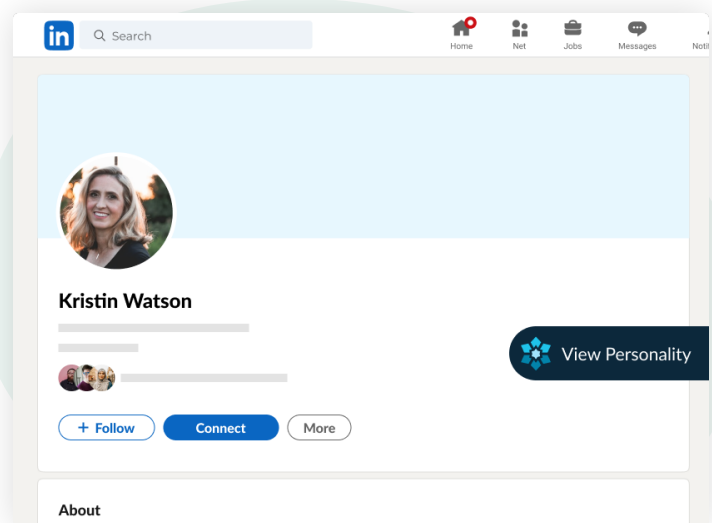
# IDENTIFYING PERSONALITY WITH CRYSTAL'S CHROME EXTENSION

When you're reaching out to a prospect or preparing to meet with them for the first time, you can find their personality type by using [Crystal's Chrome Extension](#). The Chrome Extension is able to predict anyone's personality type from their online footprint. One of the best ways to use it is on LinkedIn.

## HOW TO USE CHROME EXTENSION IN LINKEDIN

*Once you have the Chrome Extension installed, do the following:*

1. In your Chrome browser, open LinkedIn
2. Navigate to someone's profile



3. Click the Crystal Icon on the right side of the page that says "View Personality."
4. View sidebar containing an overview of your contact's personality

To see how you can use the Chrome Extension elsewhere, check out our [Ultimate Guide to Crystal's Chrome Extension](#).

*Section 3*

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# Adapting Your Communication Style

# ADAPTING YOUR COMMUNICATION STYLE

Once you know your prospect's personality type, it becomes much easier to communicate with them. Everyone is different, but personality gives you a lens through which you can more easily understand your natural differences to communicate with them effectively.

## BUILDING THE CONNECTION

Crystal will explain how exactly to do this for anyone you use the tool on, but here are some examples for the main types:



### When communicating with D-types:

DO	DON'T
<ul style="list-style-type: none"><li>• Ask direct questions</li><li>• Ask them to choose the time and/or place to meet</li><li>• Be clear and concise</li></ul>	<ul style="list-style-type: none"><li>• Be passive or reserved</li><li>• Let any call or meeting run past its' scheduled time</li><li>• Include too much detail</li></ul>

Assertive, dominant D-types appreciate getting right to the point of the conversation. You should be prepared to confidently state your case with D-types, even when reaching out. It's important to stay away from unrelated small-talk.





### When communicating with I-types:

DO	DON'T
<ul style="list-style-type: none"><li>• Ask for a more immediate meeting or call time</li><li>• Remain enthusiastic and empathetic</li><li>• Call them to action</li></ul>	<ul style="list-style-type: none"><li>• Speak in a serious tone</li><li>• Involve too many details</li><li>• Focus on facts and figures</li></ul>

Energetic, optimistic I-types may enjoy connecting in-person or through a call, rather than via email. Their warm, social nature helps them feel comfortable establishing more personal connections. Try engaging them in casual conversation or sharing an interesting story.

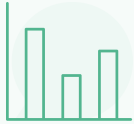


### When communicating with S-types:

DO	DON'T
<ul style="list-style-type: none"><li>• Thank them for their time</li><li>• Maintain a warm tone</li><li>• Include information about warranties, returns, or refunds</li></ul>	<ul style="list-style-type: none"><li>• Be blunt or forceful</li><li>• Require immediate decision</li><li>• Disregard their feelings</li></ul>

Patient, thoughtful S-types are likely to appreciate it when others take the time to get to know them on a more personal level. Avoid being overly aggressive in reaching out or pitching to an S-type. Instead, be prepared to share more about your life outside of work, as well.





## When communicating with C-types:

DO	DON'T
<ul style="list-style-type: none"><li>• Provide concrete figures to support your claims</li><li>• Maintain a business-like tone</li><li>• Communicate the most important details early on</li></ul>	<ul style="list-style-type: none"><li>• Interrupt or change the subject</li><li>• Involve unnecessary small-talk</li><li>• Rush through the point too quickly</li></ul>

Skeptical, curious C-types tend to seek plenty of evidence and data before trusting in a company or product. They may ask a lot of questions, so be prepared to answer thoroughly. It's important to be upfront and honest with C-types, otherwise, you will likely lose their trust.



By adapting your sales approach when initially connecting or pitching a prospect, you're more likely to establish a business relationship that helps them feel more comfortable purchasing your product or service. Communicating in the correct style with each prospect will help reinforce their confidence in you.



# HANDLING OBJECTIONS

Even if you're able to make strong connections, you'll likely still encounter objections regularly. People object for many different reasons: stress, skepticism, indecision and more. To help guide prospects past their objections, it's important to be aware of why they might be raising them in the first place. And for someone in sales, adapting how you handle objections from different personalities is the ultimate goal.

***D-types tend to be direct and confident***, so they are likely to share concerns about things like whether they have control over the administration, flexibility in the contract, and if they are hidden costs in the long-term. To close the deal, you need to be able to confidently offer solutions to their objections-allow them to have some control over implementation of the product and be open and clear about the contract's flexibility and the complete price-breakdown.

***I-types may be concerned with missing features of the product***, the influence it may have on the product roadmap, and a lack of social proof. You can negotiate these problems by remaining optimistic and eager, sharing compelling stories about how other clients have used or enjoyed the product, and relating your product to a growing social trend. By doing so, you will allow I-types to feel more secure in what you're offering.



**S-types want to be sure they're making the right decision.** They might raise concerns about your company not being big enough, the product not having enough case studies or positive, proven data, and a lack of opportunity to change their minds. Help relieve their worries by allowing them to fully share their concerns, offering specific evidence of your product's capabilities, giving them time to consider their options, and offering a potential warranty or refund. By helping S-types feel safe and secure in their decision, you're more likely to close the deal.

**C-types may raise concerns about the security of the product,** the ease of rolling it out, or the overall cost breakdown. You should be prepared to thoroughly address these problems with evidence. Focus on building a plan to ensure tight security and easily introduce or implement the product; bring in plenty outside data to support any claims.

When you take the time to carefully address your prospect's objections in a way that works for their personality type, you're more likely to ensure they will purchase your product or service and feel confident in their decision.



# TURN PROSPECTS INTO CUSTOMERS

When prospecting is a major part of your job, it's important to know how to do it well. Using personality data is the key to efficiently starting and building strong business relationships. Adapting your communication style to match your prospect's personality will help you reach them more effectively *so you can create lasting connections and build rapport.*







## Personality data for every business professional

Give your sales organization a deeply integrated platform for scaling emotional intelligence and excellent communication skills across the entire team, from junior reps to executives.

### Personality: D (Captain)

Fast-paced · Decisive · Direct

Focus on how you can help drive forward important initiatives

### Personality: SC (Stabilizer)

Perceptive · Courteous · Conscientious

Maintain a warm, realistic approach throughout.



Request a demo

[www.crystalknows.com/request-a-demo](http://www.crystalknows.com/request-a-demo)