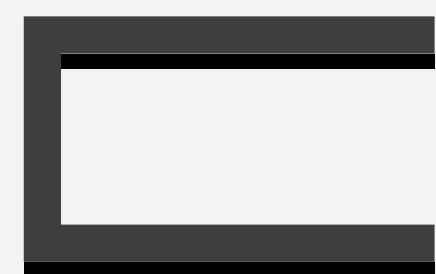
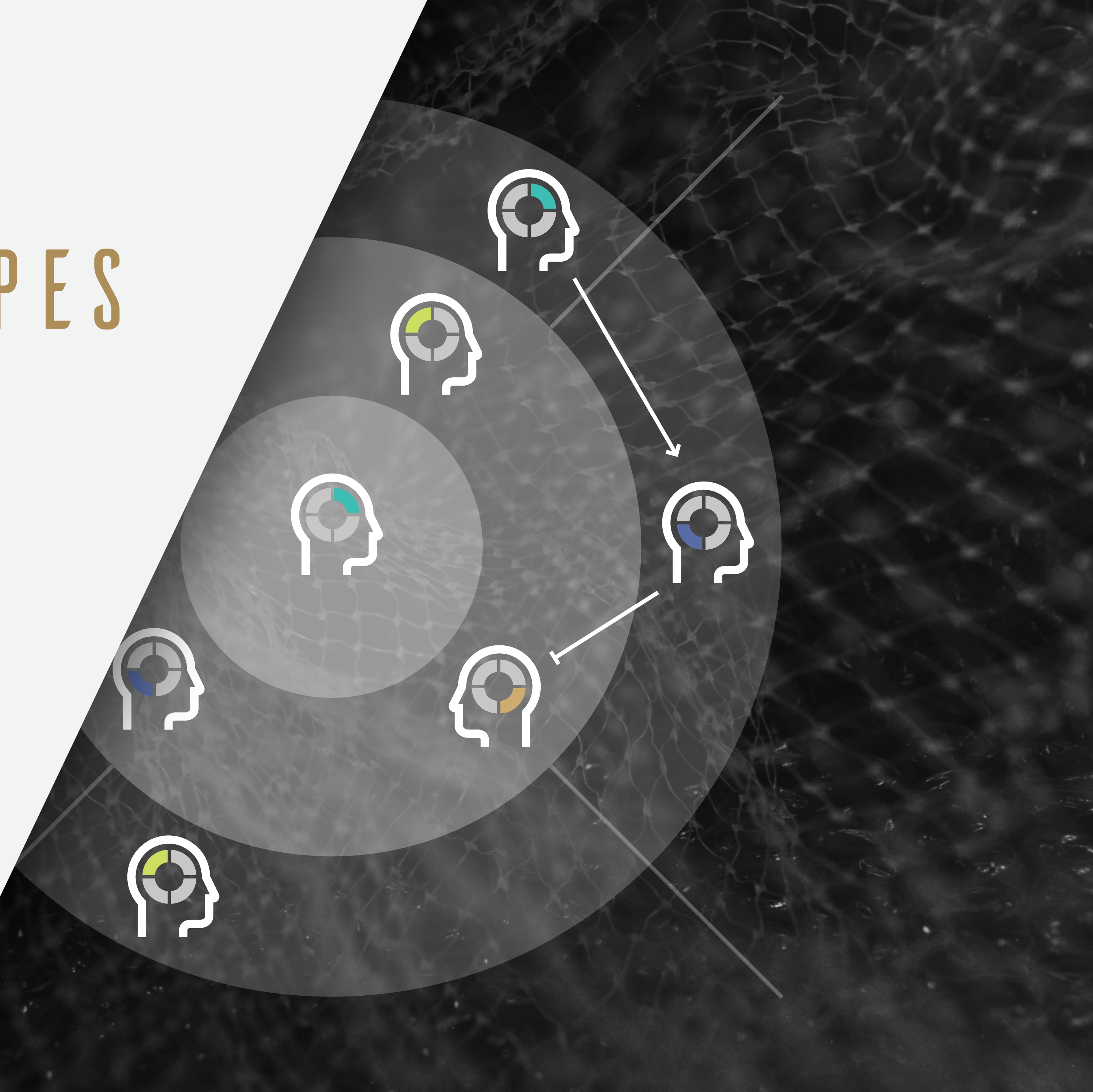


UNDERSTANDING PERSONALITY TYPES

**TO GET THROUGH AND
AROUND "BLOCKERS"**



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OVERVIEW



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1 ABOUT THE BUYING BEHAVIOR RESEARCH

2 MISPERCEPTION AND ASSUMPTION

3 UNDERSTANDING BUYER PERSONALITIES AND PREFERENCES

4 3 TIPS ON NAVIGATING THEIR BEHAVIORS

5 ADDITIONAL RESOURCES

ABOUT THE INSIGHT



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"SALES IS NOT JUST
A NUMBERS GAME, IT'S
ALSO A HEAD GAME."

Scott Gillum | Founder & CEO, Carbon Design

Why hasn't sales performance improved since I carried a bag 30 years ago?

It's very basic, despite millions invested in tools, we still don't understand buyers, and how people make decisions. Yes, even in B2B, people make decisions, not titles, roles or budget holders.

For four years, we have been using personality profiling tools, like xiQ, to assess how individuals make decisions based on who they are as a person.

We've dug in deep on closed deals (won and lost) and the data in our client's sales and marketing systems. This e-book will provide you deep insights into buyer behavior and personality driven motivation.

It will provide you with the insight you need to understand why deals stall and how to reignite interest to get them moving again.



SIX THINGS YOU'LL LEARN



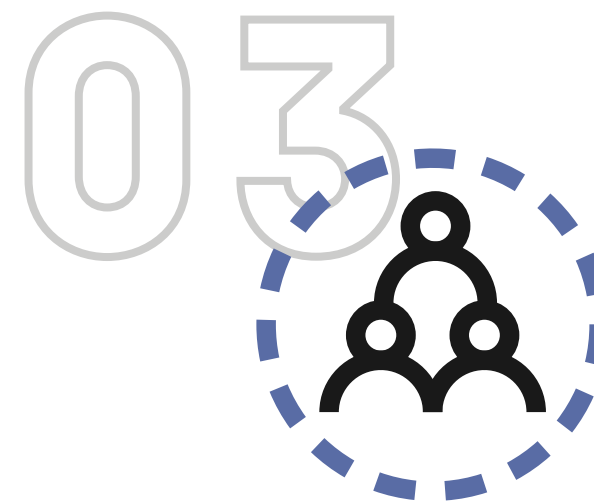
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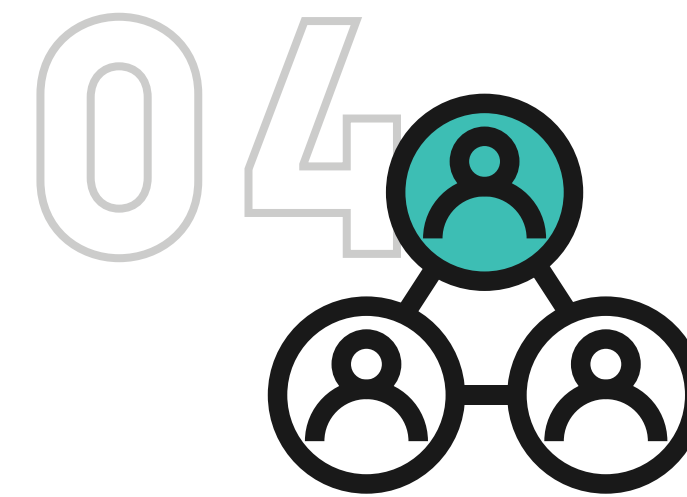
WHY DEALS GET STUCK



**WHICH BUYERS WILL
WASTE YOUR TIME**



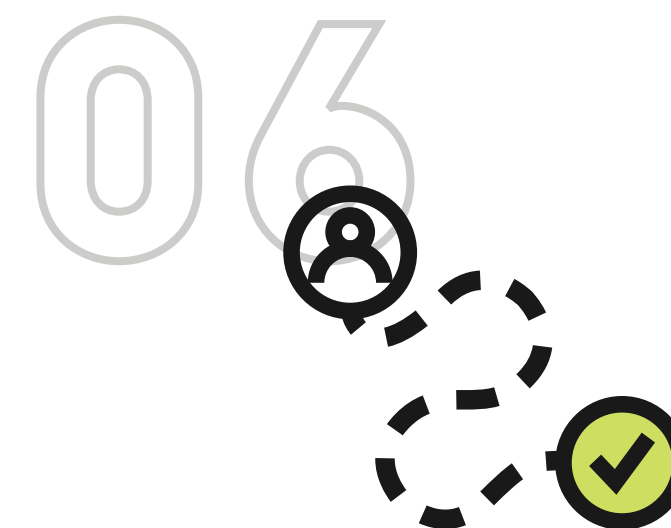
**WHICH BUYERS ARE
MOTIVATED, AND BY WHAT**



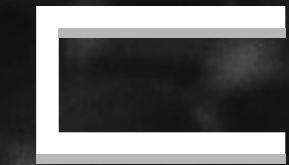
**WHO IS MOST LIKELY TO
STALL DEALS AND WHY**



**WHICH BUYERS CAN HELP
YOU MOVE THE DEAL FORWARD**

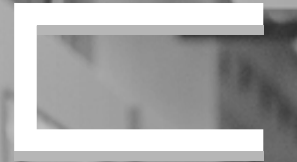
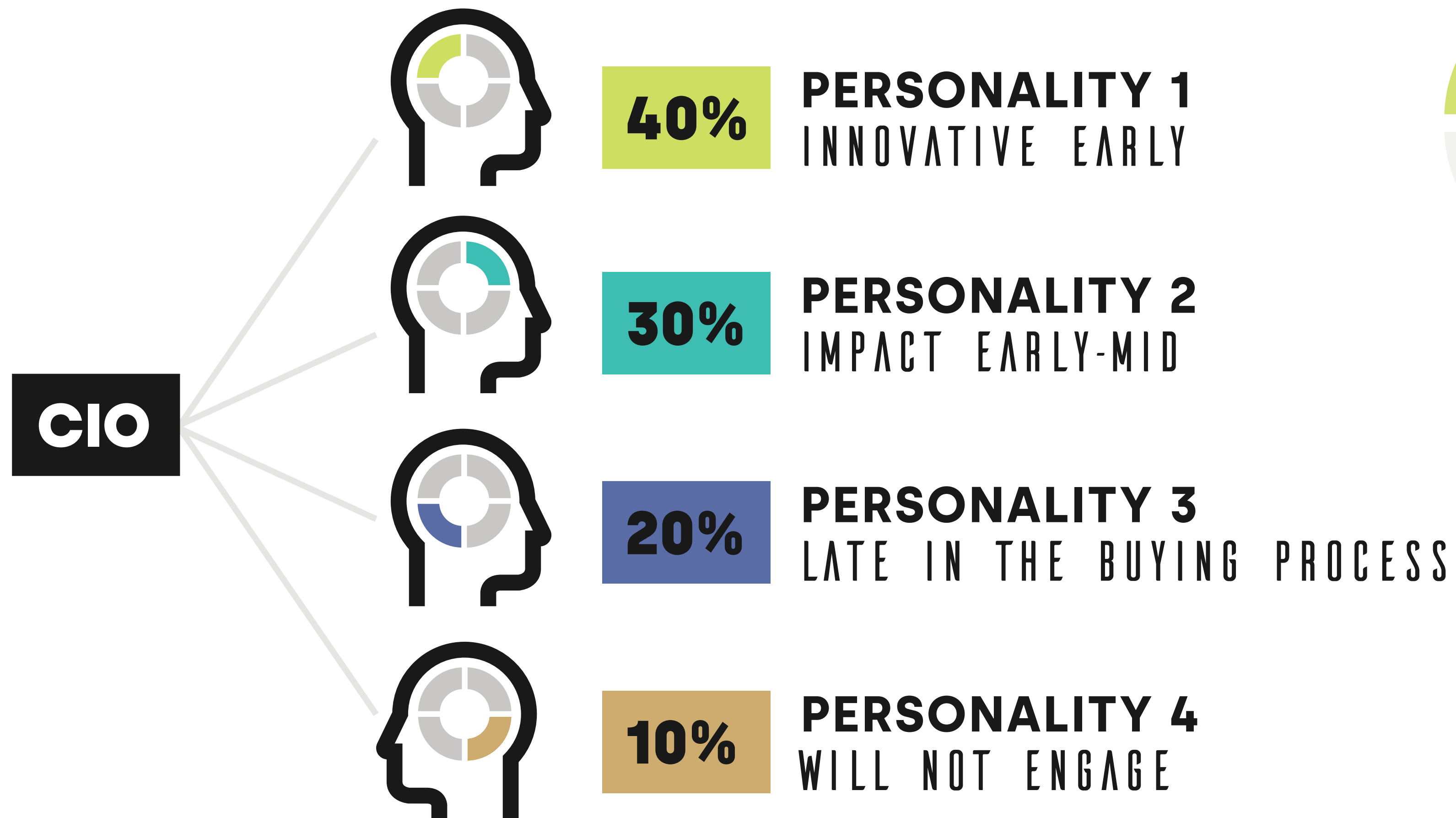


**HOW TO CREATE A
PLAN OF ACTION TO
NAVIGATE BLOCKERS**



LONG HELD ASSUMPTIONS ABOUT SELLING
ACTUALLY REDUCES THE CHANCE OF SUCCESS
FROM THE VERY START OF THE PROCESS.

WE ASSUME ALL INDIVIDUALS IN A ROLE
ARE THE SAME, WITH IDENTICAL NEEDS,
PREFERENCES, MOTIVATION AND BEHAVIORS



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WE ASSUME OUR "CONTACT" WILL
ADVOCATE FOR OUR SOLUTION
WITHIN THE BUYING GROUP



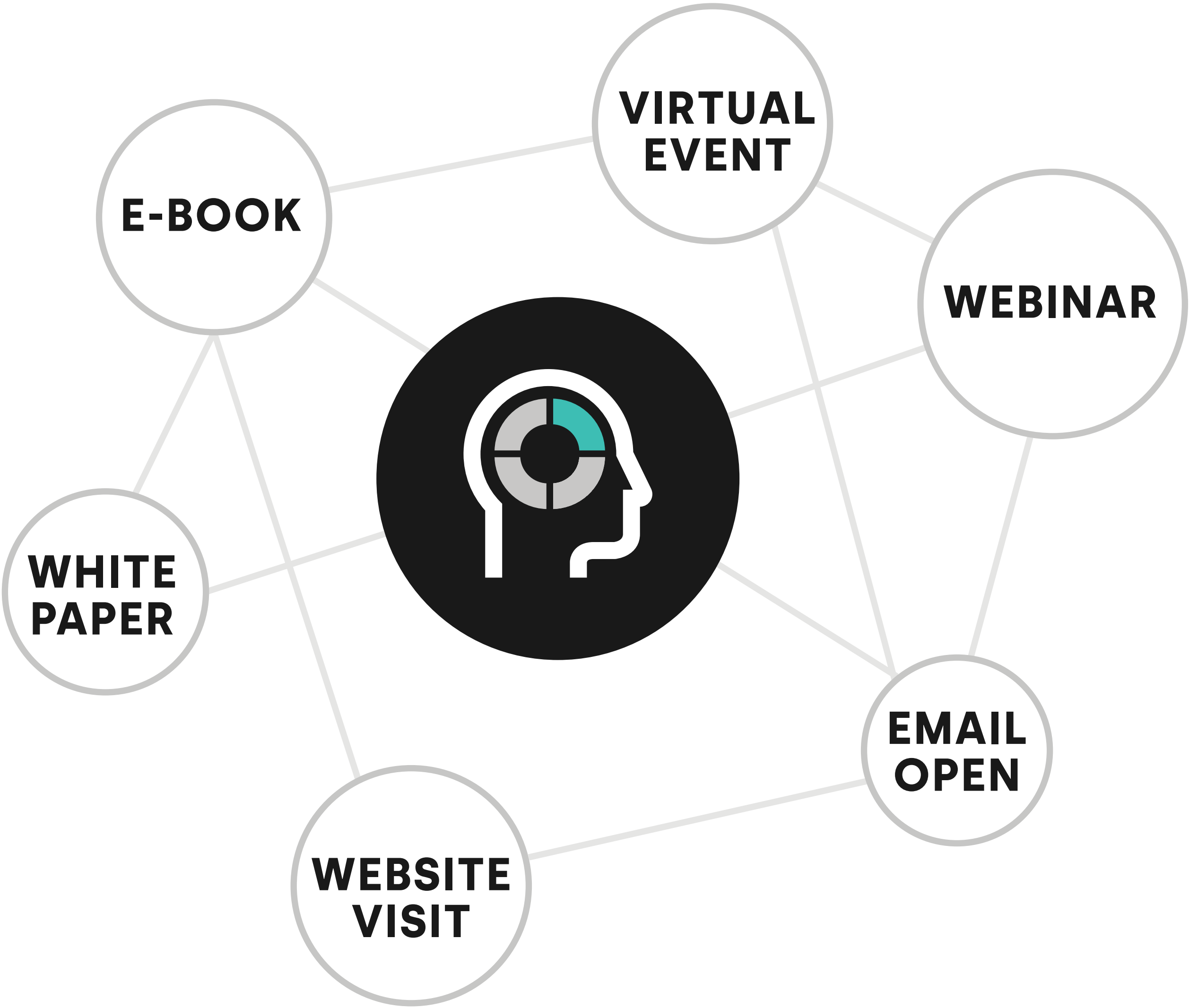
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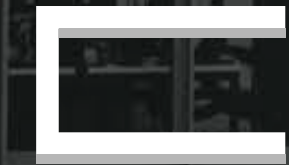


WE ASSUME ENGAGEMENT SIGNALS INTENT



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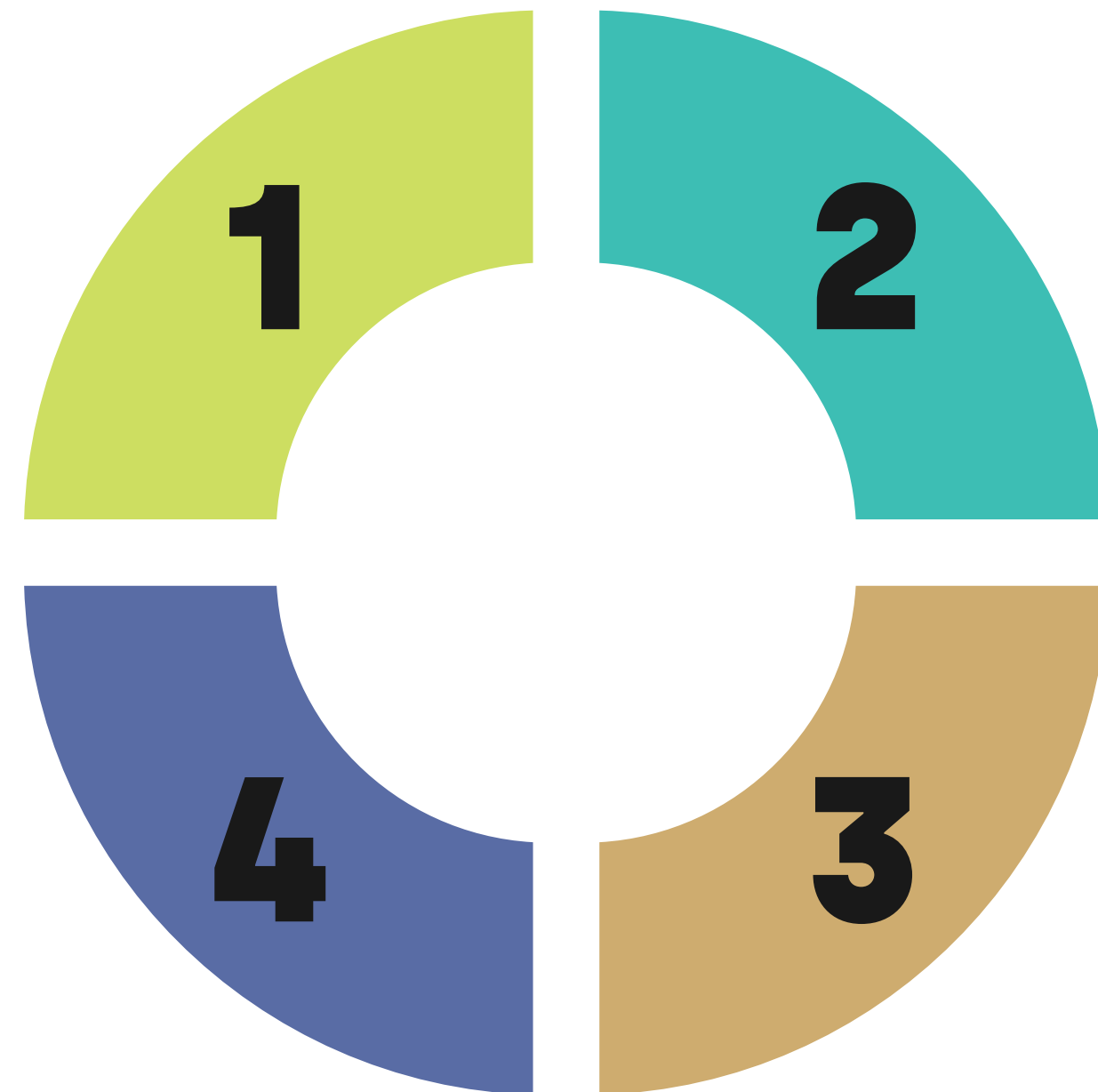
THIS E-BOOK USES RESEARCH, AI TOOLS
AND CLIENT WORK TO ILLUSTRATE WHY THESE
COMMONLY HELD IDEAS ARE INCORRECT AND
WHAT YOU CAN DO TO FIX IT.

A JOURNEY GUIDED BY PERSONALITY



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Although Gartner says that the average size of the decision making group is now 17, only **4 distinct personalities** exist.



4 PERSONALITIES IN THE BUYING GROUP

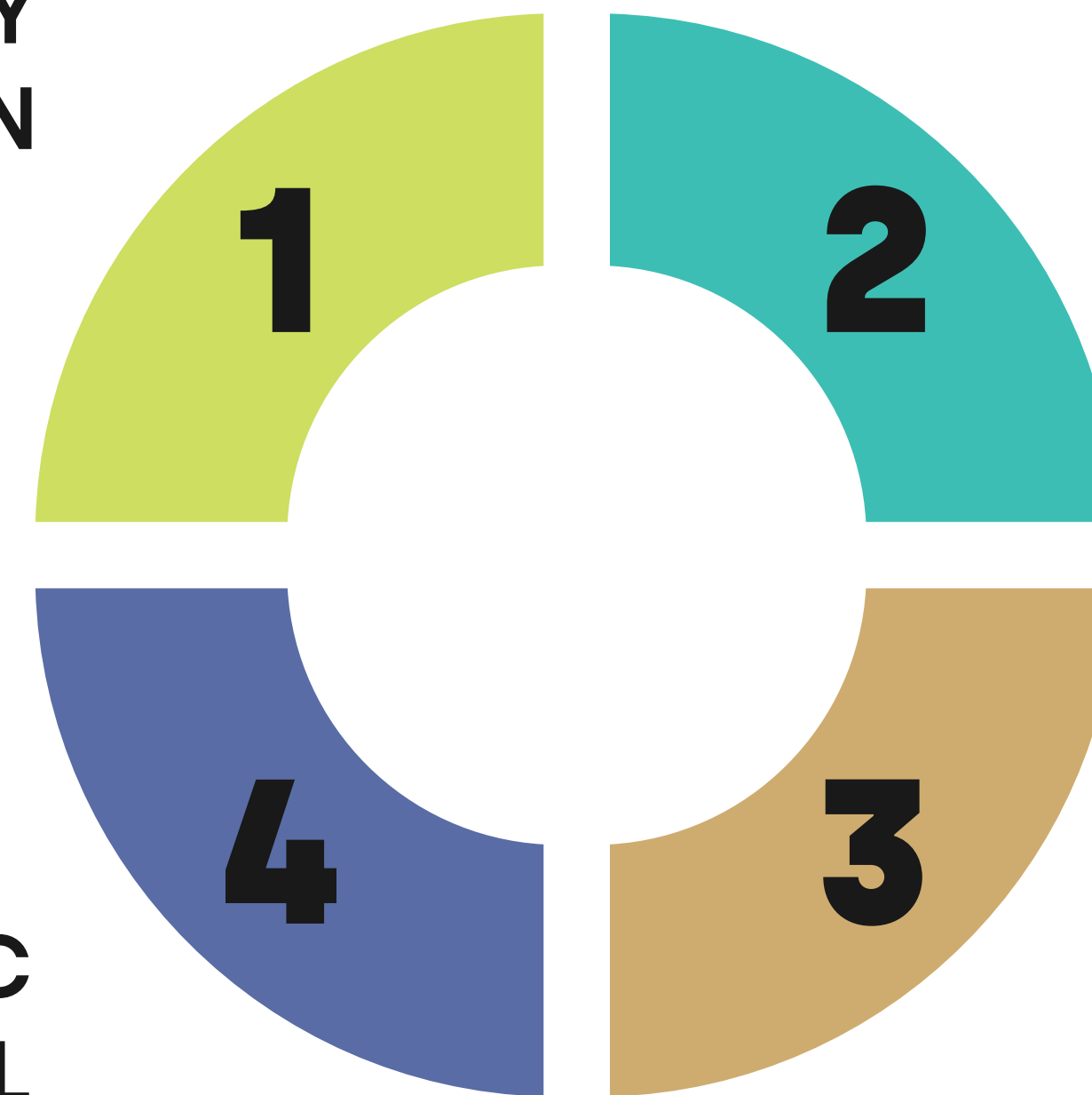


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One type of personality is most likely to start the process, another is most likely to advance it, while another is likely to take the deal apart.

**SEEKER
VISIONARY
OUT-SPOKEN**

**DOER
CHAMPION
RESULTS-DRIVEN**



**SKEPTIC
DOUBTFUL
HESITANT**

**FRIEND
STEADY
SUPPORTIVE**



PERSONALITY 1

THE INFLUENCER BLOCKER



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Nothing sets off lead nurturing scoring system alarms more than the presence of a C-level Influencer hitting content. They've got the right title, hit your content, probably more than once and you're thinking there has got to be intent. But unfortunately that's not the case, here's why.

Influencers are information seekers to the extreme. They are motivated by being the first to know and sharing the information with others. Inside the organization, they are often in senior leadership roles and are often consulted by others.

WHY THEY APPEAR TO BE A "BLOCKER"

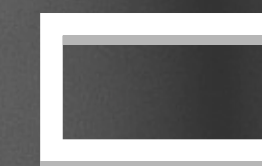
The information that they are consuming or downloaded is going to someone else. Influencers don't usually own projects or budgets, their staff does, and that's who you need, especially a "Champion" personality.

The upside of Influencers is that they are a key channel for introducing new ideas into organizations. Even better, they're great at selling people on ideas.

They consume a tremendous amount of information from a vast amount of sources, online and offline, but may overwhelm others with it.



3 TIPS ON HOW TO LEVERAGE INFLUENCERS



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01

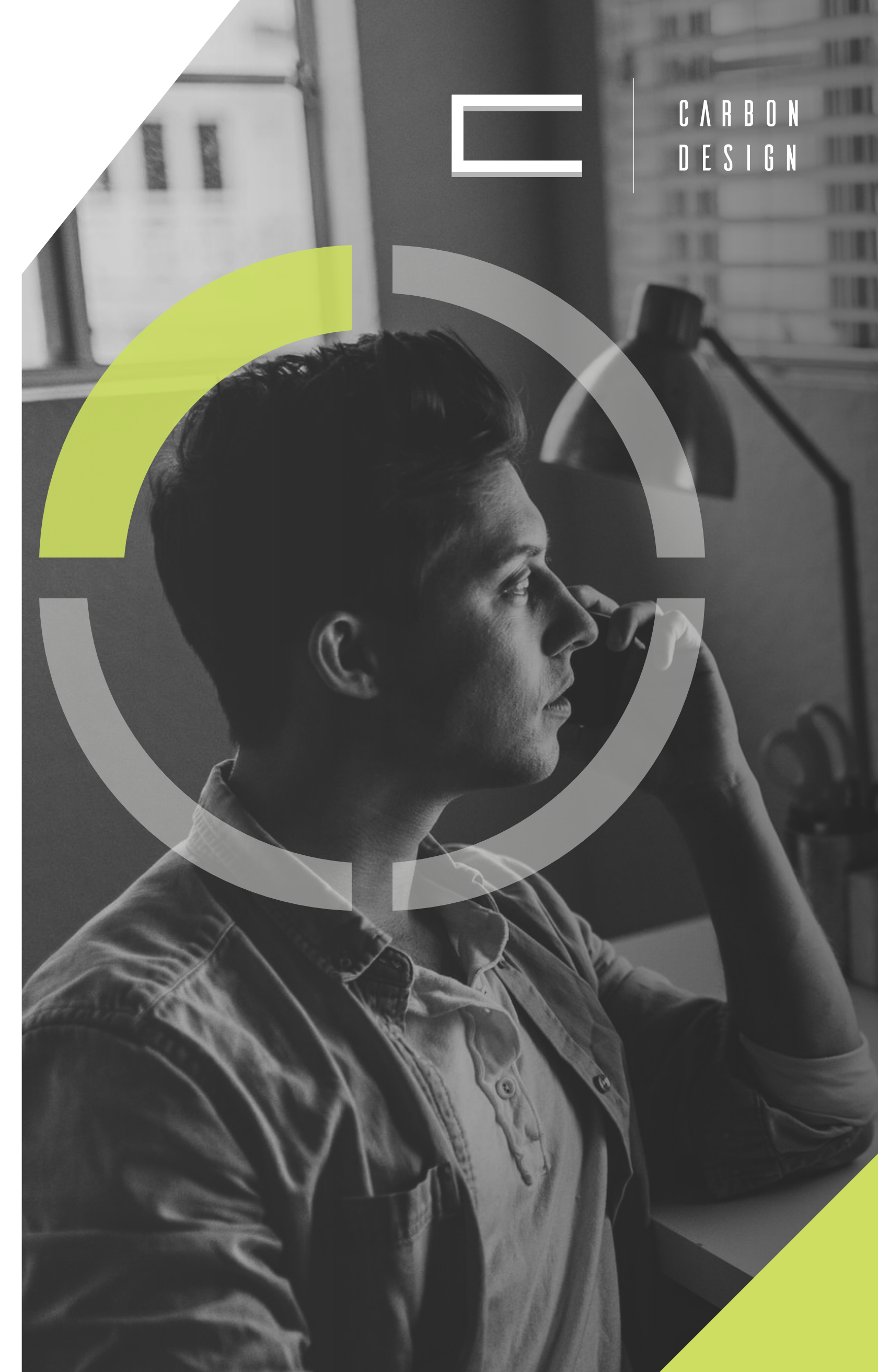
Give them the right assets. Influencers prefer short highly visual content that travels easily. They LOVE short (30 sec or less) animated videos that they can forward. An interactive infographic that they can play around with is like a moth to the flame. Short, visual content pieces that convey information easily work for them. Additionally, any opportunities for people to learn something new, like events or webinar invitations also travel well.

02

Sell them on the idea, not the solution. In all of our research over the years we have only found an Influencer being a blocker on one occasion and it provided an interesting insight. Influencers want credit for the idea.

03

Use them to remove blockers. Influencers are present at the beginning of the buyers journey, and they will reappear at the end. In particular, to reinforce the value of the idea or solution. Influencers (hence the name) are very good at selling others on the idea, keep them posted on your progress and use them to get past Blockers in the buyer group.





PERSONALITY 2

THE CHAMPION BLOCKER



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A Champion is someone who is very driven and career oriented. They make things happen inside organizations. In the book, *The Challenger Customer*, Champions are referred to as a “Go-Getter Mobilizer” because of their willingness to champion and drive initiatives through the organization. If you’re using DISC segmentation they will be identified as “Dominants”.

Champions are very ambitious and climb the corporate ladder quickly, or they will go elsewhere.

WHY THEY APPEAR TO BE A “BLOCKER”

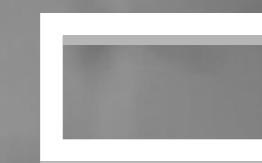
Champions are the most important to connect with because they drive the buying process. But, they are one of the hardest to engage. Because of their personality, they typically have a lot on their plate and are heads down on delivery.

You have to attract their attention by aligning whatever you’re selling against their immediate priorities, and they have to see something in it for them – recognition, promotions, etc.

The second challenge, because of their career ambitions they are very savvy at reading the organization. If they sense a shift in priorities, or an opportunity to get a greater reward/recognition for another initiative they will drop you like a hot potato. About a third of the “no decision” sales opportunities we evaluated had a Champion shifting priorities.



3 TIPS ON HOW TO ENGAGE AND MOTIVATE CHAMPION BLOCKERS



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01

Connect to them personally. Now that you've done your homework it's time to use it. Of the four personality types we'll cover, the Champion is the one most personally invested in your solution (and brand) and what it can do for them. Personalize your value proposition and DO NOT "BS" this buyer, they will read through it in a second.

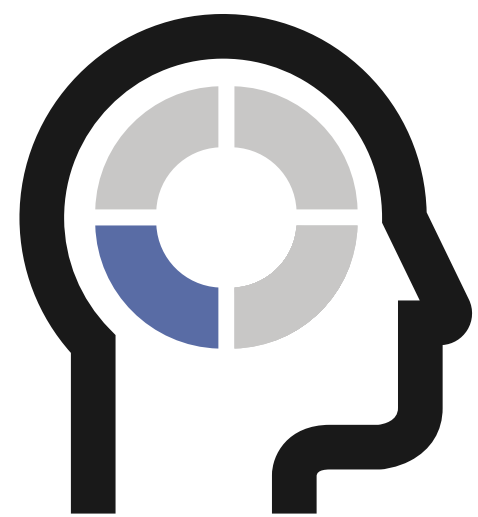
02

Use relevant examples. Champions like to see themselves in your examples. When pitching them make sure to use case studies or use cases in their industry. Get as close to their situation as possible. Most importantly, connect the results to what it could mean for them professionally and personally.

03

Use other people in the buyer group to help sell them. Locate an "Influencer" in the organization and arm them with the information they'll need to get the Champion excited. They love to "champion" (hence, the descriptor) other people's ideas, especially Influencers who are "heads up" looking for something new and better.





PERSONALITY 3

THE CHALLENGER BLOCKER



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Challenger “Blockers” come in all shapes and sizes. Most are born that way, others react to a situation or information, while others are of our own making. They are analytical and methodical. Often times they are the “subject matter expert” inside the organization.

Challengers are skeptics, and are the scariest and most difficult buyers for young and inexperienced reps, for a number of reasons.

WHY THEY APPEAR TO BE A “BLOCKER”

First, the “objections” you’re hearing are actually the Challenger’s way of gathering information. If they are actively engaging in a back and forth discussion, that is progress. When they stop challenging you, then you’ve lost them.

Second, reps have a tendency to give up mainly because they’ve run out of answers. You need to prepare for a duel, and arm yourself with the facts. Their goal is to exhaust you.

If you are currently blocked by a Challenger, you most likely haven’t convinced them of one or more of the following; 1) there is a valid need; 2) your solution is credible and best fits the need, and/or 3) the investment (including time) is worth the return/effort.



3 TIPS ON HOW TO CONVINCE A CHALLENGER BLOCKER

01

Do Your homework. Credibility is everything when wrestling with a Challenger. If you have not done your research on the company's issues/needs and the Challenger, you need to do that immediately. Without it, you're in a knife fight without a weapon.

02

Talk moderate downside improvement vs large upside potential. One of the things that damages your credibility is to make a claim that is too bold. Challengers immediately will try to match your claim with their own beliefs and experience. Not only will they "challenge" your claim, they'll pick apart. Instead, talk about risk reduction and/or cost savings. Challenger buyers are much more open to believing the value and credibility of smaller claims related to risk rather than large returns on investment or time.

03

Never offer an opinion, instead lean in on making a logical argument. Your opinion doesn't matter to them unless you're credible. Your response to their first question will determine whether you're worth their time. Know that, and be ready. Lay out a logical argument that is relatable and believable. Give them the opportunity, through options, to answer, or make the decision for themselves.



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PERSONALITY 4

THE STEADY BLOCKER



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If your pipeline is a little clogged right now, you've already met the last of the four "blockers" and you probably know them well. The "Steady" is THE blocker. They are the most difficult to identify, and the most challenging personality to navigate for so many reasons.

On the surface they seem engaged, and they are. They read and return your emails and make time on their calendars for a call or meeting. Steadies will also give insight into the organization and the need. You may view them as a "coach" or advocate inside the company.

In general, they're very nice people, but have two distinct characteristics that make them a challenge.

WHY THEY ARE THE "BLOCKER"

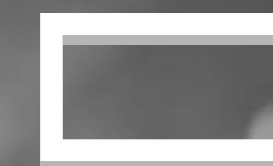
First, Steadies seek a calm and stable work environment. Second, they want to be liked and that's why it is hard to identify them as a "blocker". You'll think they're on your side, but they're not.

They won't advocate for you, your brand, or your solution. Steadies love being on the "team," but they're not going to be the captain.

Steadies are at the beginning of the buying process. They like to stay informed but mostly out of self interest. It's why they hit your content, take your calls, etc., but they won't move the buying process forward until the buying group decides to advance.



3 TIPS ON HOW TO MOVE STEADY BLOCKERS



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01

Don't try the "end around." You may be incredibly frustrated with the lack of movement but don't try going around them. There are a number of reasons why. First, Steadies are the most sensitive of all the blockers. Second, they have a habit of looking at everything and they consult others when a decision is needed. If you try sending something to someone else be warned, there is a very good chance they will catch it, and it may damage the relationship.

02

Don't try to close them. You're not going to like this but don't try to force a Steady to make a decision. You'll end up banging your head against a wall. Take things slowly and keep in mind they move when the whole team moves, and that takes time. Be consistency and direct with them but give them space.

03

Do make the need that your solution/product addresses THE priority. Steadies manage the priorities of others. You will need to use the buying group to move your opportunity. Target key influencers within the group and create a strong business case for why the need for your solution should be the organizational priority. If you make them feel like they are being left behind they will move.



THE PROOF IS IN THE IMPACT



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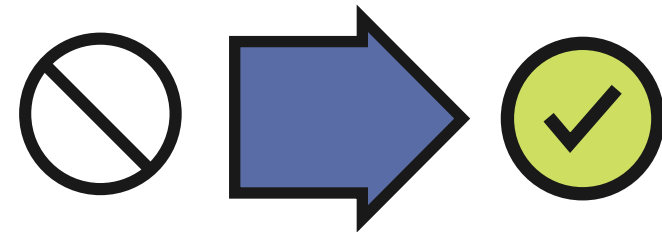
Improve rep productivity
by eliminating time spent
against blockers



Reignite Stalled Opportunities
by implementing a plan of action
that aligns to buyer motivations



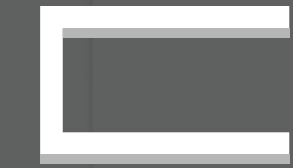
Improve the Effectiveness
of existing tools by adding
insight on buyer's personal
preferences and needs



**Use members of the
buying group** to move
others who may be
blocking a decision



LEARN MORE ABOUT HOW PERSONALITY - NOT TITLES AND ROLES - DRIVES BEHAVIOR



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Click the icons below



Get the what and why of personality-based marketing



Meet the 4 buyer personalities that help convert your B2B sales



Learn how to get a better return from ABM



Understand how 'false positive' personality types disrupt B2B intent data



Discover how AI personality profiling is uncovering 3 drivers of poor campaign performance



Learn why we're betting big on personalities and behaviors in B2B



Understand what marketers should know about personality-based marketing



Watch how to build your personal brand and become a trusted advisor using personality profiling

CONTACT OR VISIT US

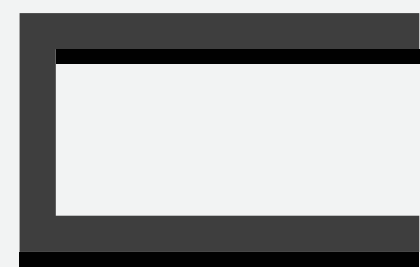
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