



CONVERTING NEW CUSTOMERS

Click here:

Book your free strategy session with Tammy

Determine your primary and secondary SELLING personas in the chart below.

Persona	Characteristics	Your Primary	Your Secondary
Sincerity	Down-to-earth, honest, wholesome, cheerful		
Excitement	Daring, spirited, imaginative, up-to-date		
Competence	Reliable, intelligent, successful, hard-working		
Sophistication	Upper class, charming, glamorous, feminine		
Ruggedness	Outdoorsy, tough, masculine, western		

Sincerity				
Excitement				
Competence				
Sophistication				
Ruggedness				



CONVERTING NEW CUSTOMERS

If you had a corporate career and are selling B2B – identify your primary and secondary BUYING personas in the chart below.

Persona	Characteristics	Your Primary	Your Secondary
Commanding	How are you better and different? Fast decisions		
Collaborative	Let's discuss this with my team		
Outgoing	Tell me about yourself and who do you know?		
Objective	Wants detailed answers and references		
Exacting	Wants data and is risk adverse		
Easygoing	Innovative and willing to try something new		

Think about the process you use when you buy something of significance and identify your primary and secondary BUYING personas in the chart below.

Persona	Characteristics	Your Primary	Your Secondary
Competitive	What makes your solution the BEST? Fast, structured, logic-based decisions.		
Spontaneous	Why should I choose you NOW? Fast, unstructured, emotion-based decisions.		
Methodical	How does your process / solution WORK? Slow, structured, logic-based decisions.		
Humanistic	Who has used your solution for my problem? Slow, unstructured, emotion-based decisions.		

