# HOW TO SELL TO THE 42 DIFFERENT ARCHETYPES

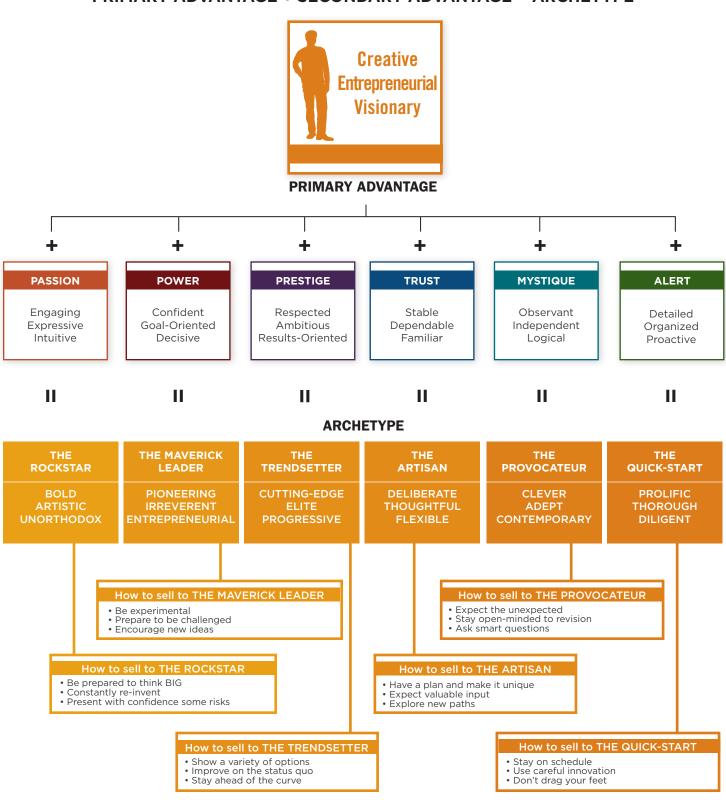


PART OF THE FASCINATION ADVANTAGE® SYSTEM

# THE INNOVATION PERSONALITY, EXPLAINED

HOW TO UNDERSTAND (AND SELL TO) SOMEONE WITH THIS PRIMARY ADVANTAGE

#### PRIMARY ADVANTAGE + SECONDARY ADVANTAGE = ARCHETYPE



# THE PASSION PERSONALITY, EXPLAINED

HOW TO UNDERSTAND (AND SELL TO) SOMEONE WITH THIS PRIMARY ADVANTAGE

#### PRIMARY ADVANTAGE + SECONDARY ADVANTAGE = ARCHETYPE **Engaging Expressive** Intuitive **PASSION PRIMARY ADVANTAGE** + + + + + + INNOVATION **PRESTIGE TRUST MYSTIQUE ALERT POWER** Creative Confident Respected Observant Stable Detailed Entrepreneurial Goal-Oriented **Ambitious** Dependable Independent Organized Results-Oriented Visionary Decisive Familiar Logical Proactive ш ш П П П П **ARCHETYPE** THE PEOPLE'S THE THE THE THE THE **CATALYST** CHAMPION **TALENT BELOVED** INTRIGUE **ORCHESTRATOR DYNAMIC NURTURING OUT-OF-THE-BOX EXPRESSIVE DISCERNING ATTENTIVE** SOCIAL **INCLUSIVE STYLISH** LOYAL **PERCEPTIVE DEDICATED ENERGIZING ENGAGING EMOTIONALLY-SINCERE CONSIDERATE EFFICIENT** INTELLIGENT How to sell to THE PEOPLE'S CHAMPION How to sell to THE INTRIGUE Create a strong emotional connection Be supportive of ideas Don't push or come on too stronglyPlay a supporting role Build conversation · Don't dumb it down How to sell to THE CATALYST How to sell to THE BELOVED Show your cutting-edge thinkingOffer different options · Stay consistent in words and actions Don't force your opinionsPut away the dog and pony show Keep an open mind How to sell to THE TALENT How to sell to THE ORCHESTRATOR Deliver the highest quality possible Don't beat around the bush

Notice the details of execution
Present yourself with style

Deliver quality or don't deliver Clear communication will be rewarded

# THE POWER PERSONALITY, EXPLAINED

HOW TO UNDERSTAND (AND SELL TO) SOMEONE WITH THIS PRIMARY ADVANTAGE

#### PRIMARY ADVANTAGE + SECONDARY ADVANTAGE = ARCHETYPE Confident **Goal-Oriented Decisive POWER PRIMARY ADVANTAGE** + + + + + + INNOVATION **PASSION PRESTIGE TRUST MYSTIQUE ALERT** Creative Engaging Respected Observant Stable Detailed Entrepreneurial Expressive **Ambitious** Dependable Independent Organized Results-Oriented Visionary Intuitive Familiar Logical Proactive ш ш П П П П **ARCHETYPE** THE THE THE THE THE THE MASTERMIND **CHANGE AGENT** RINGLEADER **MAESTRO GUARDIAN DEFENDER** METHODICAL **INVENTIVE MOTIVATING AMBITIOUS PROMINENT PROACTIVE** UNTRADITIONAL SPIRITED **FOCUSED** GENUINE **INTENSE CAUTIONARY SELF-PROPELLED** COMPELLING CONFIDENT SURE-FOOTED **SELF-RELIANT** STRONG-WILLED How to sell to THE RINGLEADER How to sell to THE MASTERMIND Observe their goalsPlay a supporting role Let them lead Be a part of their team Go big or go home · Prove your worth How to sell to THE CHANGE AGENT How to sell to THE GUARDIAN · Show your cutting-edge thinking · Stay consistent in words and actions Never get complacent Be authenticSlow and steady wins the race · Brainstorm with them How to sell to THE MAESTRO How to sell to THE DEFENDER Be on-target Stay structured and follow the plan

Constantly improve resultsFocus on their goal

Act fast

Address potential issues early

# THE PRESTIGE PERSONALITY, EXPLAINED

HOW TO UNDERSTAND (AND SELL TO) SOMEONE WITH THIS PRIMARY ADVANTAGE

#### PRIMARY ADVANTAGE + SECONDARY ADVANTAGE = ARCHETYPE Respected **Ambitious** Results-Oriented **PRESTIGE PRIMARY ADVANTAGE** + + + + + + INNOVATION **TRUST MYSTIQUE ALERT PASSION POWER** Creative Confident Observant Engaging Stable Detailed Entrepreneurial Expressive Goal-Oriented Dependable Independent Organized Visionary Intuitive Decisive Familiar Logical Proactive ш ш П П П П **ARCHETYPE** THE THE THE THE THE THE **AVANT-GARDE** CONNOISSEUR **VICTOR BLUE CHIP ARCHITECT** SCHOLAR SKILLFUL ORIGINAL **INSIGHTFUL** RESPECTED **CLASSIC INTELLECTUAL ENTERPRISING DISTINGUISHED** COMPETITIVE **ESTABLISHED RESTRAINED** DISCIPLINED **FORWARD-IN-THE-KNOW RESULTS-BEST-IN-CLASS POLISHED SYSTEMATIC THINKING ORIENTED** How to sell to CONNOISSEUR How to sell to THE ARCHITECT Bring your 'A' GameThink before speaking Be up-to-date Understand the goals · Don't be pushy Give options How to sell to THE AVANT-GARDE How to sell to THE BLUE CHIP · Focus on what's next · Do it with dignity and taste Consider trends Think "Best-in-Class"Don't take unnecessary risks Show improvement for future How to sell to THE SCHOLAR How to sell to THE VICTOR Maintain impeccable standards Stay disciplined Deliver quality or don't deliver Watch the details Execute at the next level Prepare to push yourself

# THE TRUST PERSONALITY, EXPLAINED

HOW TO UNDERSTAND (AND SELL TO) SOMEONE WITH THIS PRIMARY ADVANTAGE

#### PRIMARY ADVANTAGE + SECONDARY ADVANTAGE = ARCHETYPE Stable **Dependable Familiar TRUST PRIMARY ADVANTAGE** + + + + + + INNOVATION **MYSTIQUE ALERT PASSION POWER PRESTIGE** Creative Engaging Confident Respected Observant Detailed Entrepreneurial Expressive Goal-Oriented Ambitious Independent Organized Results-Oriented Visionary Intuitive Decisive Logical Proactive ш ш П П П П **ARCHETYPE** THE THE THE THE THE THE **EVOLUTIONARY AUTHENTIC GRAVITAS DIPLOMAT ANCHOR GOOD CITIZEN CURIOUS APPROACHABLE LEVELHEADED DIGNIFIED PROTECTIVE PRINCIPLED ADAPTABLE** DEPENDABLE STABLE SUBTLE **PURPOSEFUL PREPARED OPEN-MINDED TRUSTWORTHY HARDWORKING CAPABLE ANALYTICAL** CONSCIENTIOUS How to sell to THE ANCHOR How to sell to AUTHENTIC Think before you speakStart with a solid foundation Keep your word Be prepared to talk it though · Don't sell, explain How to sell to THE EVOLUTIONARY How to sell to THE DIPLOMAT · Show your commitment · Pay attention to every detail Offer multiple solutions Focus on results · Stay open to improvement • Set the bar higher than usual How to sell to THE GOOD CITIZEN How to sell to THE GRAVITAS Take a no-nonsense approach Have a solid plan in place • Be on time, always Show the details that lead to success Include research and background Avoid hype

# THE MYSTIQUE PERSONALITY, EXPLAINED

HOW TO UNDERSTAND (AND SELL TO) SOMEONE WITH THIS PRIMARY ADVANTAGE

#### PRIMARY ADVANTAGE + SECONDARY ADVANTAGE = ARCHETYPE **Observant** Independent Logical **MYSTIQUE PRIMARY ADVANTAGE** + + + + + + INNOVATION **TRUST** ALERT **PASSION POWER PRESTIGE** Creative Engaging Confident Respected Stable Detailed Entrepreneurial Expressive Goal-Oriented Ambitious Dependable Organized Results-Oriented Familiar Visionary Intuitive Decisive Proactive ш ш П П П П **ARCHETYPE** THE SECRET THE VEILED THE THE THE THE **WEAPON SUBTLE TOUCH STRENGTH ROYAL GUARD WISE OWL ARCHER NIMBLE TACTFUL** REALISTIC **ELEGANT OBSERVANT ON-TARGET UNASSUMING SELF-SUFFICIENT** INTENTIONAL **ASTUTE ASSURED REASONED INDEPENDENT MINDFUL** TO-THE-POINT **DISCREET UNRUFFLED PRAGMATIC** How to sell to THE SUBTLE TOUCH How to sell to THE WISE OWL Don't expect a lot of feedbackShow the pros and cons Draw them out · Don't smother Stay focused · Respect the process How to sell to THE SECRET WEAPON How to sell to THE ROYAL GUARD • Stay out of "the box" · Don't bother trying to read them Offer different options Expect understatement • Don't be afraid to buck the system · Don't make a fuss How to sell to THE ARCHER How to sell to THE VEILED STRENGTH Do your research. They will. Offer substance. Be efficient. Use facts, not opinion Lose the drama Don't try to push Focus on solutions

# THE ALERT PERSONALITY, EXPLAINED

HOW TO UNDERSTAND (AND SELL TO) SOMEONE WITH THIS PRIMARY ADVANTAGE

#### PRIMARY ADVANTAGE + SECONDARY ADVANTAGE = ARCHETYPE **Detailed Organized Proactive ALERT PRIMARY ADVANTAGE** + + + + + INNOVATION **PASSION** PRESTIGE **TRUST MYSTIQUE POWER** Creative Engaging Confident Respected Stable Observant Entrepreneurial Expressive Goal-Oriented Ambitious Dependable Independent Results-Oriented Familiar Visionary Intuitive Decisive Logical ш ш П П П П **ARCHETYPE** THE THE THE **COMPOSER** COORDINATOR **EDITOR-IN-CHIEF MEDIATOR DETECTIVE** ACE CONSTRUCTIVE **DECISIVE PRODUCTIVE STRATEGIC STEADFAST CLEAR-CUT FINE-TUNED** ORGANIZED **TIRELESS SKILLED** COMPOSED **ACCURATE JUDICIOUS** PRACTICAL **FORTHRIGHT DETAILED STRUCTURED METICULOUS** How to sell to THE COORDINATOR How to sell to THE MEDIATOR Set up a structured planStay true to the cause · Allow them to show you the way Communication is keyStay on budget, on time Avoid chaos How to sell to THE EDITOR-IN-CHIEF How to sell to THE COMPOSER • Don't miss the forest for the trees • Deliver by the deadline Offer new ideas, then back them up Think it through, but do it fast · Watch the road ahead · Don't let them down How to sell to THE ACE How to sell to THE DETECTIVE Give them control Make it a win/win, or you will lose

Prepare for every outcomeDon't get overly-emotional

Play a supporting role Ignore your gut and mind the numbers

# DISCOVER WHAT MAKES YOU FASCINATING

# **LEARN HOW TO FASCINATE** AT HOW TO FASCINATE.COM

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## FASCINATE YOUR FOLLOWERS TWEET THIS:

- The greatest value you can add is to become more of yourself. via @SallyHogshead
- Every time you communicate, you are either adding value or taking up space. via @SallyHogshead
- When you want to stand out, your strengths matter less than your differences. via @SallyHogshead
- » You don't LEARN how to be fascinating. You UNLEARN boring. via @SallyHogshead
- If you don't know your own value, don't expect anyone else to. via @SallyHogshead

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