

COACH'S TIP #9: BUSINESS IN COLOR WITH GR BUSINESS NETWORKING (LEVEL 1)

To sell well, one must know the colours one is doing business with. This exercise will enable you to establish your colour and, in this way, better understand your targeted clients.

ANALYTICAL	ENTREPRENEUR
<ul style="list-style-type: none"> Usually introverted Rational, organized, task oriented Thoughtful, analytical, structured Careful, reserved, diplomatic Conscientious, meticulous Important for them: numbers, dates, hours, costs They take their time, calm, with an even and mild tone 	<ul style="list-style-type: none"> Usually extroverted Fighter, rash, likes risk Aggressive, in a hurry, unsympathetic Directive, dominating, autonomous Group leader, initiator, visionary Important for them: speed and time Everything is fast, they have strong and loud voice and initiate discussions
AMIABLE	EXPRESSIVE
<ul style="list-style-type: none"> Usually introverted Want to be appreciated by their surroundings Executes tasks without questions, "Yes Chief" Want to render services, like helping others Positive, considerate, like teamwork Don't like risk and seek stability Like being touched, have a pleasant and mild voice 	<ul style="list-style-type: none"> Usually extroverted Emotions override the rest <ul style="list-style-type: none"> Ask a lot of questions, argue Like being the centre of attention, subgroup leader Impulsive, emotional, full of energy, easy highs and lows Want to get their point across; they are right Talk loud and strong, want to be heard



What color are you? _____ What color is your spouse? _____

Try and find the color of the people in your group:

Green	Red
Yellow	Blue

Try to quickly find out the colour of the person you are talking to, whether on the phone or in person. This will help you in determining the type of answer you will give this person and will greatly facilitate things when the time will come to conclude a sale!

Eric Pichette, CEO and Founder, GR Business Networking.