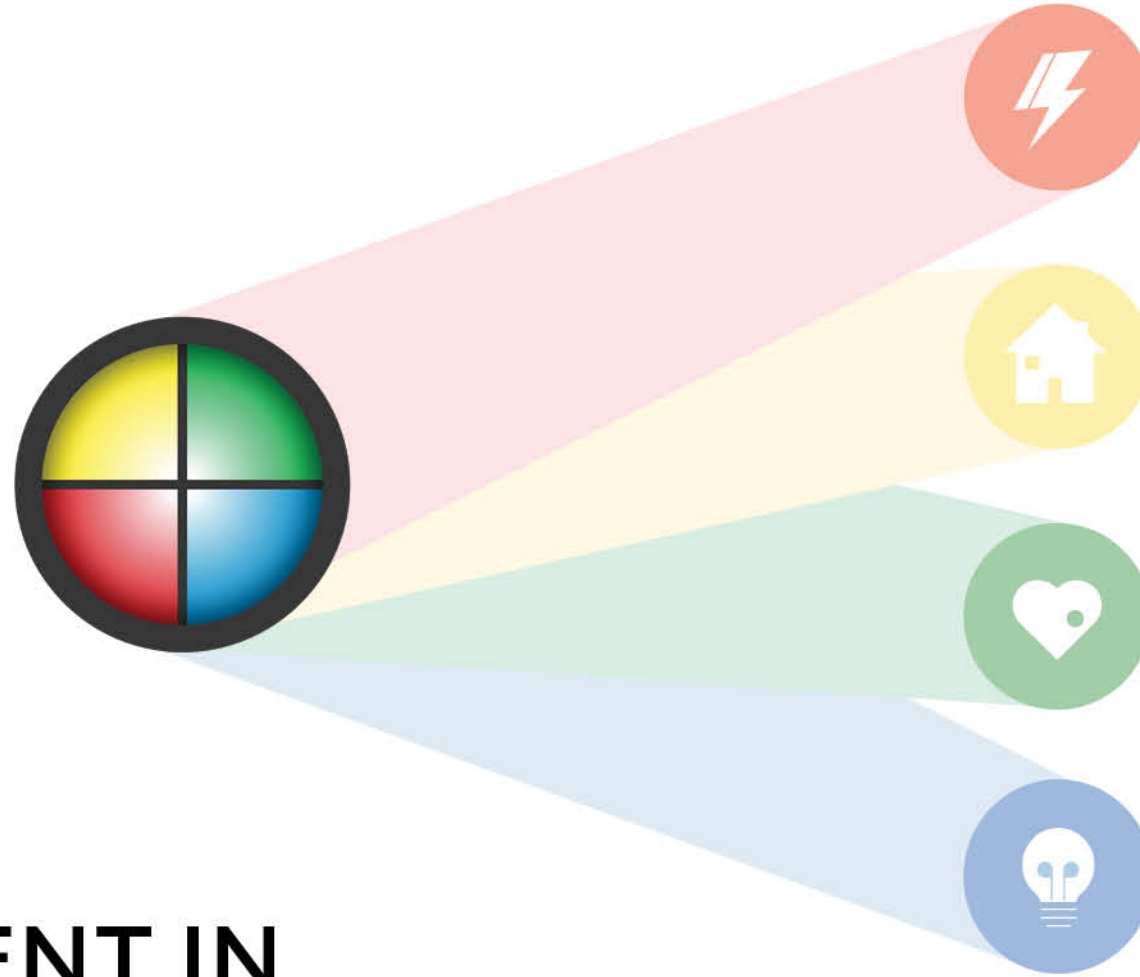
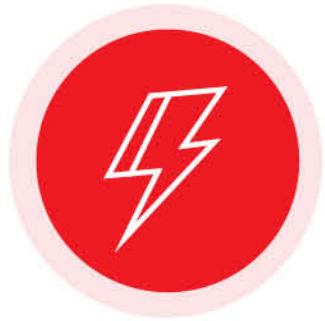




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TEMPERAMENT IN SELLING & BUYING



Contents

What Will I Learn?

What is Temperament?

The Four Temperaments

About Your Temperament

Setting Goals

How to Influence Others

Learning Style

Characteristics of the Other Temperaments

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Leaders

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ARTISAN



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ESTP



Crafter
ISTP



Performer
ESFP



Composer
ISFP

GUARDIAN



Supervisor
ESTJ



Inspector
ISTJ



Provider
ESFJ



Protector
ISFJ

IDEALIST



Teacher
ENFJ



Healer
INFP

RATIONAL



Fieldmarshal
ENTJ



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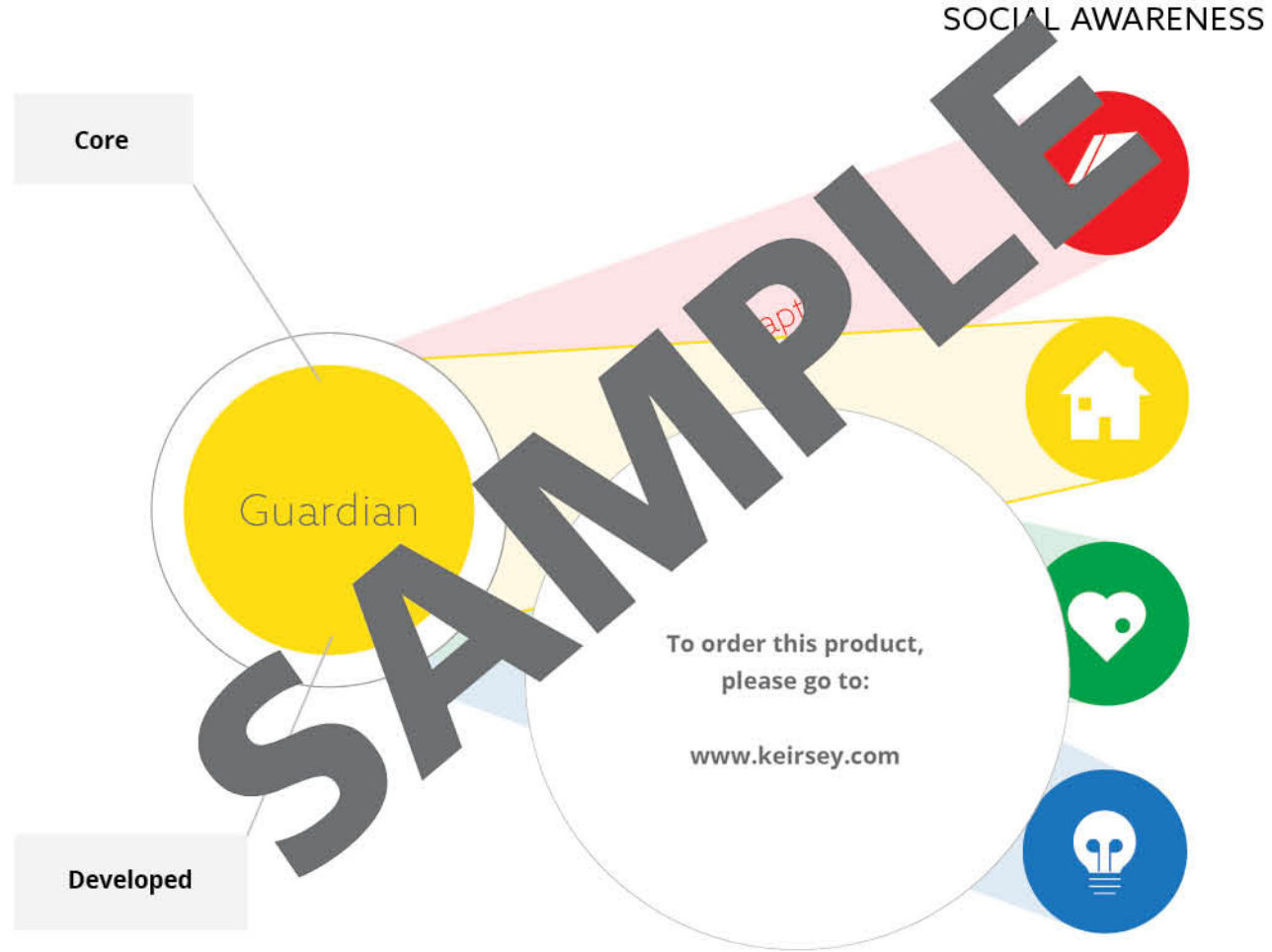
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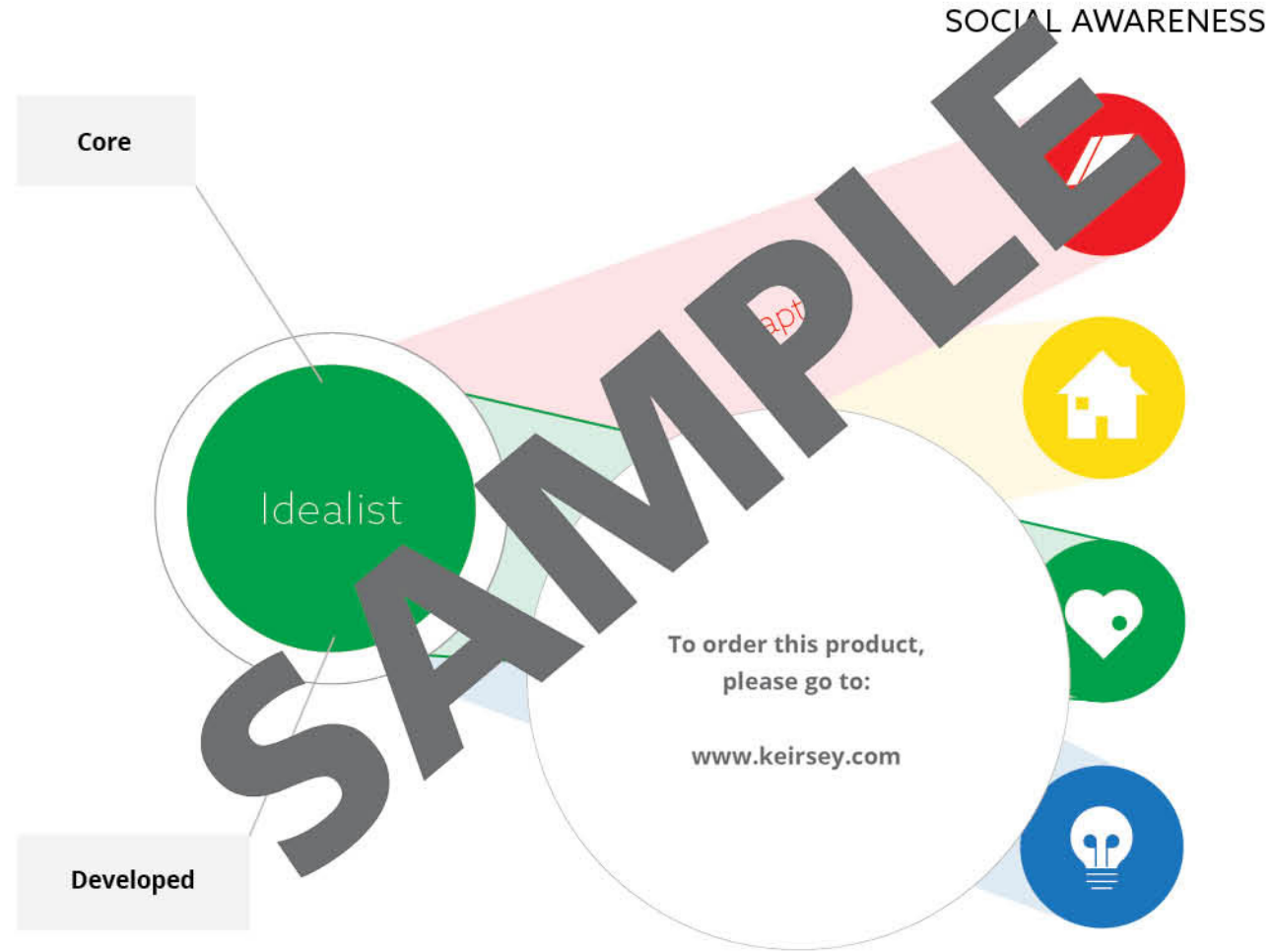
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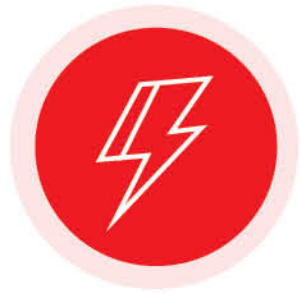
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How to Influence Others









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Selling Styles of the Four Temperaments

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Ideal Buyers

Telltale Sign

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The Buying Style of an Idealist

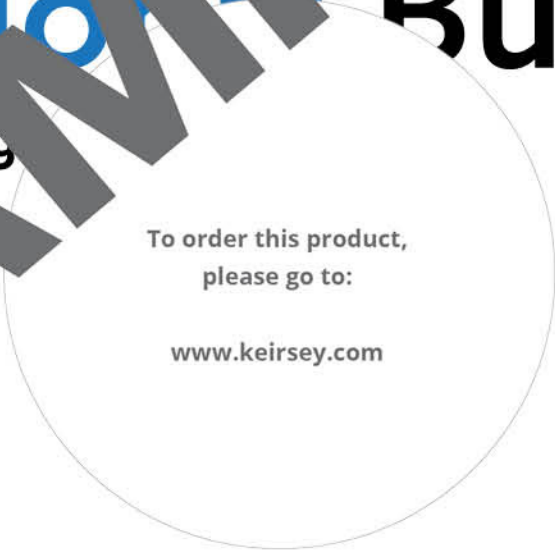




Rational Buyers

Telltale Sign

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The Buying Style of a Rational



Buying Styles of the Other Temperaments

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Guardian



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