

## What Color Are You?

- 1. What do you like most in a person**
  - a. People who know how to have fun!
  - b. Active people who enjoy taking risks!
  - c. Creative and loving people.
  - d. Honest and organized people.
- 2. What description describes you best**
  - a. Playful and bubbly.
  - b. Fearless and independent.
  - c. Sensitive and unselfish.
  - d. Dependable and accurate.
- 3. Your tone of voice tends to be:**
  - a. Upbeat, fast, informal.
  - b. Loud, forceful and rapid.
  - c. Happy, warm and soft.
  - d. Slow and articulate.
- 4. What style is your clothing?**
  - a. Trendy, bright and casual.
  - b. Formal, classy and flashy.
  - c. Casual, very informal and earth tones.
  - d. Average, nothing bright or trendy.
- 5. What is your car of choice?**
  - a. Minivan or SUV (as long as it holds all your friends).
  - b. Something flashy and expensive.
  - c. A vehicle that is energy efficient or electric.
  - d. A vehicle that is practical and affordable.
- 6. When it comes to being on time you are?**
  - a. Late a lot of the time.
  - b. Usually a few minutes late.
  - c. Usually on time or early.
  - d. Very prompt.
- 7. What are your priorities**
  - a. Living in the moment and enjoying life.
  - b. Winning.
  - c. Communicating and helping others.
  - d. Being Organized and having your facts straight.
- 8. Which character do you relate to the most?**
  - a. Head Cheerleader
  - b. Princess Leia
  - c. Mr. Rogers
  - d. Mr. Spock

Add up the number of each letter you circled and write it down:

A: \_\_\_\_\_

B: \_\_\_\_\_

C: \_\_\_\_\_

D: \_\_\_\_\_

Key:

Mostly A: Blue

Mostly B: Red

Mostly C: Yellow

Mostly D: Green

## Sales Tools They Will Relate To:

### Red Personalities

- Are Overachievers
- Hate Whiners
- Want to see Results/Be Winners
- Are Abrupt
- Like to be in Charge/Be the Boss
- Want to be treated like VIP/All About Money

- Rewards
- Jets
- Lifestyle
- Calls
- Magazine
- Recognition

### Blue Personalities

- Spontaneous
- Very Social
- Adventurers
- Loves to Party
- Love Meeting New People

- Inspire On
- Bahamas Video
- Event Recap
- Magazine

### Yellow Personalities

- Love to help
- Friendly
- Loyal
- Team Players
- Family Orientated
- Ethical
- Creative

- Inspire On
- Stories on Facebook
- Magazine

### Green Personalities

- Realistic
- Gather Data
- Perfectionists
- Information, Information, Information!!!

- Inspire On
- Research
- Magazine
- FAQ
- Ted Talks
- Dr. Heather
- Ketokademy

## What's your Color Personality?

	Slow, Deliberate	Quick Activity, Spontaneous
People	<p><b>YELLOW</b> <i>Mr. Rogers</i></p> <ul style="list-style-type: none"> <li>• Supportive</li> <li>• Nurturing</li> <li>• Nurses, teachers, full-time moms who <u>love</u> helping kids               <ul style="list-style-type: none"> <li>• Love helping people get what they want</li> </ul> </li> <li>• Not interested in hard business side, but will want to help others               <ul style="list-style-type: none"> <li>• Can be indecisive</li> <li>• High credibility</li> <li>• Well-organized</li> <li>• Great at multi-tasking</li> </ul> </li> </ul>	<p><b>BLUE</b> <i>Head Cheerleader</i></p> <ul style="list-style-type: none"> <li>• Love fun</li> <li>• Adventurous</li> <li>• Love meeting new people               <ul style="list-style-type: none"> <li>• Enjoy selling</li> </ul> </li> <li>• Always talking...tells long stories               <ul style="list-style-type: none"> <li>• Won't listen</li> <li>• Trendy</li> <li>• Popular</li> <li>• Life of the party</li> </ul> </li> <li>• They will rarely book follow-ups, so be sure to help with this</li> <li>• Believe that they are great multi-taskers, but they are not</li> </ul>
Ideas, Concepts & Results	<p><b>GREEN</b> <i>Mr. Spock</i></p> <ul style="list-style-type: none"> <li>• Engineers, CPAs, accountants, computer nerd               <ul style="list-style-type: none"> <li>• Logical, not emotional</li> </ul> </li> <li>• Will ask for information again and again and again...               <ul style="list-style-type: none"> <li>• Will do research for self                   <ul style="list-style-type: none"> <li>• Like to be right</li> </ul> </li> </ul> </li> <li>• You can't close a green, so feed them information and they will decide</li> </ul>	<p><b>RED</b> <i>Donald Trump</i></p> <ul style="list-style-type: none"> <li>• Like to be in charge               <ul style="list-style-type: none"> <li>• Great organizers</li> </ul> </li> <li>• Always improving things</li> <li>• Always think that they know best way to do something               <ul style="list-style-type: none"> <li>• Focused on bottom line</li> <li>• Interested in ROI</li> </ul> </li> <li>• Don't listen because they know it already</li> <li>• All Reds think that they're Yellows</li> <li>• <u>Love</u> recognition and competition</li> <li>• Reds will make LOTS of money</li> </ul>