



USING ADAPTIVE SELLING TO
BUILD TRUST

By Crystal 

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Intro

Trust and Connection

TRUST AND CONNECTION

A [recent survey](#) found that 44% of employees don't trust their top management, which has a major impact on how they invest their time and energy into their work. In the US, a study by Pew Research Center in 2019 found that more than 3 out of every 4 Americans believe that Americans have too little confidence or trust in one another.

As we grow less trusting of one another, we become progressively more disconnected. We help our neighbor less often, make more selfish decisions, and have a much harder time establishing healthy relationships with others. Building trust with someone is one of the most important aspects of getting to know them, whether they're a colleague, friend, or even customer. Without trust, important connections are lost, friendships fail, and working relationships fall apart.



The best way to establish a healthy level of trust with someone is to learn more about who they are and what matters the most to them.



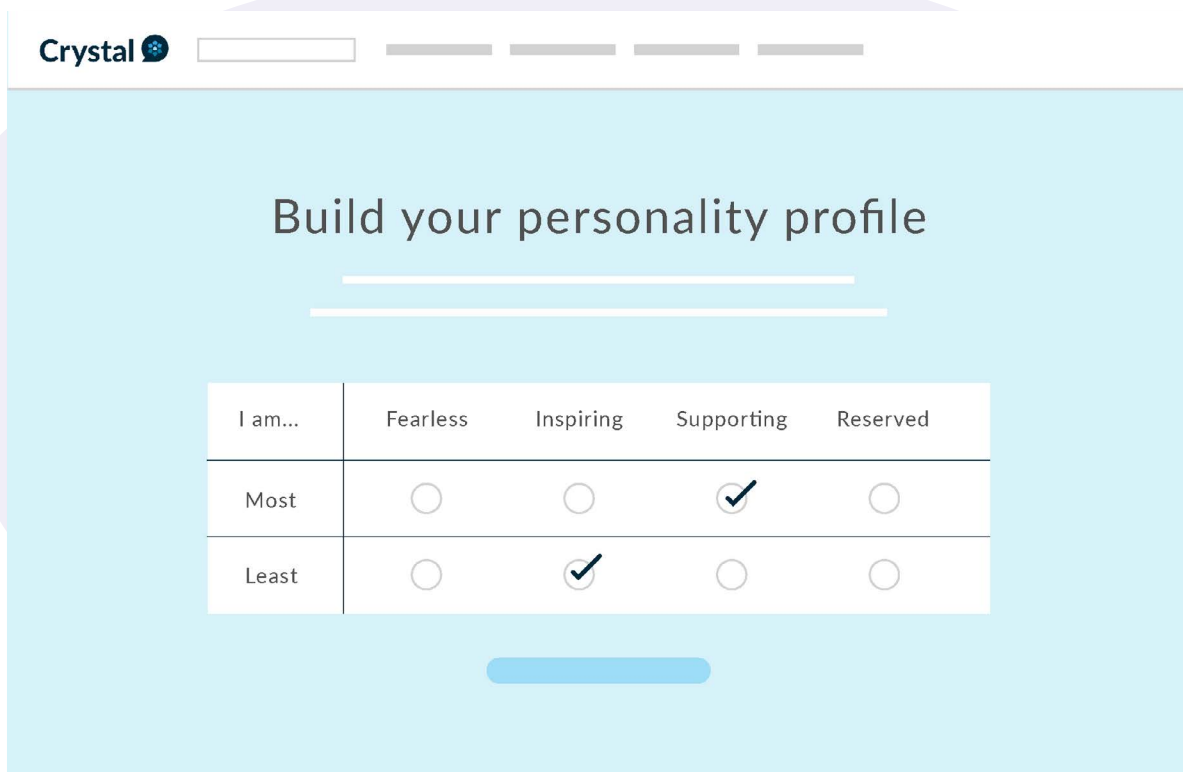
Section 1

Understanding Personality

UNDERSTANDING PERSONALITY

We built Crystal, to help people adapt their communication style and build stronger relationships with others. We do this by inviting anyone to take a free personality test and view the results for themselves and any friends or co-workers they choose to share their personality types with. Or by predicting someone else's personality from their online footprint using Crystal's Chrome Extension.

By learning to understand people better, you can communicate with them in an empathetic way that accounts for the uniqueness of their personality. When you can see personality insights, you'll better understand how someone else thinks, acts, and prefers to communicate.

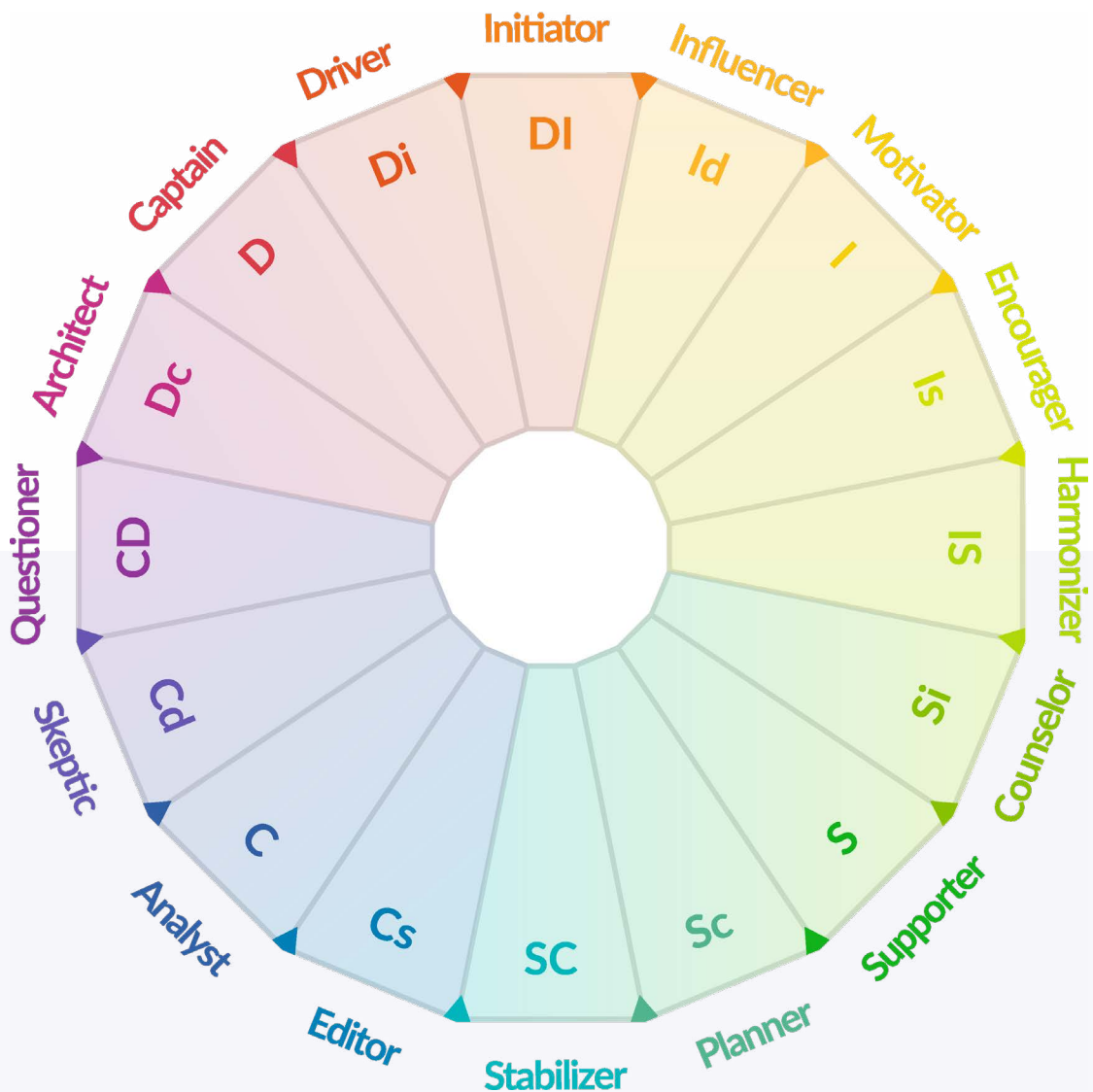


The screenshot shows the Crystal website interface for building a personality profile. The page has a light blue background and a white header with the Crystal logo. The main heading is "Build your personality profile". Below the heading is a table with four columns representing personality traits: Fearless, Inspiring, Supporting, and Reserved. The table has two rows for "Most" and "Least" characteristics. The "Supporting" trait is selected as the "Most" characteristic, and the "Inspiring" trait is selected as the "Least" characteristic.

I am...	Fearless	Inspiring	Supporting	Reserved
Most	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Least	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Without getting too technical, when Crystal determines someone's personality, it uses a framework called DISC to classify their personality into a few categories which we refer to as D (dominance), I (influence), S (steadiness), and C (conscientiousness). 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 into easy-to-remember labels called Archetypes.

You can see them all on this graphic called the Personality Map:



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



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

These differences are extremely important to understand as you seek to build relationships with trust. For example, someone who is a warm, people-oriented Supporter (S) is less likely to feel comfortable trusting in facts and data. They usually prefer to put more faith in a person's word, once they have a chance to get to know them. An Analyst (C), on the other hand, tends to trust more in specific, concrete information, and would, therefore, prefer to be presented with facts.

By understanding someone's personality type, you can adapt how you communicate with them to establish trust.



Section 2

Building Trust by Personality Type

BUILDING TRUST BY PERSONALITY TYPE

BUILDING TRUST WITH D-TYPES:

Intense, ambitious D-types are more likely to trust those who can communicate their thoughts quickly and clearly. To help build trust with D-types, it's important that you be upfront about your perspective. If you disagree with a D-type or are hurt by something they've said, you need to directly communicate what you're thinking, rather than keeping it to yourself out of a fear of conflict. D-types tend to have difficulty trusting people who can't be forthcoming about their perspective.

Do

- Show respect for the decisions they make.
- Directly communicate your thoughts and opinions.
- Comfortably engage in discussions, even if there's a disagreement.

Don't

- Take what they say too personally.
- Respond to feedback with strong emotion.
- Back out from accomplishing a shared goal.



BUILDING TRUST WITH I-TYPES:

Cheerful, outgoing I-types are likely to trust those who are supportive and encouraging of their ideas. I-types tend to value conversation and encouragement within their relationships, but may also appreciate valuable, positive advice offered by friends. I-types can build trust quickly with those who make an effort to establish personal connections and listen to their stories, but they likely have a harder time trusting those who are hyper-critical or emotionally distant.

Do

- Support their bright ideas.
- Engage with their stories and share a few of your own.
- Spend time with them in a group setting

Don't

- Question too many of their thoughts or suggestions.
- Put too much pressure on them to make firm commitments.
- Neglect to connect with them through shared personal experience.



BUILDING TRUST WITH S-TYPES:

Calm, respectful S-types are likely to trust those who listen intently and encourage them to share their thoughts more openly. S personalities value loyalty and support from others, so it's important that you show a lot of care and reliability toward S-types in order to build trust. They love engaging in deeper conversations and spending intentional time getting to know someone. Trust with S-types is built over time and with effort, but they are often loyal, devoted friends, coworkers, or business partners once trust is established.

Do

- Spend quality time with them either one-on-one or in small groups.
- Encourage them to share their own ideas or thoughts.
- Set plans well in advance.

Don't

- Back out of any commitments to them.
- Openly share unrequested criticism.
- Demand too much from them.



BUILDING TRUST WITH C-TYPES:

Objective, skeptical C-types are likely to trust those who are organized, thoughtful, and avoid pushing them out of their comfort zone too quickly. Building trust with C-types often takes time and energy. They value independence and recognition of their skills and contributions, so it's important to give them plenty of autonomy, while showing care for their ideas and suggestions. Though they may sometimes seem distant, C-types value their relationships like everyone else; they just express it differently.

Do

- Express gratitude for their analytical abilities.
- Engage them in a discussion about a topic they love.
- Support your opinions with concrete evidence.

Don't

- Overcrowd them by neglecting to give them space.
- Change the plan up at the last minute.
- Share too many personal details without prompting.



PERSONALITY MAKES THE DIFFERENCE

If we want to build a strong, healthy relationship in which we feel comfortable supporting each other, we need to begin by establishing trust. Whether we are conscious of it or not, trust is one of the most important components of every relationship.

By recognizing and respecting who others are and what they value most, you can work toward building trusting connections with them.



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