

## 4 types of Personalities Training by Elizabeth Draper.

Hopefully this training will help you understand why people do and say what they do. What makes people tick? Why do your hostesses, customers and downline not do what you tell them they should do?

Have you ever thought that? Why don't they?

Tonight we will learn in a quick time period about the 4 basic personalities.

Now let me tell you, there is a word of warning- these are theories- they are pretty on target but are theories.

They not designed to analyze people and stereotype them, to put people in a box, or excuse our behavior- well that's just the way I was born and that's it.

None of that should be going through your mind when you hear all this.

You should take it learn from it learn how you can be better at what you do and celebrate who God wired you up as because that's the most important thing its not important to be like anybody else it's to be the very best you that God intended you to be.

So let's get started with an overview of each personality; we'll go over their "motto in life; their needs; how they become discouraged and then we'll talk about how to handle each.

### 1. SANGUINE- The extrovert/the talker/ the Optimist

#### Strengths of Sanguine:

Appealing personality  
Talkative- the story teller  
Physically holds on to the listener  
Inspires others  
Life of party  
Good Sense of humor  
Cheerful and bubbly  
Good on stage  
Loves people  
Makes friends easily

SANGUINES MOTTO in life: the happy or the fun way

### SANGUINE'S NEEDS:

Attention, approval and acceptance are her main needs.

She becomes DISCOURAGED when she is deprived of fun and attention and she will wilt under criticism.

### SANGUINE'S AS HOSTESS':

Your ring doorbell and she is there in her bath robe yelling- I'm running late- she runs upstairs and dry my hair and while drying her hair she saying...and you hear her on the phone saying, are you coming? Are you coming? Did I forget to tell you?

### SANGUINES AS CUSTOMERS:

Will try on every single piece of jewelry at table. She will put all on, show everyBody get everyone else tryin it on and when it comes to ordering, she's lost her order form!

## 2. Choleric is your Control freak-The extrovert/the "Doer"/The Optimist

### Buzz Words for Choleric:

Born Leader

Dynamic

Compulsive need for change

Strong willed and decisive

Unemotional

Independent

Exudes confidence

Goal oriented organizes well

Delegates well

Excels in emergencies

Her motto in life is : MY WAY

NEEDS: achievement and appreciation

SHE IS DISCOURAGED when she feels she has No control or that she is not appreciated.

Choleric hostess:

Walk in door and she says- I want your presentation 30 min only and you remember the thing you did at Jackie's show, I want you do the very same thing. She says if my guests don't come- I will never talk to them again!

Customer choleric:

Here's my order form I'd like you to come with me....."I want this, this, write it down write it down". She will make sure she is in control of you taking her order.

### 3. Melancholy-The Introvert/the thinker/the pessimist

#### Buzz words for Melancholy

Deep and thoughtful

Analytical

Schedule oriented

Neat and tidy

Serious and purposeful

Genius prone

Talented and creative

Artistic and musical

Sensitive to others

Self sacrificing

Makes friends cautiously

Wants to stay in background

Listens to complaints well

Can solve others problems

Moved to tears

#### Motto in life- the right way or the correct way

Needs; are for order and sensitivity

Discouraged when life in chaos, imperfection; and when around insensitive people

#### Scenario Melancholy hostess:

You arrive at her house- her house is in perfect when you arrive- everything in order. I've already done everything can I help you carry in your jewelry and all your things.

Customer- order form perfectly written, in columns and figured her sales tax

### 4- Phlegmatic- The Introvert/the Watcher/the Pessimist

#### Buzz Words for Phlegmatic:

Easy going and relaxed

Patient – not in a hurry

Consistent

Quiet but witty

Sympathetic and kind

Hides emotions  
Peaceful and agreeable  
Good under pressure  
Dry sense of humor  
Lots of friends  
Finds the easy way.

Motto in life for the Phlegmatic is the easy way

Needs- respect and a feeling of worth

Discouraged when they feel insignificant, ignored or taken for granted.

Hostess- hi, I'm not really sure how many people will be here. I just told them, just come wear sweats, don't even have to buy anything.

You said simple refreshments so I just did popcorn and water. Is that ok?

Customers- on their Order form- they walk around the table and try on lots of things and look and they say "can I take a catalog home I can't decide, I just need to take one home and look at it."

**Now, Lets take a closer look at all 4 of these personalities.-**

**1. SANGUINE.**

Remember, our Sanguine are "The Party Girls" of the world – they just want to have fun!

Areas that sanguine needs to improve on.

***This is where we can learn how to be better if we are a sanguine.***

They have difficulty organizing;

Forgetful

Trust others to do their work

Tend to run late because they say yes to everything

Brag or exaggerate or remember things big

Poor listeners

Trouble saying no

Sometimes feel insecure

Priorities not in order

Doesn't listen to whole story

### SANGUINE AS A HOSTESS OR JEWELER:

- Whether customer, jeweler or hostess, give them dates and deadlines earlier than needed.
- Teach them to listen because they love to talk.
- Teach them to say NO because they say yes to everything and BALANCE is something they need.

As a jeweler:

They are GREAT at sales and bookings because they have a magnetic personality- don't have to work with them on this.

But, they need a method to handle things; but don't overwhelm them with paperwork and details!

- Replacement/Exchanges: they'll just throw it in bag and forget who it was. Won't find it for months. Show them the cute little baggy with the form so the customer can fill it out for them.
- Office organization- simple system- paperwork will not be fun- set things up for her in colored folders with cute stickies and colored markers.
- Rally- sooo much fun- we stay up late and play in jewelry
- Put her training tapes in her car for her.
- Keep her focused on short range goals because long term goals don't exist in her vocabulary.
- Awards Certificates need to be colorful and fun and non-professional.

### SANGUINE HOSTESSES:

- Make sure that hostess packet gets in her purse or diaper bag before she leaves.
- Stay in close contact with her and just know that your hostess is going to lose several of your catalogs. But you will have fun!
- We should ALWAYS be hostess coaching in person but don't even think of ANY OTHER WAY WITH HER! The Sanguine Hostess will never hear you if you try to go over on the phone or at the show.
- You must be eyeball to eyeball and give her lots of illustrations

When a SANGUINE IS stressed out- she will react by attacking verbally.

So when this happens, know that she is stressed and that's why she is attacking you.

You must think “What can I do to help her”?.

You must understand- stress is huge to her because she is already out of balance so you must not react in a negative way. You must help her with the problem.

2. Melancholy- - REMEMBER she is the “very creative and detailed orientated – the logical people, the thinkers”.

They are the kind that you will have to sit down and tell them all the details and explain everything to them about the business.

You can retire one of your bills a month.

You she can use her creativity to set up your display at your show. Premier can eliminate your budget crunch!

Areas that MELANCHOLY needs to improve on.

***This is where we can learn how to be better if we are a MELANCHOLY***

SHE IS:

MOODY and dpressed

EASILY DISCOURAGED

Low self image

Self centered

Guilt feelings

Tends to hypochondira

Not people oriented

Hesitant to start projects

Standards to high and difficult to please

Critical and suspicious of others

Full of contradictions and unforgiving

No patience with someone who is unorganized.

More pessimistic

MELANCHOLY AS A JEWELER:

When a Melancholy sponsors a Sanguine you will have to help them!

- Help her when she gets discouraged
- Tell her not to take personally
- Help her think positive and change is good.
- Understand she will highlight and read whole manual
- She will remember her mistakes more than victories.
- She will write everything out before 1<sup>st</sup> homeshow.
- Remind her all great things she has done.
- You need to teach her fun

- She will try to get totally organized before she even has a show but you must teach her that there is nothing to organize until you get your business going.
- Teach handle rejections. Teach her how to handle objections so she won't feel so fearful.

#### MELANCHOLY AS A HOSTESS:

- She will say no one is coming to her show so you will have to teach her how and why she needs to overinvite.
- She is sensitive and wants to help others so explain how her guests coming to a show will make them feel great and may get them free jewelry.
- Give her the schedule of the show so she knows exactly when you will be starting.
- Keep your things neatly organized- no pens and folders all over the place.

#### MELANCHOLY AS A CUSTOMER:

- have her order form written up just right
- show her how you made the calculations
- tell her how awesome she is because she has low self esteem.

When she is stressed out- she will withdraw. So you need to remember.

3. The Choleric – “The Control Freak” – extroverted personality  
Areas to improve on:

#### CHOLERIC AS A JEWELER:

Tends to be bossy harsh, sarcastic, blunt, lack sensitivity- need to be taught “feel felt found.” They don't have timing tone tact. Explain.

And do you see how a melancholy would feel if someone said that to them?

They have trouble apologizing – hard to accept they did anything wrong. A common line is you know what-I know that I didn't mean it that way so they took it the wrong way need to just get over it and deal with it.

They tend to be Dominating, workaholics, need to learn to be patient and that it is ok to relax and enjoy leisure time with family.

When working with a choleric that's a jeweler, hostess, customer-she won't be afraid to try new ideas.

No problem asking for show date or one on one.

She's goal oriented and competitive- give her contests.

Put things in front of her that help her stay challenged – have to help her stay balanced- because with choleric's it's all about work and no play.

Help her learn to deal affectively with people- that's the key thing for choleric's is learning how to deal and learning how to handle relationships.

They are great leaders. But they tend to want to lead and control it all and a great CHOLERIC leader needs to know how to delegate and let others shine as leaders.

Need to learn to listen

When stressed out, they will take control because remember their motto is my way or highway.

4. Phlegmatic – “The Peace Makers” – The calm one who is a slow decision maker. “The hostess does all the work! Is a great phrase. “The jewelry sells itself” is very appealing to them. It gives you more time with your family.

How she can improve:

- When she says “I'll think about it”, that doesn't mean she's thinking about it; she means she's postponing thinking about it; it's stall.
- She's not lazy- just conservative on her energy level.
- She feels better when she makes a decision so help her with decision choices so she can gain confidence.
- She worries because change is hard for her.
- She needs help with goal setting
- She does not like to be pushed. Can be a little stubborn
- Phlegmatics is always underestimated in their great abilities.
- A motivated PHLEGMATIC is dynamite!

- Limit their choices- buy red or black for table cloth
- Turn up excitement volume for her.
- Express belief in her.
- Very teachable
- Lots of encouragement
- Be factual, persistent but not pushy
- Your Phlegmatic hostesses will have tons of friends- no big bulky jewelry!
- Is indecisive- help her set dates to close shows- have wish list ready, etc.
- Reluctance to visit unk areas aout there so you reassure you will be there with them
- When they are stressed out- they will passively yield.

**Don't try to be something you are not. Embrace what God gave you and be yourself but be aware that everyone doesn't think like you!**

Now, isn't it great that God made each of us different- none is different than another. **God made us all not to compete but to complete-** we need to learn to celebrate that!

She is not weird because she's different from me, she's great because she's different from me.

These personalities, I'm so glad everyone is not like me. Wouldn't it be awful if we were the same?