

# HOW FASCINATION ADVANTAGES SELL & CLOSE

## HOW THEY SELL

They can transform the humdrum into something that feels unique by utilizing their natural creativity.

Their belief in a product is perceptible, making it easier to convince of the same.

Normally sell by exuding confidence in their product.

Considered experts on what's best, their endorsement increases perceived value.

They provide consistent messages and style, and a sense of familiarity.

Communicate succinctly and factually, unlikely to make claims they cannot back up.

Honest and thrifty, they steer customers in the right direction.

## HOW THEY CLOSE

Encouraging them to explore alternative ideas and new techniques.

Their belief in a product is perceptible, making it easier to convince of the same.

They view all their targeted achievements, by intensely directing their energy toward completing the sale.

By elevating the perceived value of the sale, which makes the idea, good or service more enticing to the purchaser.

Being perceived as reliable and having integrity, qualities that are typically valued in business relationship.

Do well in situations like negotiations, which require composure and restraint.

They tend to impose deadlines on a sale in order to spur a close.

## THEIR PRIMARY ADVANTAGE IS

**INNOVATION**

**PASSION**

**POWER**

**PRESTIGE**

**TRUST**

**MYSTIQUE**

**ALERT**

THIS IS A HANDY CHEAT-SHEET. FOR FULL REFERENCE MATERIAL,  
PLEASE REFER TO YOUR COMPLETE FIELD GUIDE OF PERSONALITY ADVANTAGES.