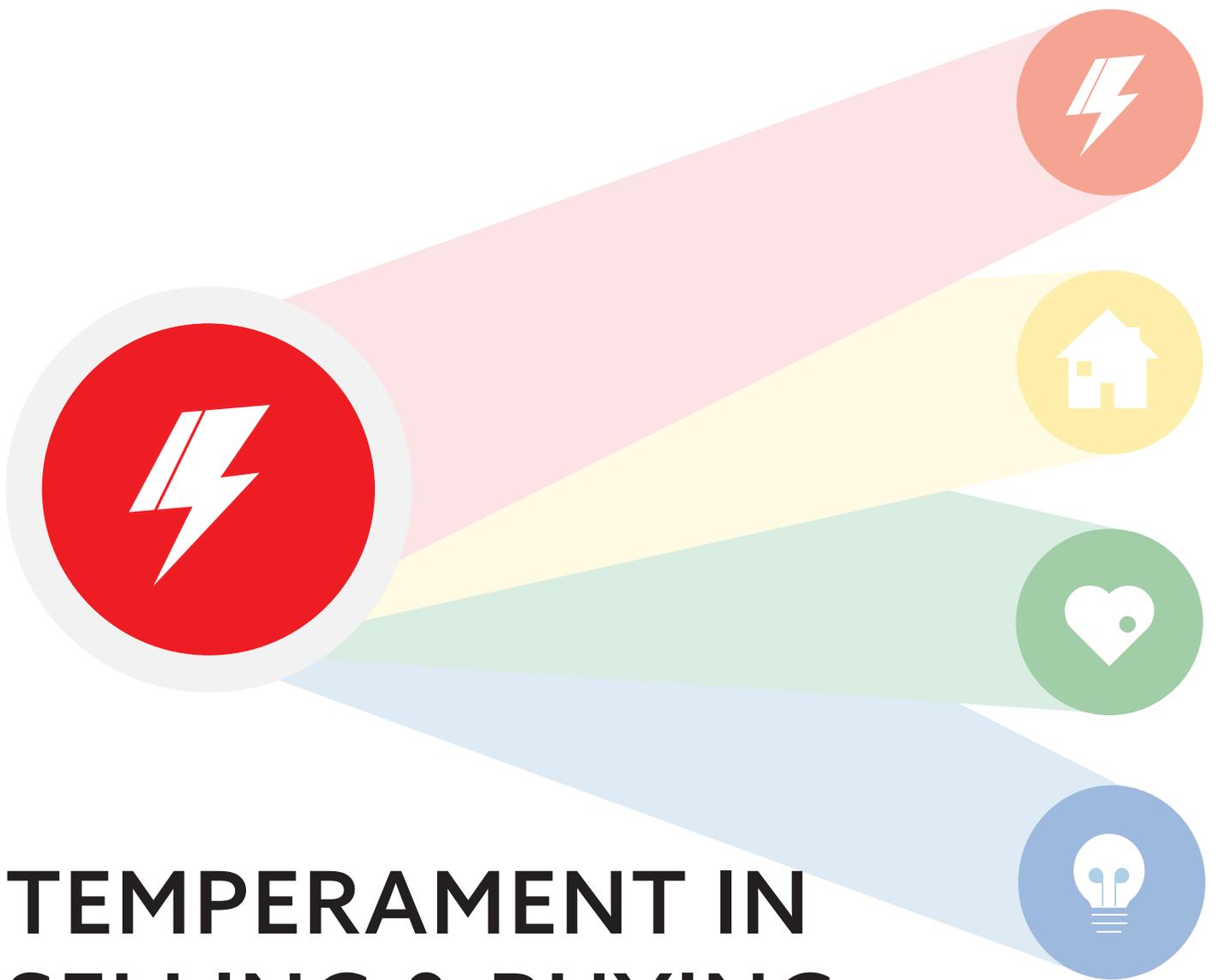


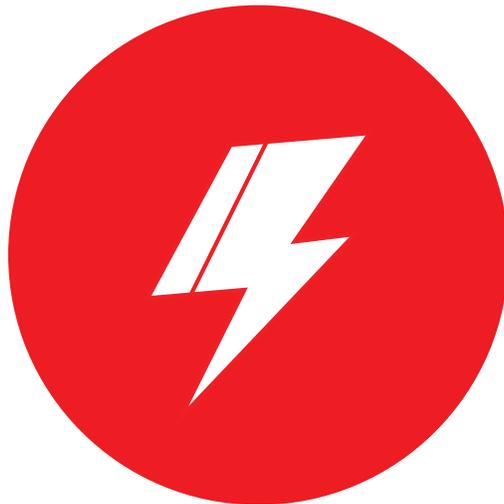


THIS DOCUMENT IS AN ABRIDGED SAMPLE
VERSION OF THE SELLING & BUYING REPORT. THIS
SAMPLE IS MEANT TO HELP YOU GET AN IDEA OF
THE DESIGN AESTHETIC AND AN OVERVIEW OF
THE KIND OF CONTENT INCLUDED.



TEMPERAMENT IN SELLING & BUYING

This report has been
prepared exclusively for



"There is much to be gained by appreciating differences, and much to be lost by ignoring them or condemning them. But the first step toward seeing others as distinct from yourself is to become better acquainted with your own traits of character."

- David Keirsev

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Artisan Promoter

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Artisan Promoter ESTP

Your particular temperament type, the **Artisan Promoter (ESTP)**, makes up to 7-8% of the total population. In this report, our aim is to help you better understand yourself, and provide you with information on how you, (as an Artisan) can influence others of any temperament type. This report will help you turn a prospective buyer into a customer.



WHAT WILL I LEARN FROM THE KEIRSEY **SELLING & BUYING** REPORT?



We naturally influence others in different ways, and similarly, we buy into another's influence differently. If you want to increase in your effectiveness in selling—whether it be a product, a service, a vision, a strategy, a proposal, or an opinion—understanding who you are selling to, and understanding your default ways of selling will help you immensely.

In this report, you will learn that you are seeking influence (yourself or "buyer") has a way that is a *Buying Style*. Similarly, to influence others in a way that they prefer to sell—that is a *Selling Style*—and create loyal customers is what allows your organization to remain competitive. Irrespective of the industry you represent, customers are always buying. But, the truth of the matter is, if you're not selling effectively, customers are buying from someone else.

In the Keirsey Temperament Model, we identify Four Temperaments that correspond to four distinct ways of selling and buying. We have found that those who are best

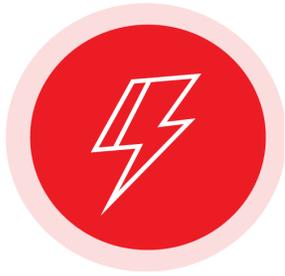
at selling are those who understand and appreciate the differences. This report is something you can learn to use. In this report, we help you to identify your Selling Style and we compare that to the Selling Styles of others who are among your customers of influencing others. Understanding the four different styles of selling will help you can better understand how to adapt, or influence others in order to win over customers.

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With a clear insight on your customer's buying style, you can read and understand each them about the different ways their different styles of buying and clarity on the ways to influence. And understanding your own temperament and your Selling Style, you will learn how your natural tendencies are affecting your strategies and tactics for influencing your customer. The goal of this report is to help you win over customers and retain them for long term success.





WHAT IS TEMPERAMENT

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...with unique in...
different temperment types ca...
that help clarity on who you are,
you make. Temperament is a configu...
traits, such as habits of communication, pa...
talents. Based off more than 70 years of research, Dr. David Keirsey
has identified humankind's four basic temperaments as the Artisan,
the Guardian, the Idealist, and the Rational.

THE FOUR TEMPERAMENTS



Artisan

Optimistic
Daring
Adaptable
Excited
Impulsive
Intuitive
Tactical



Guardian

Faithful
Cautious
Law-abiding
Conscientious
Step-by-step
Logistical

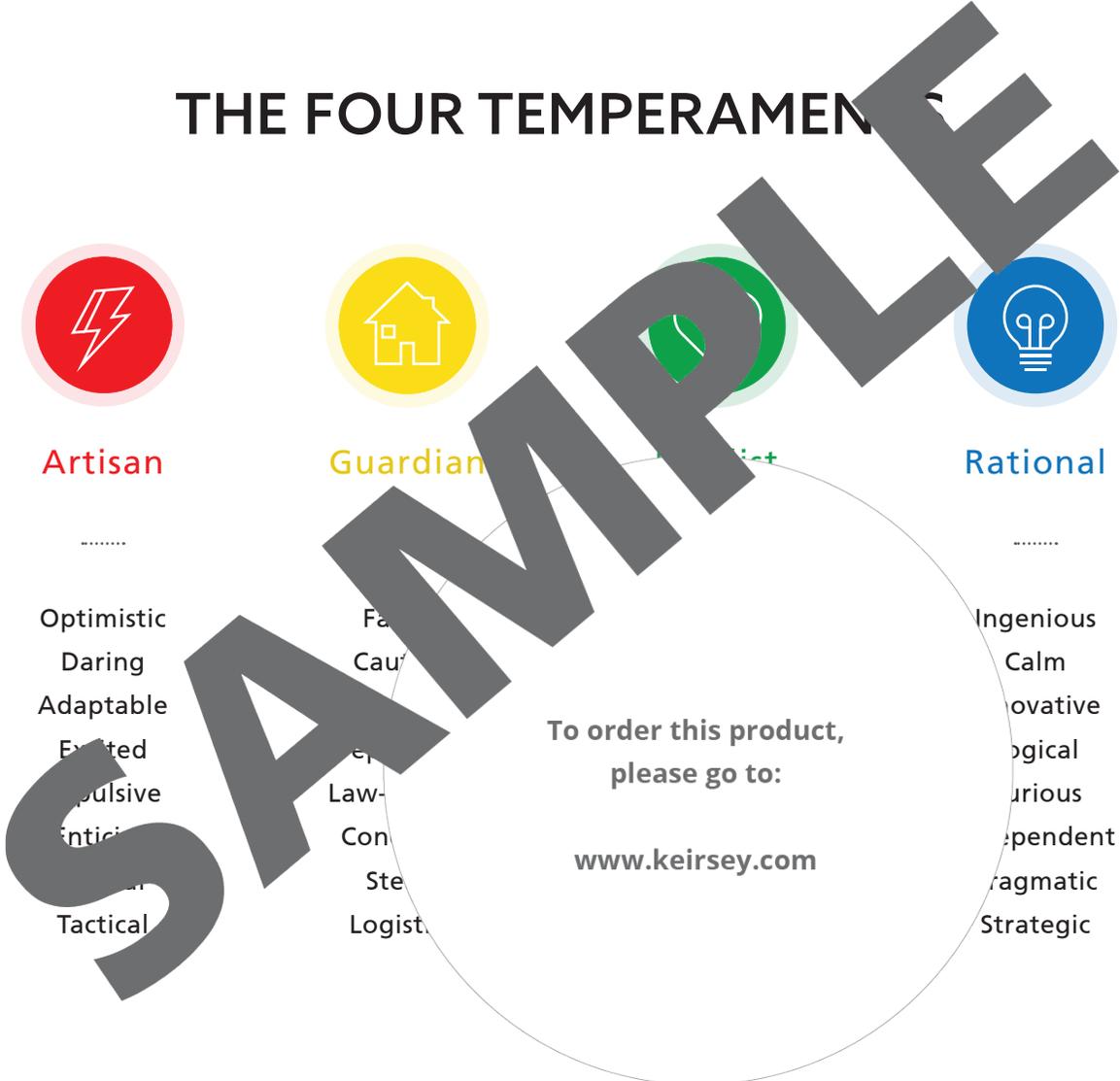


Idealist



Rational

Ingenious
Calm
Innovative
Logical
Curious
Independent
Pragmatic
Strategic



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About Your Artisan Temperament



Promoter
ESTP



Crafter
ISTP



Performer

There are four types of Artisans: Promoters, Crafters, Performers, and Visionaries. They share several of the same characteristics. Artisans are fun-loving, optimistic people who are focused on the here and now.

Artisans are typically bold, spontaneous individuals who trust their impulses to lead them forward into life's adventures. Members of this group don't simply want to walk through the world. They want to make a real splash. As a result, Artisans are typically pretty memorable people.

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Visionaries are typically bold, spontaneous individuals who trust their impulses to lead them forward into life's adventures. Members of this group don't simply want to walk through the world. They want to make a real splash. As a result, Visionaries are typically pretty memorable people. Professionally, their combination of realism and risk-taking can make these individuals troubleshooting leaders. Overall, Artisans prize the kind of freedom that allows them to live for the moment and seize the day.

Artisan Promoter ESTP

Let's go deeper on the Artisan you are, the Artisan Promoter.

magnetic

Artisan Promoters have a knack for knowing where the action is. They have an appreciation and palate for the finer things of life, the best food, the best wine, expensive cars, and fashionable clothes. They have a natural instinct for reading people, and are smooth in social circles, knowing many people by name, and knowing how to say just the right thing to most everyone they meet. Artisan Promoters exude charisma and their flamboyant style makes them irresistibly captivating.

present

Artisan Promoters are engaging and fully present with their audience. They can quickly persuade others to have confidence in them and to go along with whatever they propose. They are highly energetic and can energize a room. Their "in the moment" spontaneity keeps things exciting, and keeps the surprise moving on the leading edge. Artisan Promoters are so engaged with people; they can understand what reading people's faces and their body language, hypersensitive to the subtlest nonverbal cues that give away the other's attitudes.

unpredictable

These smooth operators are usually something of a mystery to others. Artisan Promoters are always in motion—they become restless when they are not on the move. Since they are always moving from one activity to the next, they come across as unpredictable, but to themselves, they are quite deliberate about their moves. The moves that are closest to their hearts are few and far between, and they move just a little quickly. In situations where they feel that the only certain thing is that things are uncertain, Artisan Promoters are the ones to lead.

risk-taking

Artisan Promoters are daring thrill seekers, and are not afraid of losing themselves and their interests. They only believe in the axiom, "the greater the reward, the greater the risk." When emboldened they will take a statement that seems to loom in the distance and come alive. They will take risks as well, and are not afraid of loss or timidity. They are decisive, and will make a decision.

proactive

Artisan Promoters cannot not take initiative. They are extremely proactive, and move quickly, aggressively, and preemptively to get to it first before all others do. They have a bias for action, seeking new experiences. And because of their high energy and lightning speed they can be sharp entrepreneurs, able to swing deals and kick-start enterprises in a way very few others can. Rather than working from behind the scenes, Artisan Promoters work best when they are out in front at the helm of the ship.

persuasive

Artisan Promoters are natural and persuasive— they are born leaders, promoters, and persuaders. They are aggressive, and produce results. They are hard-nosed utilitarians, willing to do whatever it takes to achieve their goals. They are able to advertise or publicize their endeavors, and to maneuver others in the direction they want them to go. It might be said that people are instruments in the hands of these Artisan Promoters, and that they play them artistically.

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7 THINGS ARTISAN PROMOTERS SHOULD BE AWARE OF

1

They may be perceived as ruthless or manipulative in some situations.

2

In static environments, they may cause trouble to make something happen that needs to do.

3

They may look such as if they have no objectives.

4

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6

Making evaluations and value judgments can be difficult for them.

7

They may neglect to develop supportive friendships in their field or workplace.

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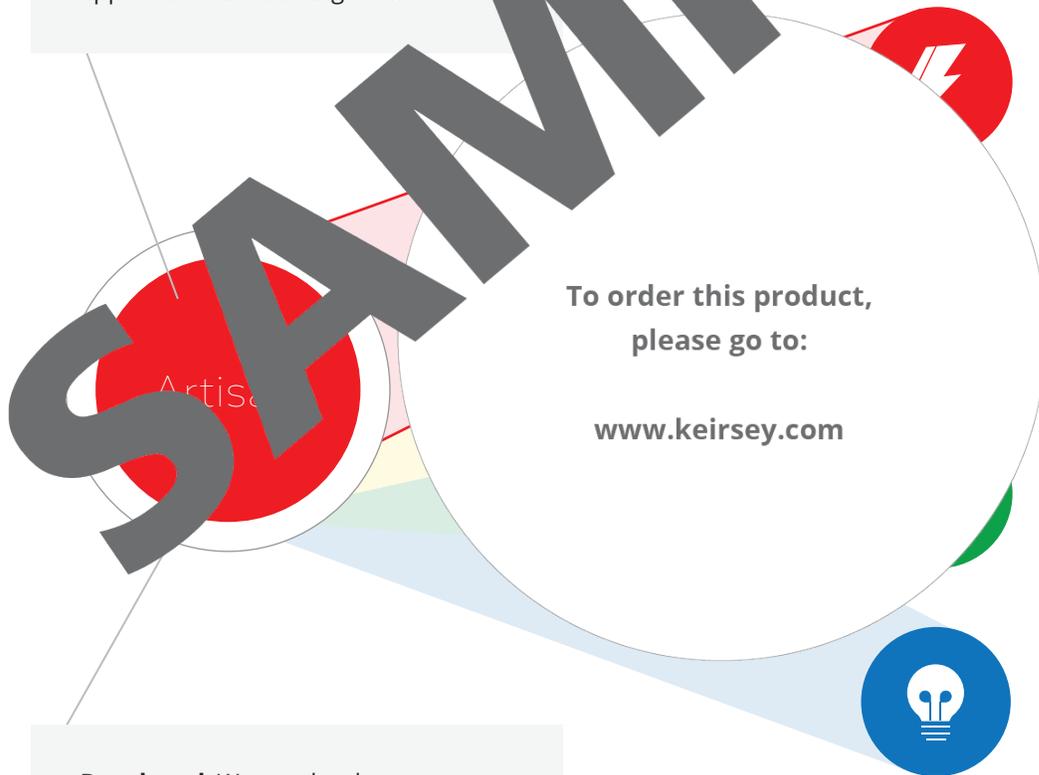
How to Influence Others (continued)

To successfully influence others, you must first examine your core way of influencing (your "Selling Style"). Secondly, you must understand the way others are best influenced (their "Buying Style"). When you can understand yourself and the differences of other temperaments, you have a better shot at taking the third step, that

is, to adapt for a situation so that you can have the kind of impact you are seeking to make. When selling to those who have the same temperament, this will be natural, as the way you sell is generally the way they buy. However, when selling to other temperaments, you will need to be adaptive to succeed.

Core: We use our core behaviors most naturally without needing to think or adapt. When seeking to influence others it is important to be aware of your core approach to influencing others.

SOCIAL AWARENESS



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Developed: We can develop awareness of other styles outside of our core and use those styles to influence others. If we are mindful of who we are dealing with and learn to adapt, we have a better chance of influencing our audience.

SAMPLE

**YOU
SELL**



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For the **Artisan**, sales is about **scanning** for the opportunity and **seizing** it. When selling, Artisans utilize a **maneuver** in the moment to reach the result. They are extremely **perceptive** of the verbal and non-verbal cues of the customer. And with the **Staccarian** nature, they take the **best angle** of approach with their prospect to **entice** them. Artisans see sales as a playful **gamesmanship** that is **not** **personal** and can be fun and **close the deal**. They creatively use their **able** experience

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Selling Styles of the Other Temperaments

In the space below, write the names of others you know who are great examples of the Selling Styles of each of the four temperaments. We suggest that you watch them, learn from them, consult with them, or engage them in selling together with you as a team. (Your list can be comprised of those you admire, colleagues, friends, family, etc.).

Artisan

Guan

Ideal

SAMPLE

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SAMPLE

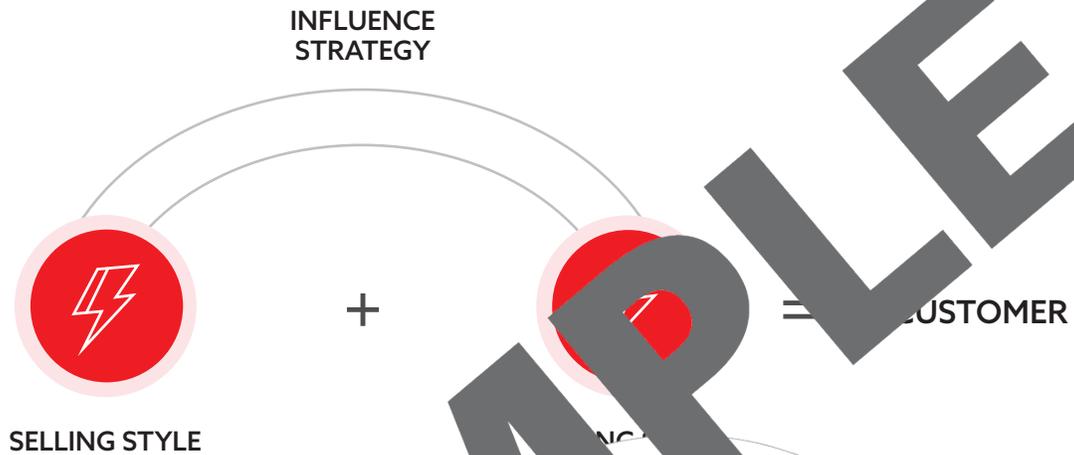
BUY

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The Buying Style of an Artisan



SAMPLE

The Artisan Buyer
looking for a
outsourcing the sale
won. I am able to
by reading body language.
representative
to cater to me. I want to be able to see, hear,
taste, and smell the product right away. Buying is nothing
personal. I just want the best opportunity for me. I need
the experience to be stimulating and exciting."

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Guardian Buyers

Guardians like to play it safe and go by the book. They are constantly comparing, and make decisions based on careful consideration. They make up about 45% of the general population.

Telltale Signs of a Guardian

Guardians care about the **reputation** and history of your brand; they want to know that you are **credible** and will provide prompt and reliable service.

Guardians are procedural, **step-by-step** planners who want all the details.

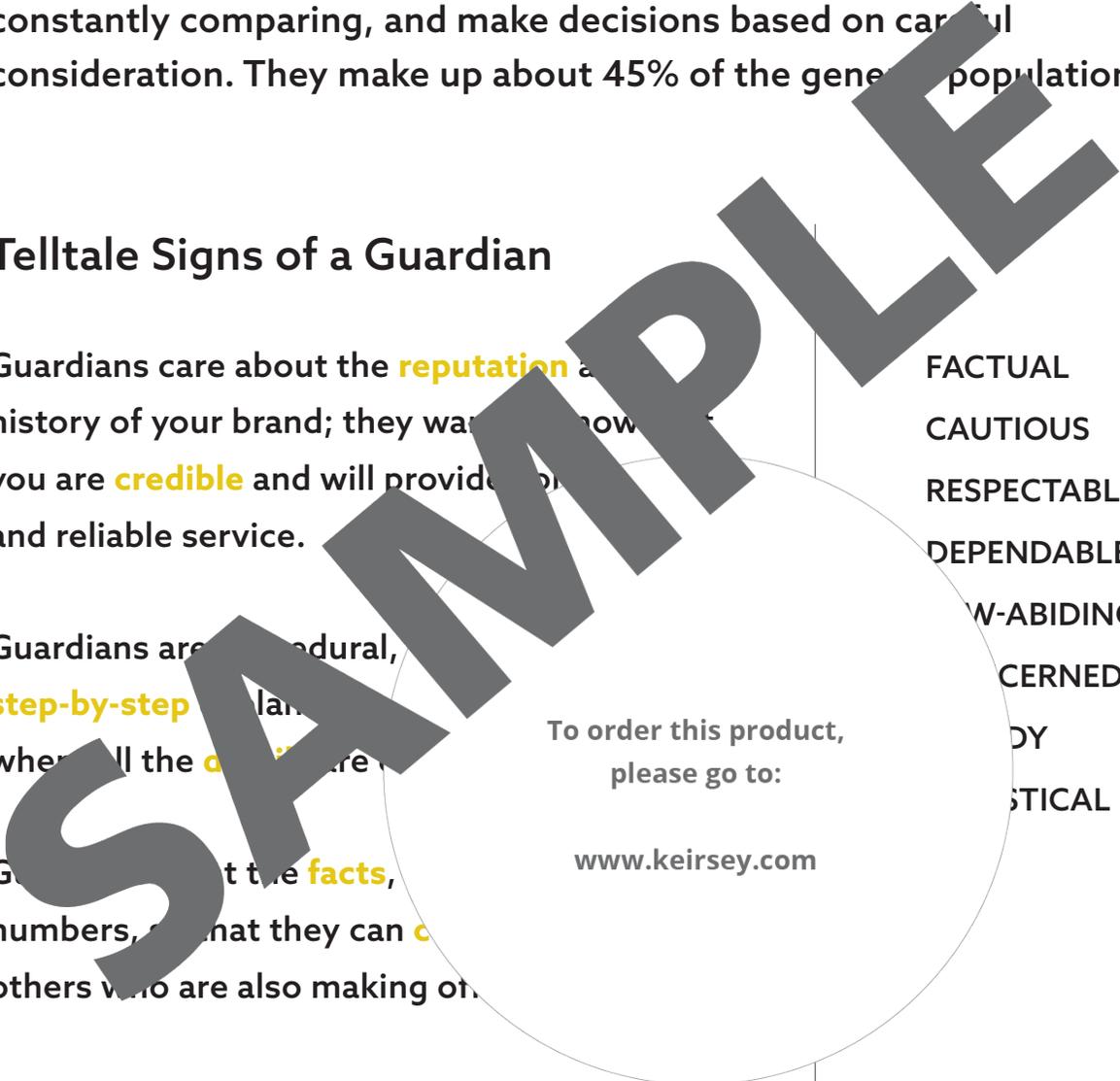
Guardians want the **facts**, numbers, and data that they can compare with others who are also making on-

Guardians are **conservative**, so they will be more inclined to meet in **formal** settings, where professional conduct is a must.

- FACTUAL
- CAUTIOUS
- RESPECTABLE
- DEPENDABLE
- LAW-ABIDING
- CONCERNED
- ORDERLY
- LOGICAL

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Buying Styles of the Other Temperaments

In the space below, write the names of others you know who are great examples of the Buying Styles of each of the four temperaments. We suggest that you watch them closely, so that you can improve on reading people and making adjustments to sell more effectively. (Your list can be comprised of current clients, prospective customers, direct reports, bosses, family, friends, etc.)

Artisan

Guan

Ideal

SAMPLE

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