

Slow, Deliberate

Quick Activity, Spontaneous

People, feelings

Blue

Mr. Rogers

- Supportive
- Nurturing
- Nurses, teachers, full-time moms who love helping kids
- Love helping people get what they want
- No interested in hard business side, but will want to help others
- Can be decisive
- High credibility
- Well-organized
- Great at multi-tasking

Yellow

Robin Williams

- Love fun
- Adventurous
- Love meeting new people
- Enjoy selling
- Always talking, tells long stories
- Won't listen
- Trendy
- Popular
- Life of the party
- They will rarely book follow-ups so be sure to help
- Believe that they are great multi-taskers but they are not
- Will connect to tons of people

Ideas, Concepts & Results

White

Mr. Spock

- Engineers, CPAs, Accountants, Computer programmers
- Logical, not emotional
- Will ask for information again, again, again and again
- Well do research for themselves
- Like to be right
- Usually are right
- You can't close a white just keep giving information they will decide on their own

Red

Donald Trump

- Like to be in charge
- Great Organizers
- Always improving things
- Always think that they know best
- Focuses on the bottom line
- Interested in ROI
- Don't listen because they know it already
- All Reds think that they are Blue
- Love recognition and competition
- Reds will make LOTS of money