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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Selling to the Four Temperament Styles**

**By John Boe**

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To be effective in sales you must learn to develop trust and rapport quickly with your prospect. People want to do business with people that they feel understand their needs and treat them as an individual. Being able to identify your prospect's primary temperament style is critically important and will allow you to adjust your style to communicate effectively with theirs.

Twenty-four hundred years ago, Hippocrates, the father of medicine, theorized that we are born into one of four primary temperament styles and that each style has it's own unique physiology, character traits and outlook on life; Choleric (aggressive), Sanguine (emotional), Phlegmatic (passive) and Melancholy (analytical). According to Hippocrates, the extroverted Choleric (Worker) was short-tempered and ill natured, but had a dynamic desire for action! The extroverted Sanguine (Talker) was cheerful, outgoing and optimistic, but not very serious or organized. The introverted Phlegmatic (Watcher) was slow and sluggish, but could stay calm, cool and collected under pressure. The introverted Melancholy (Thinker) was deep, sad and depressive, but also a thoughtful, gifted and analytical genius. Each of the four primary temperament styles requires a different approach and selling strategy. With a little training and practice you will soon be able to use temperament knowledge to enhance all of your relationships.

The extroverted Worker temperament style prefers a fast, bottom line presentation and is generally quick to make a decision. They want you to respect their time by being well prepared, on time and to the point. They ask "what" questions. Keywords to use are: Results, Speed, and Control. Workers are practical and are interested in how you can save them time and money. Maintain good eye contact and don't let their demanding nature and intimidating body language unnerve you. Avoid details when possible and give the Worker options so you don't threaten their sense of control. Allow them to set the pace of the presentation.

The extroverted Talker temperament style prefers a fast, enthusiastic presentation and tend to be impulsive shoppers. They want you to be entertaining and allow time for them to talk. One of the biggest challenges when presenting to the Talker is to keep them focused on the subject. They ask "who" questions. Keywords to use are: Exciting, Fun, and Enthusiastic. Keep your presentation big

## Selling to the Four Temperament Styles

picture and avoid details and numbers whenever possible. Use colorful pie charts or graphs to make your point. Testimonials can be quite effective with the status conscious Talker.

The introverted Watcher temperament style prefers a slow, deliberate presentation and are very sensitive to conflict or perceived "sales pressure." They want you to be cordial and friendly. They ask "how" questions. Keywords to use are: Family, Service, and Harmony. You must condition Watchers for change; they are natural born procrastinators who love the status quos. They are family oriented and expect quality service after the sale. Help the Watcher make a decision by giving them assurance. Due to their pleasing personality and need for harmony, they will sometimes say yes when they mean no.

The introverted Thinker temperament style prefers a slow, detailed presentation and requires time to

warm up. They are cautions and skeptical people that take pride in doing their research before they purchase something. Around a Thinker you must be logical and accurate. Double-check your numbers because if they find a mistake, they will question your competence. They ask "why" questions. Keywords to use are: Logical, Safety, and Quality. Expect them to take their time "thinking it over." Thinkers don't want to make a mistake and when they make a purchase they frequently get "buyers remorse". They will typically "shop" your numbers to make sure they are getting the best deal possible. Help the Thinker reduce their fear of making a mistake by giving them evidence.

John Boe, based in Monterey, CA, helps companies recruit, train and motivate top-quality people. To view his online Video Demo or to have John Boe speak at your next event, visit [www.johnboe.com](http://www.johnboe.com) or call (831) 375-3668.

### **What is Your Temperament Style?**

**By John Boe**

#### **What is Your Temperament Style? by John Boe**

Understanding temperament styles will not only have a positive impact on the way you see yourself but it will also enhance your relationship with others. If you are a parent, it can dramatically improve the way you raise your children. If you are single, it can give you insight into selecting a compatible mate. If you are a salesperson, this information will significantly enhance your sales effectiveness by enabling you to build trust and rapport quickly with your prospects and customers. If you are a manager or business owner, you will find this knowledge incredibly beneficial. It will enhance your leadership style, improve the way you supervise your employees and allow you to recruit more effectively.

Hippocrates, the father of medicine, is credited with originating the basic theory of temperament styles twenty-four hundred years ago. He theorized that our behavior style was determined genetically at birth rather than from external influences such as astrology or birth order. Hippocrates believed that we are born with a combination of four genetic influences he called humors; Choleric (Worker), Sanguine (Talker), Phlegmatic (Watcher) and Melancholy (Thinker). He observed that these four styles have a

## Selling to the Four Temperament Styles

direct influence on our physiology, character traits and outlook on life. In fact the word temperament, which is commonly used to describe personality types, is a Latin term which means, "a mixing in due portion." This blend or "mixing in due portion" of the four basic styles determines your individual temperament profile. By combining these four basic styles, there are twenty-four possible profiles. While you are born with a primary temperament, the other three temperaments, based on their relative position within your profile, each have a diminishing but measurable effect on your temperament. Intuitively you probably sense these different aspects of your temperament. While these four styles are inherently different, they are equally valuable in their own way. There is no temperament profile that is superior. However, each style is better suited relative to the other styles for certain occupations. While you are not able to change the temperament style you were born into, you can maximize your natural strengths and minimize your weaknesses.

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The Choleric (Worker) is:

Extroverted – Determined – Demanding – Domineering – Controlling – Practical – Self-reliant – Decisive – Independent – Confident – Goal-oriented – Risk-taker – Aggressive – Insensitive – Impatient

The Sanguine (Talker) is:

Extroverted – Emotional – Social – Impulsive – Articulate – Optimistic – Persuasive – Self-absorbed –

Generous – Egotistical – Charming – Unorganized – Playful – Personable

The Phlegmatic (Watcher) is:

Introverted – Accommodating – Harmonious – Agreeable – Indecisive – Uninvolved – Sympathetic – Undermining – Patient – Supportive – Stable – Possessive – Passive – Selfish – Tolerant

The Melancholy (Thinker) is:

Introverted – Analytical – Thoughtful – Organized – Critical – Detailed – Pessimistic – Sensitive – Diplomatic – Economical – Loyal – Introspective – Private – Conscientious – Moody

Each of the four primary temperament styles exhibits a body language preference and has distinctive physical characteristics that are neither gender, race nor age specific. By combining physical features and body language gestures, I have developed a system that allows me to identify a person's primary temperament style through observation alone. This significant breakthrough allows temperament

## Selling to the Four Temperament Styles

understanding to become a practical tool that doesn't require a written evaluation and therefore can be used with everyone you meet. With a little training and effort your ability to visually recognize temperaments can become second nature and woven into all of your interactions. My system allows you to take this information out into your life and put it to practical use in your day-to-day encounters; in the boardroom, at the sales table, in the classroom, etc.

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