

7 INSIDER SECRETS FOR PUMPING UP YOUR PROFITS USING THE POWER OF PERSONALITY TYPING



BY MARILLA WEX

WWW.PERSONALITY-TYPES.NET



HOW THIS SPECIAL REPORT WILL HELP YOU

This special report is designed to show you how the PURE System of Personality Typing can do all of this to improve your business exponentially:

- revolutionize the day-to-day running of your operation
- transform all of your communications internally and externally
- cut staff attrition drastically
- make over customer relations
- turn tricky negotiations into a walk in the park
- skyrocket the percentage of sales closed

How much would that perk up your profits?

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I worked for ten years as a personality typing expert in the UK – training thousands of people from front-line staff to the CEOs of gigantic organizations such as the Virgin, British Telecom, the British Civil Service, Kimberly-Clark and KPMG. During that time I witnessed first-hand the incredible impact that understanding personality types can have in all areas of business.

When I left the UK and came to North America I wanted to create a system that took all of my experience and boiled it down into an easy-to-learn and affordable program that could be used by small-to-medium sized businesses, entrepreneurs and individuals – not just the colossal firms that could afford the thousands upon thousands of pounds needed to hire me for months on end to train their hundreds of staff. *And that's just what I did.*

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Read on to discover the *secret techniques and short-cuts* I have developed and used to unlock the power of personality typing.

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WHY IS PERSONALITY TESTING IMPORTANT?

Insider Secret #1 – we're all different!

Okay, that's not such a big secret, but how many of us actually stop to consider the impact that our different personalities have on our effectiveness in our business and personal lives?

Have you ever longed to get on better with some of your work colleagues or family members? Ever felt that there was someone you wished you had more in common with or could talk to more easily?

You are not alone. The majority of us have personality clashes with people from time to time that make communications and interactions awkward and uncomfortable.

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Do you ever get the feeling that you've upset someone or irritated somebody and you've no idea how or why? Do certain individuals just bug the heck out of you and you can't put your finger on what it is that they say or do that drives you round the twist?

The fact is that we are all very different – made up of different personality types, traits and preferences that make sure that we all like different things, have different interests and prefer the company of different people. Which is great until we have to live or work with people we wouldn't necessarily live or work with if we had a choice.

Would you like people to say “Yes!” to whatever it is that you're offering without twisting their arms, tricking them or kidnapping a

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family member? Do you yearn for the magical powers necessary to make negotiations with your suppliers go smoothly? Would you

like to experience less tension in your workplace and have a happier workforce? Want to deal with difficult customers more easily, handle objections effortlessly and close sales every time?

On a personal level, would you like **not** to have a row with your mother-in-law every time she shows up for dinner?



Insider Secret #2 – The missing link in doing business most effectively is understanding different personality types

You can have the best deal, the most wonderful gadget, health product or law practice in the world, but if you approach someone in a way that's inappropriate for their personality style, you're dead in the water from the outset and you may as well be speaking Icelandic.

If you're not speaking someone else's language, getting on their wavelength, pushing all of their "hot buttons" and really understanding what makes them tick you can forget doing business with them.

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Insider Secret #3 – This isn't about becoming another personality type – it's about adapting your style to fit the needs of others

But before you can adapt your style – you need to understand what personality type you are and how all the other three types operate.

Personality types are divided into four main groups as shown in the PURE logo below: Persuaders, Unifiers, Rulers and Examiners.



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Persuaders are the fun-loving, outgoing, party animals. Always up for a laugh and a joke, happy-go-lucky, talkative and creative. They're charming and resourceful, but can get bored easily and don't have great follow-through. Their motto is: "Live fast, die young, leave clean underwear".

Unifiers are the kind, caring, considerate and thoughtful good-samaritans of the bunch. Always ready to lend a hand, give a shoulder to cry on and provide the tissues. They're very emotional and easily hurt and can bear a grudge for years. Their motto is: "Do unto others as you would have them do unto you."

Rulers are the direct, no-nonsense, "get it done" types who are goal-oriented high-achievers. They don't suffer fools gladly, like things done quickly and are great in a crisis. They have quick

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tempers, but tend to get over things fast too. Their barks are usually worse than their bites. Their motto is: “Just do it.”

Examiners are the thoughtful, analytical and careful “engineer” personality types who like to mull things over, take their time and make sure every t is crossed and every i is dotted. They have incredible attention to detail and are great problem solvers, but can be a little slow to deliver. Their motto is: “If a job’s worth doing, it’s worth doing well.”

On the left-hand side of the square we have the usually impatient, extrovert, “speak first, think later” persuaders and rulers. They have no attention span, like fast movement and quick actions.

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On the right-hand side of the square we have the more patient, introverted, “think before you speak” unifiers and examiners who are more cautious and tend to deliberate before taking action.

On the top half of the square are the “people-people”, relationship-oriented persuaders and unifiers who are more interested in the people with whom they’re working as opposed to what it is that they’re supposed to be doing.

On the bottom half of the square are the “task-focused” rulers and examiners, for whom the job at hand is more important than the people involved.

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"Take a good, hard look in the PURE Mirror - want to know more about yourself (or someone else) than your parole officer, dog, mistress and mother know? PURE knows all, sees all - a powerful tool that can change the way you communicate and manage in mere minutes. Turbo-boost your effectiveness and save gobs of time and money - it's pure magic!"

Robin J. Elliott, www.dollarmakers.com

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Insider Secret #4 – It's on the diagonals where the tensions usually lie, since this is where we have least in common

Persuaders consider examiners to be boring, anal bean-counters who would marry a spreadsheet if you let them and like nothing more than doing tax returns and making scale models of the Empire State Building out of matchsticks. Examiners find persuaders loud, distracting and pointless – they rarely find them funny (certainly not after more than five minutes) and wonder if they ever actually get any work done. Rulers consider unifiers to be overly-emotional and can't understand why they let personal matters get in the way of doing business – it's simply not relevant. Unifiers find rulers to be intolerant, dictatorial bullies who wouldn't recognize an upset person if they fell over them.

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So the question is: “So what? Why is this even vaguely important or of any use or interest to anyone?”

The fact of the matter is if you want to do more business more easily, create a more harmonious working environment, attract better prospects, close more sales (and get on better with your in-laws as an added bonus), you need to harness the awesome power of recognizing different personality types and adapting your style to fit the needs of the people you’re dealing with.

How much would that knowledge be worth to you?

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"All I can say about the PURE System is WOW! I wasn't too sure about this or any other personality systems as I have done a few before, but this one was dead on with my personality. If you really want to work with people and want to see things from their perspective, then you must get yourself a copy of this program right away!"

Winston Bromley, www.artbox.ca

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Insider Secret #5: how to use personality typing to be a better manager

If you're the boss and you manage people you need the PURE System to navigate the dynamics of your team and “tone down” the parts of your personality type that are going to be less helpful to you in certain situations.

Persuader bosses like to be thought of as fun, easy-going and creative – they love working as a team and they love to innovate. They need to be careful not to make jokes at the sensitive unifiers' expense, keep interactions with rulers business-like and to-the-point and be super-patient with examiners.

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Unifier bosses like to make everyone happy and their weakest spot is discipline, since they like to avoid conflict. They need to be careful not to back-peddle if someone gets angry and not take things personally if situations get heated.

Ruler bosses like to be in charge and can come across as controlling dictators if they're not careful. They need to be mindful of the emotional needs of their team and also of their tendency to micro-manage. Looking over others' shoulders can be detrimental both to morale and output.

Examiner bosses like a lot of detail and while they love making reports and doing paperwork, they're weak at managing people and need to make a special effort to have "face time" with their team – all together and one-on-one.

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Every manager needs to be aware of the different strengths and working styles the other personality types bring to the table, celebrating the strong points and developing weak areas:

- **Persuaders** have great ideas, but aren't brilliant at follow-through.
- **Unifiers** always know how everyone else is doing emotionally but hate dealing with angry customers.
- **Rulers** get things done quickly, but aren't great team players.
- **Examiners** are great with complex problems, but you need to watch that their deadlines aren't missed.

Learning to differentiate your style and manage the different personality types within your staff can create a team that works together in harmony, with greater mutual respect, better productivity and less attrition. What is that worth to you?

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“Imagine knowing yourself better so that you are able to work with others easily, understand your spouse, your children and your joint venture partners. Even better, using a simple system to understand your clientele’s reasons for buying patterns, or finding the perfect clientele that is attracted to your product or service. This is what Marilla’s system can do for you!”

Michelle Bacani-Lim, www.mikigrace.wordpress.com



Insider Secret #6: how to use personality typing to deal with customers more effectively

Just as we need to treat our employees differently, so we need to modify our approach to give the best service to each of the customer personality types. Using the PURE system we can differentiate the way we deal with each and every person we serve.

Persuader customers make choices quickly based on impulse and like things that will be fun and easy to use and make them look good. It will take a lot to push them to complain because they generally can't be bothered. They can get pretty sarcastic when they do get mad and your best strategy is to hold your hands up and be self-effacing about it (as long as the complaint is justified).

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Persuaders love freebies, so judicious use of something for nothing now will win them over quickly.

Unifier customers make choices slowly based on emotions – they want to feel special and know how the purchase will benefit both them and their families. It's embarrassing for a unifier to complain, so when they do sympathise with them, make them feel heard and send them a thank you card afterwards – the personal touch is what will work for your unifier customer.

Ruler customers make choices quickly based on practicality, cost-effectiveness and ease of use. They have no qualms about complaining, will do it loudly and will demand instant answers and results. Let the ruler vent – don't interrupt or you'll make things

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worse. Take everything on the chin and then take ownership of the problem. A ruler wants to see that someone is going to deal with things quickly and that they aren't going to be passed from pillar to post.

Examiner customers make choices slowly based on having done their own research. If their expectations aren't met they can become the most tenacious and dogged complainers. Written follow-up is a great way to deal with examiners – they love to see the problem and its resolution documented in full with dates, details and action taken. Get it right and you've got a customer for life.

Dealing with customers as individuals can reduce complaints, cut attrition, increase loyalty and sales and generate great referrals.

How much is that worth to you?

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Insider Secret #7: using PURE to approach potential prospects or business partners

Want to do business with someone or sell your idea, multi-level marketing business or product? Then you need to think about the person you're approaching. What personality type do you think they are? What are their hot buttons? What do they react favourably to, and what turns them off? Watch them closely, pay attention to their responses and tailor your presentation accordingly.

Persuader prospects' greatest fear is being embarrassed – show them how what you're offering will make them look good, increase their popularity, be quick and easy to implement and if

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appropriate make them the money to afford that toy or fun adventure they crave.

Unifier prospects' greatest fear is being alone – show them how what you're offering will help them, their friends and family, and also the community at large. If appropriate emphasize the teamwork aspect of what you're proposing.

Ruler prospects' greatest fear is being ripped off – show them how what you're offering is value for money, will provide a great return on investment and what the end result will be. Show them the facts, build trust and close quickly.

Examiner prospects' greatest fear is fast change – show them step by step what is involved in what it is that you're offering – the timelines, how results will be achieved – walk them through the

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process. Close slowly and give as much information as you possibly can. More is always better with examiners.

When you offer someone a deal that will get them what they really want, in a way that makes most sense to them and appeals to their personality type – this is not selling – it is a slam-dunk. Closing becomes a breeze – a no-brainer. What would that be worth to you?

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SO WHAT'S NEXT?

The PURE system of personality typing is designed to help you get way better results from every interaction you have in the workplace and beyond – by understanding how each of the four personality types think, feel, play, work, interrelate and relax you can improve your business relationships, understand your workforce and your business partners better and develop excellent internal and external communications.

You can learn to manage conflict more effectively, predict how stress will manifest itself and tone down elements of your own personality that could inflame an already delicate situation.

By using the system you can start to evaluate the mix of personality types in your staff's characters – this will explain a lot

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of your team members' actions, behaviours and reactions which may have previously mystified you!

Would you like to improve your staff's performance? Using the PURE system you can help all of your team members to understand where their own "zones of discomfort" lie and how to overcome their issues with difficult customers, closing sales, working together harmoniously and problem-solving as a team. Personality typing can really help as a team-building exercise – people who have previously found it difficult to relate to one another develop more respect and admiration for the strengths of people different to them.

Understanding where everyone's strengths and potential weaknesses lie is key to managing effectively. And don't forget your own performance, either! Use PURE to improve your own

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negotiation skills, management style, leadership abilities and closing ratios.

And don't forget that this knowledge is easily transferable to your personal life too – improve your relationships with your nearest and dearest – your kids, your spouse, your relatives and your friends.

WHAT WOULD ALL OF THAT BE

WORTH TO YOU?

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WHAT IS INCLUDED IN THE PURE SYSTEM PACKAGE?

The PURE System of Personality Types comes as a five CD set, giving you everything you need to know to identify and deal with each of the four basic personality types:

- CD#1 – an introduction to the PURE System and the four types
- CD#2 – the Persuader personality type
- CD#3 – the Unifier personality type
- CD#4 – the Ruler personality type
- CD#5 – the Examiner personality type

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But that's not all. I will also include, at no extra cost, a **special bonus**:

- CD#6 – “Using the PURE System to Achieve Maximum Success in Joint Ventures” (**an added \$97 value**) which gives you all the tools that you need in business to learn how to:
 - research a new client or prospect effectively – know who you're dealing with
 - approach your new customer appropriately – don't give a bad first impression
 - sell to different personality types – know how to press those hot buttons
 - recognize the motivation level of the individual – never misread the signals again
 - handle objections properly – without becoming discouraged
 - close sales successfully – hard sell or the softly softly approach?
 - follow up correctly – give individually tailored added value

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- deal with problems and conflict efficiently – spot the warning signs
- identify your own weaknesses so that you can adapt your style accordingly

But that's still not all. I will also include a second bonus CD:

- CD#7 – with 3 e-books by Robin J. Elliott all about Joint Ventures – over 500 pages of tried and tested strategies developed over twenty years and guaranteed to dramatically increase your sales and profits and create numerous additional, 100% margin income sources at no cost, with no risk and with very little time. **An added \$69 value.**

But wait – there's even more. I'm also going to throw in a third bonus CD:

- CD#8 – “Seven Fatal Joint Venture Mistakes and Insider Secrets that will Turn Those Mistakes into Cash in Your Pocket” by Robin J. Elliott – **an extra \$49 value!**

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Also – don't forget the 100-page workbook with a complete transcript of the 5 PURE System CDs and the Using the PURE System to Achieve Maximum Success in Joint Ventures CD.

And the icing on the cake – **The PURE System retails for \$297 US on my website** – but to say thank you to you for reading this special report, you can get everything you need to fully understand, identify and deal with different personality types for just **\$247 US!**

And if you're not 100% satisfied with the PURE System you can return it in its original condition, no questions asked, for all your money back – all you need to pay for is the shipping.

Go to the secret page (<http://www.personality-types.net/special-report-special-offer>) on my website **now and enter the password **taf4T4uP** to get your hands on this incredibly powerful system at **your special price of \$247 today!****

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