



PROFILING CHEAT SHEET

 **THE Better**
GROWTH Business
TOOLKIT Results.

Compliance

The Wise Old Owl

Traits: Detail-oriented, precise, analytical, cautious, systematic.

Strengths: Logical, thorough, high standards, problem-solving.

Challenges: Perfectionistic, risk-averse, struggles with delegation.

Best in: Finance, law, engineering, quality control.

Loves to: Get it right

C

Dominance

The Lone Wolf

Traits: Direct, assertive, competitive, results-driven, confident, and decisive.

Strengths: Goal-oriented, quick decision-making, thrives under pressure.

Challenges: Impatient, can be blunt or insensitive, dislikes details.

Best in: Leadership roles, competitive environments, problem-solving.

Loves to: Win

D

Steadiness **S**

The Dove

Traits: Patient, loyal, dependable, empathetic, team player, good listener.

Strengths: Reliable, cooperative, maintains harmony, great at building relationships.

Challenges: Avoids conflict, resists change, can be indecisive, stubborn.

Best in: Human resources, counseling, healthcare, administrative roles.

Loves to: Stay Safe

S

I Influence

The Social Butterfly

Traits: Outgoing, enthusiastic, persuasive, optimistic, and people-focused.

Strengths: Great at motivating others, energetic, creative, strong communicators.

Challenges: Can be disorganized, impulsive, struggles with follow-through.

Best in: Sales, marketing, customer service, team-oriented roles.

Loves to: Have FUN!

I

How to Manage:

- ✓ Be structured, detailed, and logical in your communication.
- ✓ Provide clear expectations, rules, and well-documented processes.
- ✓ Give them time to analyze data and make informed decisions.
- ✓ Offer constructive, fact-based feedback (not emotional criticism).
- ✓ Respect their need for accuracy and organization.
- ⊗ Avoid vague instructions, last-minute changes, or overly emotional appeals.

C

How to Sell

How They Buy: Logical, detail-oriented, and wants data before deciding.

- ✓ Be precise, factual, and professional.
- ✓ Provide data, research, and logical comparisons.
- ✓ Give them space to analyze—don't push for an instant decision.
- ✓ Be prepared for in-depth questions and provide detailed answers.
- ✓ Offer guarantees or risk-free trials to ease concerns.
- ⊗ Avoid being vague, overly emotional, or rushing them.

Example Pitch: "This product has been tested and proven to improve efficiency by 27%. Here's the research and technical specs to review."

How to Manage:

- ✓ Be direct and to the point—avoid small talk.
- ✓ Give them challenges and opportunities for leadership.
- ✓ Focus on results and efficiency rather than emotions.
- ✓ Allow autonomy—don't micromanage.
- ✓ Set clear goals and deadlines; they thrive under pressure.
- ⊗ Avoid excessive details, slow decision-making, or too much control over their work.

D

How to Sell

How They Buy: Fast, focused on results, and doesn't like small talk.

- ✓ Be direct and confident—get to the point quickly.
- ✓ Highlight ROI, efficiency, and competitive advantages.
- ✓ Show proof of success (case studies, testimonials from industry leaders).
- ✓ Give them options but let them feel in control of the decision.
- ✓ Close quickly—if they see value, they won't hesitate.
- ⊗ Avoid unnecessary details, long pitches, or emotional appeals.

Example Pitch: "This solution will increase your efficiency by 30% and give you a competitive edge. Let's move forward today."

How to Manage:

- ✓ Be patient and provide a supportive environment.
- ✓ Offer clear, step-by-step guidance when introducing change.
- ✓ Show appreciation for their reliability and teamwork.
- ✓ Encourage work-life balance and avoid unnecessary stress.
- ✓ Help them feel secure by maintaining stability.
- ⊗ Avoid rushing them into decisions or creating conflict-heavy environments.

S

How to Sell

How They Buy: Carefully, values relationships, and dislikes pressure.

- ✓ Build trust and rapport first—they buy from people they like.
- ✓ Use a low-pressure, consultative approach.
- ✓ Emphasize reliability, safety, and long-term benefits.
- ✓ Provide clear, step-by-step guidance and answer all questions patiently.
- ✓ Follow up consistently to reassure them.
- ⊗ Avoid aggressive sales tactics or rushing them into a decision.

Example Pitch: "I want to make sure you feel completely comfortable with this decision. Here's how this solution will provide long-term stability and support."

How to Manage:

- ✓ Use an energetic, positive tone when communicating.
- ✓ Allow them to express ideas and collaborate with others.
- ✓ Recognize and praise their contributions frequently.
- ✓ Give them creative freedom and avoid rigid structures.
- ✓ Keep meetings and tasks engaging to maintain their interest.
- ⊗ Avoid being overly critical or rigid—this can demotivate them.

I

How to Sell

How They Buy: Emotion-driven, loves exciting ideas, and trusts relationships.

- ✓ Be enthusiastic and engaging—use storytelling.
- ✓ Focus on the experience and emotional benefits.
- ✓ Make it fun and interactive—demos, videos, and testimonials work well.
- ✓ Use social proof (success stories, influencers, and customer reviews).
- ✓ Follow up with energy and a personal touch.
- ⊗ Avoid too many technical details or a rigid, serious tone.

Example Pitch: "This product is a game-changer! Customers love it because it makes their lives easier and more exciting."