

SAPPHIRE

Motivation & Driving Force:

- Having fun

Their Greatest Talent

- Promoting
- Motivation
- See the good

Greatest Weakness:

- Lack of Organization
- Completing tasks
- Hard to focus

How to Help them:

- With Organization
- Completing projects
- Make it fun, and do it with them
- Let them talk, they think & process by talking
- Help them be on time

Their Greatest Need & Longing:

- Appreciation
- Encouragement
- Feelings Oriented

Their greatest Inner fear/dislike/hate:

- Rejection
- Not meeting your expectations
- Feeling like they are in trouble
- Detail Structure
- Being left out

They love:

- People, parties, travel, spontaneity, seminars
- Anything that stands out, lots of bling
- Work more for recognition than for \$, lunch out
- Doing anything as a team and making it fun

Their Spiritual Gift:

- Optimism
- Life
- Passion

How they Shop:

- Why: Because they want it. It's new, it's cool
- When: Spontaneously, or when have the money
- From: Fun salespeople, not rude, not negative
- What: New, exciting stuff, shopaholics, sales

PEARL

Motivation & Driving Force:

- Having a Cause
- Helping People
- Building Strong Relationships

Their Greatest Talent:

- Naturally want to Serve
- Calm
- Even Keel
- Extremely Loyal

Their Greatest Weaknesses:

- Enabling people
- Evading the problem
- Indecisive

How to help them with:

- Letting people experience the consequences for their choices.
- Confronting issues & solving problems.
- Let them know you support them no matter what their decision is (won't lose your relationship)

Their Greatest Longing:

- Strong Personal Relationships

Their greatest fear/dislike/hate:

- Confrontation, will avoid at all cost
- Rejection
- Loss of Friendship

They Love:

- Comfortable clothes, safe vehicles, arts, natural products, organics, gardening
- One on one, building a relationship, personal touch

Their Spiritual Gift:

- Mercy
- Compassion
- Nurturing

How they Shop:

- Why: it's a necessity, offers functionality
- When: After a lot of thinking, make sure its right
- From: People they trust, who don't push, rush
- What: Necessities for themselves, for others

RUBY

Motivation & Driving Force:

- A Challenge
- Money

Greatest Talents:

- Take charge, leadership
- Empowering
- Casting vision
- Very productive

Greatest Weakness:

- Doing too much
- Nobody can do it as good as you, do it all, not delegating

Greatest Longing & Need:

- To succeed
- To be the best
- To be appreciated & recognized

Greatest Fear/Dislike/Hate:

- Failure, left behind, losing
- Proven wrong
- Slow, wasting time
- Greed

They love:

- Professionalism, better themselves, climb to top
- Being unique, shine, best of everything, money
- Love to make things the best possible
- Very time conscious, efficiency, production
- Determined, enterprising, operate in boldness
- Have to have a challenge be moving toward goal

How to work with them:

- Very direct & to the point, don't waste their time
- Efficient, prepared
- Give recognition, help them delegate

Spiritual Gift:

- Leadership
- Governing

How they Shop:

- Why: Because they have to have it, just want it
- When: On the spot, before end of presentation
- From: Great first impression sales people
- What: Whatever spontaneously want, the best!

EMERALD

Motivation & Driving Force:

- Order
- Accuracy
- Finding Solutions

Greatest Talents

- Solving problems
- Creating order
- Deep thinking – considering pros & cons

Greatest Weakness:

- Ask questions that make others feel intimidated
- Critical
- Weak on good people skills
- Weak communication

Greatest Longing & Need:

- Recognition
- Have influence
- Success, to win

Greatest Fear/Dislike/Hate:

- Loss of Reputation
- Chaos
- Ignorance
- Unprofessional

They Love:

- Information, research, statistics
- To make sure they're understood
- Quality, function, integrity, validity, value
- Incredible in detail, planned, organized

How to work with them:

- Working thru email vs. face to face
- Direct them to authority, don't be the authority
- Ask questions – let them do the talking

Spiritual Gift:

- Wisdom
- Discernment

How they Shop:

- Why: Because it's right choice, practical, correct
- When: Know it's proper selection, after research
- From: People--integrity, they follow up
- What: Practical, efficient, above average quality