



PERSONALITY TO PROFIT: COLORS

ACHIEVE FASTER RESULTS:
IDENTIFY THE COLOR PERSONALITIES &
CREATE A 'PERSONALITY TO PROFIT' PRESENTATION



PERSONALITY TO PROFIT: COLORS

There are 4 personality styles that exist when it comes to purchasing. When selling, it is important to determine the person's personality style and then focus on the following motivational triggers, helping to prompt them to purchase your product or service.

4 Purchasing Style / Triggers



ORANGE Want the Latests / Greatest / Biggest / Fanciest / Trendy



BLUE Anything to improve Life or Family or Friends / Foster Relationships



GOLD Quality / Value / \$Savings / Discount



Green Analytic / Research / Specs / Logically Makes Sense

PERSONALITY TO PROFIT: INTRODUCTION SCRIPT

If presenting to an 'unknown' or 'general audience, all 4 motivational purchasing triggers should be used in marketing materials or opening statements.

“ Hi I’m _____ (First Name / Last Name)
at _____ (Specialist, Professional, Expert)
We specialize in...

ORANGE (Unique)

BLUE (Family Friends)

GOLD (Quality / Value)

GREEN (Logic / Research)

WHY IS THIS IMPORTANT?



Award-winning sales expert and strategist Jackie Rainforth, founder and CEO of the nationally acclaimed RAINMAKERS BUSINESS SOLUTIONS, has created 'modern yet simple' systems and processes to help you take your team's performance from stalled to unstoppable!

This dynamic RBC Woman Entrepreneur of Canada award nominee is a much sought-after trainer, conference speaker, and VIRTUAL SALES KICKOFF SPEAKER sharing the proven sales strategies that will elevate your business success as you delve deeper, sell better, and achieve faster results!

Author of the sure-to-be best-seller THE BAD ASS GUIDE TO SUPERSTAR SELLING. Jackie's superpower is your sales empowerment, helping you build the confidence and implement the systems, processes and strategies to close more deals, increase leads and gain more customers than ever before.

What are you waiting for? Reach out NOW!!! Invest in you, your team and your organization;

**Boost your sales – improve your sales effectiveness – enhance customer relationships
And watch your business grow!**

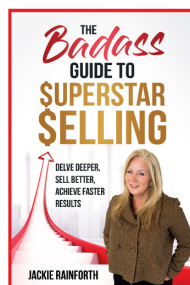
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**AUTHOR OF THE BADASS GUIDE
TO SUPERSTAR SELLING**



Break through these modern day obstacles and become a BADASS SALES SUPER-STAR

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