



Crystal 

# Using Personality Data to Make a Good Impression

Develop strong, impactful relationships with others.

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*Intro* \_\_\_\_\_

# The Impact of Impression

# THE IMPACT OF IMPRESSION

Seven seconds: that's all it takes for us to make a judgment about someone else. Though we make snap decisions based on body language, clothing choices, and vocal tone, much of our first impression of someone is dependent on how we perceive their behavior when we first meet them. These initial impressions of people tend to last for months and often determine our long-term relationship with them.

First impressions are hard to master and even harder to change. Whether you're meeting with a potential client to pitch a sale or a hiring manager to discuss a job, *it's difficult to overcome any negative judgments that were initially formed from a bad first impression.*

A couple of years ago, I was looking to buy a car. When I went to the dealership, I was approached by a salesperson, we'll call him Ted, who offered to help. Without prompting, he began telling me about his "hectic" morning. I, however, was very focused on seeing a few models and discussing the cost breakdown for each, so his personal stories felt unrelated to the situation. When I asked a question about a car, Ted responded hesitantly. Because I value a confident answer, this made me lose trust in his knowledge of cars. However, the final breaking point was how much he talked. It became nearly impossible for me to tell him about what cars I was interested in, so I told him I'd prefer to look alone. When I did eventually want to discuss details, I tracked down a different salesperson who was straightforward and delivered answers with confidence.

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*Ted was a nice enough person, but I chose to work with a different salesperson because my first impression led me to believe that he wasn't as capable or trustworthy.*

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Making a good impression is essential to success; if you fail to do so, you could lose the other person's trust and wind up missing out on an important relationship. Understanding the other person's communication preferences can help you leave a lasting, positive impact. By using personality insights to start off on the right foot, you can make a positive impact on others and have a better chance at collaborating with team members, making a sale, and ultimately building a strong relationship.

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*Making the effort to learn how to adapt to someone's personality can mean the difference between a positive or negative first impression.*

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*Section 2* —————

# Understanding Personality

# UNDERSTANDING PERSONALITY

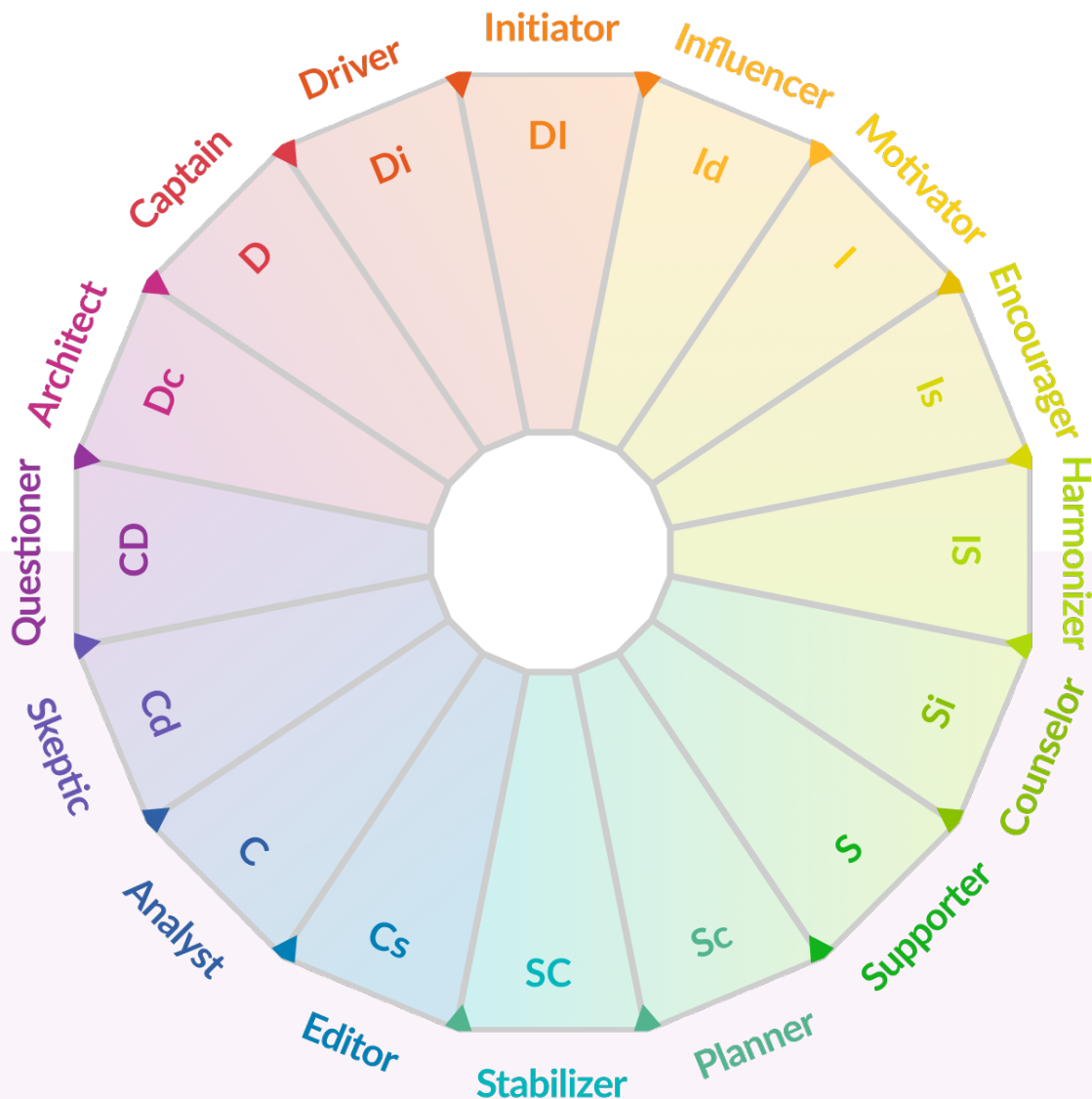
Historically, the only way you would be able to fully understand someone's personality is to know them really well, which takes lots of time and emotional intelligence, or to have them take a personality test. Both of these approaches require you have an established relationship with the person, which 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 world's leading personality data platform. This platform 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:

The image shows a LinkedIn profile for Drew D'Agostino, Founder & CEO at Crystal. The profile includes his name, title, location (Nashville, Tennessee, United States), and a list of mutual connections. A Crystal personality analysis overlay is visible on the right side of the profile, providing insights into his personality type: Di (Driver). The analysis includes a list of communication tips, such as 'Be direct and drive the conversation forward with high energy' and 'Use an energetic, assertive tone'. At the bottom of the overlay, there is a 'DISC MAP' showing a circular diagram with segments for Dominant, Di, Id, Influential, and Ii.

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.

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





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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

These differences are extremely important for your approach in every conversation. For example, someone who is a warm, people-oriented Supporter (S) is less likely to feel comfortable in a logical 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, and would, therefore, prefer a logic-driven discussion.

***By understanding someone's personality type, you can learn how to make a good impression.***





## How personality impacts making an impression

Our interpretation of the world is filtered through our personality; our likes, dislikes, strengths, blind spots, and communication preferences all impact how we view and understand others. When someone makes an effort to address us in a way that comes naturally to ourselves, we are more inclined to like them. For example, those who are direct and confident tend to trust or see potential in those who are also direct and confident, while they may feel skeptical of someone who is hesitant or unsure of their own abilities.

### **Understanding someone's personality can help prevent you from making bad first impressions.**

It's important to understand and adapt to the other person in a way that aligns with their unique personality. By learning to recognize personality differences and adjust your communication style accordingly, you can easily build trust and establish connections with others.


 Profile




**Kailyn**  
**Supporter (S)**

Kailyn tends to be cautious, respectful of authority, sincere, and skeptical of risks or big, sudden changes.

COMPOSED      THOUGHTFUL      AGREEABLE

 What comes naturally to Kailyn

- Staying focused during unexciting conversations
- Writing a letter to communicate an idea or feeling
- Remaining loyal to trusted companies and brands

 What drains Kailyn

- Feeling unappreciated
- Blunt or aggressive language
- Competition



*Section 3* —————

# **Making a Good Impression on Any Personality**

# MAKING A GOOD IMPRESSION ON D-TYPES

Self-assured, dominant D-types tend to appreciate when others are confident in their communication and respectful in tone. They tend to appreciate quick meetings and conversations that remain focused and to-the-point. It's important to avoid being overly talkative or emotional when trying to make a good impression on D-types.

*If you're looking to make a good impression on a D-type, use phrases like:*

- What do you want out of this?
- I'm ready to get started...
- Really appreciate the time...
- What's important to you right now?



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

### Do

- Ask what they want from the meeting
- Be concise and to the point
- Greet them with a serious, businesslike demeanor
- Project confidence

### Don't

- Tell a personal story unless it's relevant
- Talk too much
- Be late or unprepared
- Appear hesitant or passive

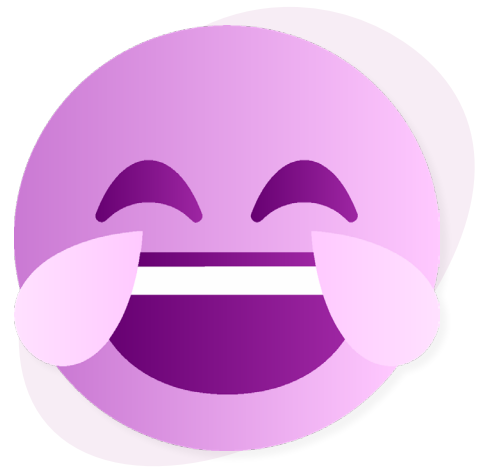


# MAKING A GOOD IMPRESSION ON I-TYPES

Energetic, optimistic I-types tend to enjoy humor and openness in a person. Share a good story and keep an energetic pace on the conversation. Be careful to avoid being overly logical or analytical, and instead, keep an open mind and positive attitude.

*If you're trying to make a good impression on an I-type, try using phrases like:*

- Here's a funny story...
- Listen to this...
- This is a little embarrassing, but...
- I'm glad we could finally meet...



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

### Do

- Display your sense of humor
- Share an interesting story
- Tell a self-deprecating joke
- Smile and keep things positive

### Don't

- Start with a complaint or negative observation
- Be too skeptical or questioning
- Get upset if they are a few minutes late
- Appear aloof or detached



# MAKING A GOOD IMPRESSION ON S-TYPES

Reserved, people-focused S-types appreciate being asked about themselves. Make an effort to get to know them by showing interest in their personal lives. Be careful to pay attention to and respect their time, since S-types like to follow set plans.

*If you're trying to make a good impression on an S-type, try using phrases like:*

- I appreciate the kindness...
- Seems like we are in agreement...
- What do you have planned for...
- How's the day going for you?



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

### Do

- Talk about your plans
- Make them feel welcome
- Show respect for their schedule
- Ask how their day is going

### Don't

- Surprise them
- Pry for information
- Be overly intense or energetic
- Assume you have their trust

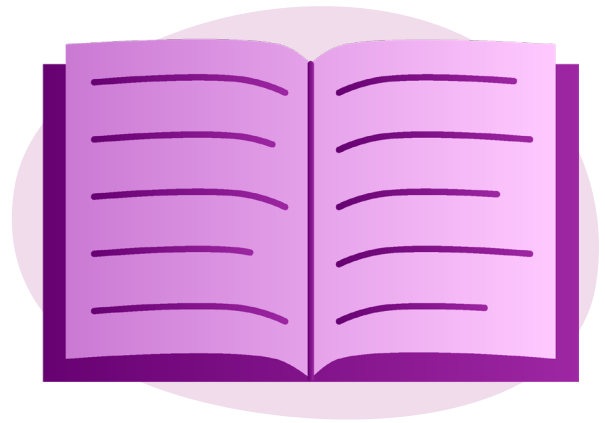


# MAKING A GOOD IMPRESSION ON C-TYPES

Analytical, focused C-types generally appreciate when others respect their knowledge and time. Try not to challenge their expertise and avoid going over your scheduled time. Make logical, detailed statements and be prepared to back up any claims.

*If you're trying to make a good impression on a C-type, try using phrases like:*

- I learned this interesting fact...
- What have you learned?
- Here's what I know...
- I'm interested to know what you think...



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

### Do

- Make them feel respected
- Ask about their skills or knowledge
- Quickly demonstrate your expertise
- Share something new that you learned

### Don't

- Be overly enthusiastic or optimistic
- Initiate physical touch unless they do
- Ask about personal details unless they do
- Bring other people into the meeting unannounced



## *Adapt to Impress*

First impressions are extremely important; they affect how we see the world and how others view us. A bad impression can last for years, and though it may be an inaccurate interpretation of your trustworthiness, abilities, or professionalism, it is incredibly difficult to overcome.

By learning more about your audience's personality and understanding how to adapt your style to leave a positive impact, you can avoid bad first impressions and develop strong, impactful relationships with others that will benefit both parties in the long-run.







## 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](#)

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