

Introduction to “Four People You Should Know”

Dr. Michael Cox, Vice President and Chief Economist of the Dallas Federal Reserve Bank gave an excellent presentation in January 2006 on his research into the skills most needed in the US today. He told the audience:

- The **6th** most needed skill is muscle power.
- **5th** is dexterity
- **4th**, formulaic intelligence
- **3rd**, analytical capability
- **2nd**, creativity.

The **number one** needed skill set needed today is **people skills and emotional intelligence** - a range of skills not taught formally in school, but learned through the experiences we have in life. We can improve our people skills and emotional intelligence by understanding the personality styles of those we associate with on a day-to-day basis.

If we can identify the personality style of those we associate with, we have a much better ability to connect with them from their perspective. If we can view a situation, a sale, a negotiation or a team project through *their* eyes, the chances of success grow exponentially whether you're talking about sales numbers, team productivity or improving customer service. We need to change our view of people from being *difficult* to being *different*. This will open up a whole new dimension as to how we view others.

This book provides an introduction to personality styles, and aims to help you *apply* your new understanding of the personality styles to achieve results in the practical world of selling and other areas such as team building and customer service which require interaction with others daily.

Our personality tool has been developed by taking the best of all the other tools that are available. The Connecting 4 People assessment is only 10 questions but categorizes the four main personality styles quite accurately. You will be able to self-administer the assessment and in a short time you will gain an understanding of your own specific personality color sequence. In parts 3 and 4 of the book I help you gain an understanding of how to leverage this new knowledge of your personality traits *and those of the other personalities*. Specifically, you will learn how to select, from a range of sales strategies and tactics available to you, those that best serve your goals in working with each of the four personality types. We'll look at how to work with each personality in sales situations, with you as the seller gaining a new understanding of your customer. We also explore the dual roles of leadership and contributor, seeing how the use of *personality knowledge* can help maximize sales team performance.

I have used these methods for achieving new levels of sales success and to improve team performance. I teach this system to thousands of salespeople and consultants, helping them improve their chances of success. For me this is not just another

theoretical sales tool. Instead it has become an important part of my life, an inner dialog that guides my interactions with clients and colleagues. Every day, I am fortunate to be able to help people learn these approaches.

We will explore many key elements of interacting with others - whether it's in professional or personal situations. We will look at how each personality makes decisions, especially buying decisions. We will examine the different personalities' attitudes and behavior with respect to change, conflict, risk, communication, values and other important matters, and consider how you should use these insights in your sales life, and in your personal life.

The goal in this book is to help you acquire a new skill set - the ability to apply a knowledge of personality styles to your everyday interactions with each of these four different personality types. This will greatly improve your ability to sell and believe it or not everyone is in sales! Selling at the most basic level is the transfer of emotions from one person to another. You are conveying an opinion or an idea to someone else, and want them to accept your point of view. We hope you enjoy discovering more about yourself, and more about others - their preferences, values and needs in life.