

# The 7 Most Common Buyer Personalities

Your handbook for personality-based selling

*A collaboration between:*



# Introduction

It seems like everywhere you turn, technology is inching into some new part of our lives or our businesses. New tools are making us better, faster, and smarter. In certain industries, artificial intelligence is just taking over jobs entirely. We're truly in a technological renaissance.

But what's curious about all this change is how one central aspect of business has remained the same: **the people**. At the end of the day, real people make purchasing decisions, execute strategies, and determine the direction their businesses will head. No matter how much technology is involved, nearly every business transaction still boils down to an exchange between two people. Unless we're taken over by our robot overlords sooner than expected, that's not likely to change anytime soon. Sales professionals will always be focused on selling to people.

Does this mean that sales organizations are just behind the times? Quite the opposite. The sales industry boasts some of the most exciting technology available to the modern workforce, SalesLoft and Crystal very much included. But this technology serves merely to supplement and inform a strategy based around selling to real people. And that's exciting! It's those people skills that make sales reps so valuable. It's what makes sales organizations future proof.

# Introduction

That's not to say that the skills and intelligence needed to sell successfully come easy. Every potential customer is different. They have different business goals. They have different problems to solve. They have different organizational pressures to navigate. But potentially even more important, they have different personalities.

As any seasoned sales rep will tell you, establishing a solid business case and product fit is only half the battle. The rest of a successful deal hinges on the more subjective aspects of the human relationship: trust, rapport, and communication. Building these personal relationships is crucial to sales success and the process is different for every potential customer. Understanding a prospect's personality can be the the key to building a successful relationship or digging a hole for yourself that you may not be able to get out of. This is specifically why tools like Crystal were built.

Fortunately, while everyone's personalities are different, they tend to fall into a limited number of groups based on common traits. You've seen this in the popular Myers-Briggs Type Indicator ("I'm an ISTP!") or the DISC model that Crystal is built on. These groups make it easier to understand your future customers, how they like to communicate, how they like to be sold to, and even the types of emails they respond to most.

## Cult of Personality

In this ebook we will outline seven of the most common personalities you're likely to encounter in B2B sales. These personalities include:

- *The Executor*
- *The Social Butterfly*
- *The Skeptic*
- *The Consultant*
- *The Analyst*
- *The Innovator*
- *The Relationship Builder*

Let's take a look at each in more detail and how to close the deal with each and every one.



# Executor

The executor is one of the most common buyer personalities you're likely to encounter as a sales rep. This person is driven to succeed and can be aggressive about what they're looking for in both a solution and a sales rep. This straightforward style pairs well with a no-frills sales approach focused on meeting and exceeding their needs. You want to establish yourself as a partner, dedicated to helping them achieve the success that drives them.

**Quick tip:** Get this person's attention with assertive, bold statements.

SPEAKING



**Small Talk:** Yes      **Formality:** Med  
**Focus:** Get right to the point and keep it casual.

WRITING



**Length:** 1-2 sentences      **Content:** Don't use emojis.  
**Focus:** Give them the autonomy to decide how to move forward.

**How to sell:** Be brief, focus on the big idea, and don't go into any fine details. This person is likely to know if they want to move forward within the first conversation.

**Closing the deal:** Follow up immediately, in writing, and allow this person to guide the rest of the sales process by asking "How can we make this happen?"



Personality Traits:

Competitive

Aggressive

Decisive



Common Jobs:

Management

Marketing



# Social Butterfly

Few sales calls will be as enjoyable as the ones you have with the Social Butterfly. They thrive on conversations and making new friends. While they have problems they are looking to solve and an idea of the solution they are looking to buy, they often care more about who they are buying from than the specifics of what they are actually purchasing. Put your friendliest foot forward and make every exchange with the Social Butterfly and easy, enjoyable experience.

**Quick tip:** this person loves to talk and will enjoy making friends.

SPEAKING



**Small Talk:** Yes      **Formality:** Low

**Focus:** Talk about yourself and ask this person personal questions before getting to business topics.

WRITING



**Length:** 3-4 sentences      **Content:** Use correct punctuation.

**Focus:** Provide visuals and infographics to support your points where possible.

**How to sell:** Explain who you are, what your company does and try to fit into their personal story using the details from the small talk you start the conversation with.

**Closing the deal:** Appeal to this person's preference for visual aids by including charts and images in your written follow up. Use the same tone that you'd use writing to a casual acquaintance or new friend.



Personality Traits:

**Friendly**

**Energetic**

**Outgoing**



Common Jobs:

**Marketing**

**Management**

**Sales**



# Skeptic

The Skeptic is likely to be a harder sell than any other you encounter. They likely have a business need for your product or service, otherwise they would never have responded to your messages. However, they will have a lot of questions and concerns about your product. Naturally wary, they will usually assume there is a better option available to them. Come prepared with competitive positioning and case studies with key data points if you are going to win the Skeptic over.

**Quick tip:** Be patient and respect the Skeptic's views and questions

SPEAKING



**Small Talk:** No

**Formality:** High

**Focus:** Address their concerns and answer their questions head-on, with confidence. Indecision or uncertainty will confirm their suspicions about what you're selling.

WRITING



**Length:** 2-3 sentences

**Content:** Avoid flowery language

**Focus:** Use facts and data as much as possible.

**How to sell:** Demonstrate the value of what you are selling with confidence, and don't shy away from their questions or concerns.

**Closing the deal:** Don't sell the dream, show it to them. Use case studies and data to show what you can deliver and create a sense that they may be missing out if they choose not to close the deal.



Personality Traits:

Curious

Wary

Guarded



Common Jobs:

Operations

Management



# Consultant

If you're selling a more technical product, you're likely to encounter the Consultant. More reserved and thoughtful, the Consultant is often fiercely intelligent and more reserved in their demeanor. While asking pointed questions about their business situation will get them to eventually open up to you, take care to mirror the formality of their behavior until they loosen up. Demonstrating your expertise and product knowledge will matter far more to the Consultant than witty banter.

**Quick tip:** Be authentic and warm up the conversation with small talk.

**SPEAKING**  **Small Talk:** Yes      **Formality:** High  
**Focus:** Make light small talk, but try to mirror this person's formal behavior until they loosen up.

**WRITING**  **Length:** 3-4 sentences      **Content:** Be formal  
**Focus:** Provide an agenda and summary of your thoughts at the closing of your message.

**How to sell:** Take the time to ask about their problems, priorities, and emphasize the reliability of your company and product.

**Closing the deal:** This person will need time to process. Follow up in detail and be sincere. Applying any pressure will immediately turn this person off.



Personality Traits:

**Consistent**

**Reserved**

**Calm**



Common Jobs:

**Support**

**Operations**

**Finance**



# Analyst

At first glance, the Analyst will look very similar to the Consultant. The difference will be found in their focus on the details. While a Consultant sees the bigger picture, the Analyst is all about the details. Come armed with a strong technical knowledge of the product or a sales engineer that can handle a barrage of specific questions. Facts and data are the keys to the Analyst's heart. Be sure to use both abundantly, especially when answering a question.

**Quick tip:** Be prepared to back up assertions with facts and data.

**SPEAKING**  **Small Talk:** No      **Formality:** High  
**Focus:** Find common topics of interest to build rapport and be as detailed as possible if addressing a difference in perspective.

**WRITING**  **Length:** 3-4 sentences      **Content:** Include detail and data  
**Focus:** Make sure all perspectives are backed up through analysis. This person will see through illogical arguments

**How to sell:** Give them plenty of information and materials to review prior to your initial meeting and be prepared to answer their questions. This person will find holes in any assumptions, so don't make any bold statements that can't be backed up by fact.

**Closing the deal:** Emphasize how your product or service increases the quality of their work, outline a risk-minimizing agreement, and give them time to evaluate without pressure or time constraints.



  
Personality Traits:

Analytical

Logical

Objective

  
Common Jobs:

IT

Finance

Technology



# Innovator

Few personalities will bring as much energy to your meetings as the Innovator. Intelligent, confident, and excitable, the Innovator thrives on finding “the next big thing” and making leaps forward in the advancement of their company. Be prepared to sell the Innovator on the big picture benefits of your product or service. Leave the details on the back-burner and focus on how you can help create a bright new future for their company. Bring your most optimistic views and biggest ideas, but make sure you have the rationale to support them.

**Quick tip:** Get this person’s attention by talking about what’s exciting.

**SPEAKING**  **Small Talk:** No      **Formality:** Med  
**Focus:** Use a lighthearted approach and talk about the things that you’re excited to be working on.

**WRITING**  **Length:** 2-3 sentences      **Content:** Be concise  
**Focus:** Be efficient in your written conversations and leave the lengthy detail to an in person interaction.

**How to sell:** Be the solution and they are looking for while maintaining a partnered attitude.

**Closing the deal:** Don’t apply pressure and focus on the solution you provide to eliminate any potential for risk and improves their business on the high level.



 Personality Traits:

- Self-assured**
- Insightful**
- Unpredictable**

 Common Jobs:

- Executive Leadership**
- CEO**
- Entrepreneur**



# Relationship Builder

Where the executor is direct and bullish, the Relationship Builder is much softer and will enjoy building a relationship with you on your way to closing the deal. Small talk and a genuine interest in the details of their life and position will go a long way toward building trust and rapport. This small talk and friendly back-and-forth may seem frivolous, but if you can work the personal details you glean from these conversations into your sales pitch, you're likely to see that small talk

**Quick tip:** Speak directly, with enthusiasm, and be kind.

SPEAKING



**Small Talk:** No      **Formality:** Low

**Focus:** Be transparent, tell personal stories, and don't try to rush the conversation.

WRITING



**Length:** 2-3 sentences      **Content:** Focus on strategy

**Focus:** Point out common connections, inflect some humor and appreciation before providing thorough detail.

**How to sell:** schedule an in person meeting as soon as possible and show up on time and prepared. Schedule yourself extra time to ensure there's no rush and send something personal, like a handwritten note, after your first meeting.

**Closing the deal:** at the end of the day, this person wants to work with friends. Position yourself as an ally and partner rather than just a business associate and make the process fun.



Personality Traits:

**Collaborative**

**Thoughtful**

**Persistent**



Common Jobs:

**Sales**

**Marketing**

**Event Planning**

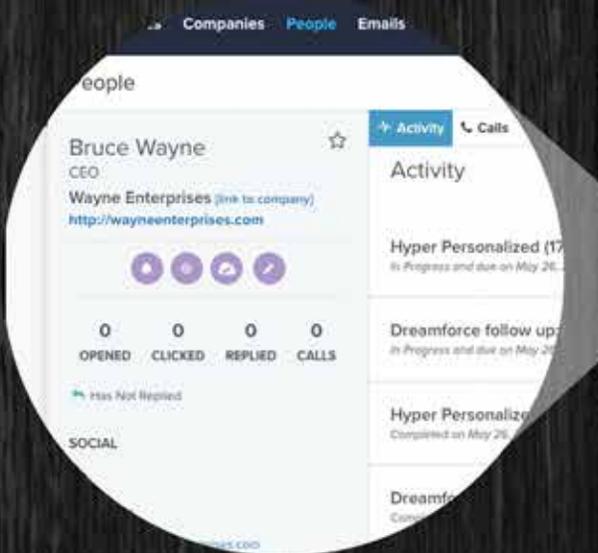


# SalesLoft

## The Modern Sales Engagement Platform

Engage more successfully, execute more efficiently, and sell more effectively.

[Learn More](#)



# Crystal

## Understand Personality Differences

Adapt your communication style to each personality, so you can communicate more effectively.

[Learn More](#)

# Conclusion

No matter how quickly technology advances, people will always be the most important part of any sale. Tailoring your sales pitch and strategy to the personality of your future customers is still the most effective way to build a rapport and relationship strong enough to close the deal, and that's not likely to change anytime soon. Hopefully, with the seven profiles outlined in this ebook, you'll be able to better identify the different types of buyers you encounter every day, and determine the sales approach they're most likely to respond to. Put the people you're selling to first, and you'll be amazed at the success you'll find.



