

# Personality Color Types

Conocer los tipos de personalidad es vital para tu negocio porque te brinda una visión más clara de cómo puede pensar o actuar tu cliente potencial. Dándote una visión poderosa de la psique humana. Haciendo que sea más fácil y más efectivo interactuar y comunicarse con esa persona.

Comprender los tipos de personalidad no solo es beneficioso en los negocios, sino también en tu vida personal. Puede proporcionar información de como reaccionar ante otras personas. Por ejemplo, ciertos tipos de personalidad tienden a llevarse mejor, mientras que otros tipos de personalidad suelen ser propensos a discusiones y choques de estilo y opinión.

De acuerdo, se dividen en cuatro tipos principales de personalidad. Rojo, azul, verde y amarillo. Si bien nadie puede definirse totalmente en cuál de los cuatro grupos básicos se encuentran, una vez que aprenda a leer los colores de las personas (rojo, azul, verde, amarillo), tendrá una ventaja competitiva para comprender cuál será la forma más efectiva. para comunicarse con ellos.

Porque sabes tan bien como yo que esto es un negocio de construcción de relaciones. Y si no está construyendo relaciones, no está ganando dinero.

Antes de que entremos en ello.

Advertencia: no todas las personas caen debajo de cada característica de un tipo de personalidad específico. Todos tenemos atributos de cada tipo de personalidad. La mayoría de las personas se inclinan por un cierto tipo de personalidad porque tienen la mayoría o todos sus rasgos.

Ten en cuenta: que la percepción de la personalidad no está destinada a ofender a nadie, es únicamente con fines educativos.

Muy bien, ahora que lo repasamos, entremos.

## AZUL

Son amantes de la diversión. Viven por el momento. Les gustan las cosas brillantes y la gente feliz. Les gusta seguir un liderazgo fuerte siempre que los líderes los traten bien. Les encanta el sentido del humor en alguien. Son muy espontáneos. No son muy conscientes de llegar a tiempo. Son olvidadizos. Gastan su dinero libremente (no ahorran mucho). Les encanta viajar y tener aventuras. Les encanta estar al aire libre bajo el sol. Les encanta ser sociables y conocer gente nueva.

### Tipo de personalidad azul: El alma de la fiesta

Actitud: alegre y optimista

Patrones de habla: alto y rápido.

Prioridades: vivir el momento y divertirse

Apariencia: Joyas informales, modernas, brillantes y coloridas.

**Puntos fuertes:** Son animados, divertidos y entusiastas. Son optimistas, juguetones, burbujeantes. Tienen grandes mercados calientes que hacen que todos los que los rodean estén felices y relajados. Son espontáneos, son el “alma de la fiesta”. Les encantan los entornos sociales (clubes de baile, seminarios, mítines, fiestas). Planifican fiestas.

Buenos motivadores y promotores. Rápido para tomar decisiones. Fácil de conectar.

**Debilidades:** Son terribles con los detalles y el seguimiento, Suelen hablar demasiado, Y lo que es peor, lo hacen sin pensar. Siempre llegan tarde a todo. Son los peores ahorradores de todas las personalidades. Suelen ser indecisos. Tienden a mentir cuando se meten en problemas y rara vez miran las consecuencias a largo plazo de sus acciones a corto plazo. (lo que lleva a muchos arrepentimientos).

Suelen tener mucho drama en sus vidas. Saltan de un proyecto a otro. Tiene dificultades para terminar las tareas. Están muy dispersos con una capacidad de atención muy corta. Se toman el rechazo como algo personal.

Pueden arruinar las relaciones diciendo cosas de las que se arrepienten porque hablan antes de pensar o porque hablaron demasiado después de beber en exceso. Acumulan deudas muy elevadas "viviendo el momento" y luego pagándolas para siempre. Ignoran sus problemas y procrastinan en general. Son muy olvidadizos, lo que los hace poco fiables.

**ADVERTENCIA:** Hay Azules MUY FUNCIONALES

Son conscientes de llegar a tiempo. Tienen cierto control sobre el pensamiento a través de sus acciones y sus consecuencias. Pueden ser buenos para dar seguimiento con un mayor enfoque y esfuerzo. Piensan antes de hablar hasta cierto punto. Aprenden a tener el control cuando están celebrando y de fiesta. Se enfrentan a sus problemas y se enfrentan a ellos. Planifican sus tareas diarias para ayudar a mantener el rumbo. Reducen algunos de sus gastos imprudentes. Pueden concentrarse bastante bien incluso si su tarea no es divertida y emocionante. Aprenden a mantener la concentración incluso si están aburridos.

**No les gusta:** Cualquiera que intente quitarle la diversión, gente que sea demasiado contundente.

Reglas rígidas, relojes de alarma o cualquier período de restricciones de tiempo. No les gusta la gente que es demasiado seria, la gente que hace demasiadas preguntas. No les gusta los programas de conversación en la radio y los informes de noticias. (Totalmente opuesto a la Personalidad Verde).

Odian las tareas aburridas y tediosas de cualquier tipo. No les gustan las reuniones y presentaciones. No leerá cartas de ventas largas ni verá videos extensos. No les gustan los entornos escolares, trabajo escolar. Odian los uniformes o cualquier cosa que los haga sentir como todos los demás. Les gusta destacar y ser diferentes. Odian sentirse estúpidos.

**Les gusta:** Les encanta ser el centro de atención. Les encanta el sol y la playa. Se divierten y les encanta saber que están entre la multitud "in" y son muy queridos. Les gusta ganar dinero rápido y les encanta soñar en grande.

Les encanta salir a comprar. Les encanta la música fuerte y el baile; Les encanta verse bien. Y les encanta viajar. Les encanta estar al aire libre bajo el sol. Les encanta ser sociables y conocer gente nueva.

Les gusta contar chistes o historias. Reirse, las aventuras. Vive por el momento. Algunos son Dare Devils, Les encantan las montañas rusas, perforaciones corporales, tatuajes. joyas. A los azules les encanta la variedad. Tienen curiosidad por todo. Hablan en jerga. Les encanta dar y recibir cumplidos. Les encanta inventar cosas, recetas, cuentos, etc. Les gusta improvisar. Les gustan las cosas brillantes y la gente feliz. Les gusta seguir un liderazgo fuerte siempre que los líderes los traten bien.

### **Como moverlos**

- \* Contarles historias para expresar tus puntos.
- \* Concéntrate en objetivos a corto plazo, como ganar dinero rápido.
- \* Hazles saber que estarás ahí para ayudarlos cuando lo necesiten.
- \* Sonríe y ríe con ellos.
- \* Hazlo divertido para ellos.
- \* Dile que hacer, pero hazlo amablemente.

### **Identificación de personalidades azules**

**Vestido:** colores brillantes, muy moderno y de moda, generalmente más informal

**Apariencia:** Peinados de moda (cualquier color o estilo salvaje) Cabello con puntas con mucho gel. Puede estar arrugado o descuidado.

**El tono de voz:** alegre, fuerte y rápido

Usan muchas expresiones de jerga y términos actuales "de moda" (muy informales).

**Puntualidad:** la mayoría de las veces llegan tarde,

Se desvían por la tangente y hacen que las reuniones se desvíen de su horario / programación.



## VERDE

Son muy lógicos y calculados en su pensamiento. No toman “decisiones rápidas; más bien, les encanta recopilar datos para analizar antes de tomar una decisión. Son naturalmente escépticos de los motivos de las personas. Prefieren conocer los hechos a tener una intuición o depender de la fe. Son muy realistas. Tienen tendencia a juzgar a las personas. Necesitan un plan preciso a seguir o no funcionan bien. Necesitan estructura en general. No les gustan las sorpresas y no son nada espontáneas. Son perfeccionistas. Tienen a ser emocionalmente distantes.

### Tipo de personalidad verde: el lado analítico

Patrones de habla: lento y suave

Prioridades: hechos y organización

Actitud: formal, interrogativa

Apariencia: Muy media. Nada demasiado brillante o caro.

**Puntos fuertes:** Los verdes son muy precisos, confiables, eficientes y rápidos. Por lo general, son muy leídos. Al día con los eventos actuales. Extremadamente organizado. Muy conocedor de la informática. Tienen increíbles habilidades de seguimiento. Por lo general, obtienen buenos resultados siempre que tengan un plan preciso a seguir. Buenos recuerdos.

**Debilidades:** Tienen el problema de ser demasiado cautelosos, parálisis por sobreanálisis. Se pierden muchas oportunidades porque necesitan ver el éxito documentado antes de tomar medidas. Son muy desconfiados y escépticos de los motivos de las personas, tienden a ser los más pesimistas de todas las personalidades. Los verdes no ven el sentido de una pequeña charla y tienden a ser introvertidos.

Los verdes no entienden, "Los hechos cuentan historias para vender". Bombardean a sus prospectos con hechos. Preferirían tener razón que ser ricos. Dejan que sus egos se interpongan en su camino. Tienen tendencia a juzgar a las personas. Tardan mucho en tomar decisiones. Tienen problemas para terminar el proyecto porque están demasiado ocupados haciéndolo perfecto. O analizan demasiado

everything to the point of not taking any action. Greens don't show excitement. They tend to be emotionally detached.

They expect everyone and everything to be perfect and are very critical if they are not. They are very unforgiving. They are difficult to get close to because of their distaste for intimacy. They are too skeptical. They miss out on a lot of opportunities because they need to see documented success before they take action. They come off as cold and uncaring. They can be selfish. They need to win every argument and do things their way. They are not very social.

**WARNING:** There are HIGHLY FUNCTIONING Green's

**Who learn to "just do it" and grasp the concept of learning from your experiences, instead out of a book. They stop being so judgmental of people and especially stop prejudging people before they really get to know them. They learn that they do not to win every argument. They don't need facts for every decision. They learn the value of faith. They open up their emotions to people they feel comfortable with. They lose their deep need to be perfect and develop a desire to be excellent instead. They learn how to be focused on results over methods when trying to achieve success.**

**Dislikes:** They abhor sloppy people, unorganized people. Spontaneous actions. Surprise parties. Anything that is unexpected. Hate liars. They lose respect for people who are late. Greens do not like flashy people who spend money frivolously. They can't stand exaggerations or hype. Not very big on Public displays of affection. Shopping. Distractions and Change.

Hate not receiving credit for stuff they do. Hate people to micro manage them.

Procrastinators, wishy washy people. They don't like improvising. Hate not having the

Correct tools for their projects. Hate long stories and testimonials. They just want the facts.

Dislike going to parties, loud noises and loud people. (They are the opposite of the Blue personality.)

**Likes:** They like to reach & achieve objections. They like being "online" CNN; details; spread sheets and facts. Like to save money any way they can. They like things and people to be on time and predictable. They like Accuracy and Honesty. They like order structure, planning & being prepared.

Like to Micro Manage. Like to confirm information etc. Love to do research. High tech people. Love technology.

Some love video games. Computer programing. Science fiction Movies & books. Some Greens always have a pen in their pocket.

Greens will read long sales letters and check out every page on your website and watch every video. . They are information seekers. Fold their arms a lot. Like to point out when other people are wrong.

Love learning new things. Greens take the time to inform you of your spelling mistakes on blog post, emails etc.

### **How to move them:**

- \*Provide a special game plan to achieve their immediate financial objectives.
- \*Just let them scour your website before doing anything else.
- \*You need to give them the facts and leave them alone.
- \*Don't do the take away. That turns them off.
- \*Give them logical reasons to do your business.
- \*Make sure you avoid any hype or emotion it turns them off.

### **Identifying Green Personalities**

**Dress:** Very nondescript. Nothing that stands out.

Nothing flashy

Nothing trendy or expensive

Older generations Leans towards formal and conservative younger generations Leans towards t-shirts with clever sayings

**Appearance:** Hair style very standard. Nothing wild or stylish

Least concerned about appearance

Some do not have very good hygiene

Most likely to wear glasses (over contacts) and be

OK with baldness or physical imperfections Usually greens aren't over weight.

**Tone of voice:** Borderline monotone. Slow and deliberate

Very articulate. Very little slang. Good vocabulary

**Timeliness:** Very prompt, Upset when others are late, Efficient with use of time.

Very little small talk.

**Greeting them:** They will not get close to you (some are very germ conscious)

They like having their space No wild handshakes. Usually no smile or small talk coming from them

**Persuading Them:** Do not tell them what to do. Explain their options and back off

No hype. Make logical arguments Use as much 3rd party documentation as possible (the more facts, the better) Explaining placement properly (without pressure) is very effective.

**Teaching Them:** Give it to them straight. Don't sugar coat things.

Be specific with your comments always offering how to find solutions.

Walk your talk. They won't suffer a hypocrite.

Refer to documented sources to validate what you are teaching them.

**Inspiring Them:** Do not look over their shoulder all the time.

Raise their expectations (not the realistic ones they will have naturally)

Stress excellence over perfection.

## YELLOW

They are very personable and friendly. They are very loyal and excellent team players. They are supporters rather than leaders. They will follow an ethical leader. They are huge on honesty and integrity. They are very family oriented. They love animals and the great outdoors. They are very environmentally conscious. They are natural peacemakers. They do not like conflicts and confrontations. They love to volunteer for a worthy cause. They do not like people who are materialistic or greedy. They do not like people who are phony, and they are very intuitive. They are very creative and expressive.

### Yellow Personality Type: The Sensitive Soul

**Priorities: Communication, Creating, Helping Others**

**Speech patterns: Slow and soft**

**Attitude: Passive, laid back**

**Appearance: Casual and very informal, earth tones**

**Strengths:** Very easy to get along with. Very personable and friendly. They are great listeners. They have a lot of genuine friendships, therefore, big hot/warm market. Very unselfish. They are great team players They are extremely creative and expressive. They are dedicated and patient. Warm, Loyal and Supportive (They are supporters rather than leaders). They will follow an ethical leader.

**Weaknesses:** Overly sensitive to criticism and rejection. They take things very personal, especially rejection from a missed sale. They have a tendency to get pushed around or even get walked on by others. They are not goal oriented or highly motivated to achieve excellence in a business setting. Worst of all they always buy people's excuses or reasons for not achieving their objectives, being too sympathetic.

They shut down when someone confronts them or yells at them. Yellow's Hold grudges.

They hold their emotions in for long periods of time if they think expressing them will cause a conflict. When they get to a breaking point they explode (worse than a Red's outburst).

Trust people easily, very gullible. Hesitant when asked questions and take a long time thinking about the answer.

They dwell on problems. They can talk your ear off when you are in a hurry, and get offended if you are abrupt with them. They are professional worriers. They beat around the bush when confronting anything unpleasant.

**WARNING:** There are HIGHLY FUNCTIONING Yellow's

They can take criticism and rejection without taking it personally. They learn not to dwell on problems. They learn to be empathetic instead of sympathetic. They learn to be aware of when other people do not have excess time to "chit chat" and let them go without thinking they are rude. They learn how to be more goal oriented and results focused. They learn how to confront issues and express their feelings even if they don't think they will be popular. They realize that they cannot save everyone; they can only help those who want to save themselves.

**Dislikes:** Greedy people. Selfish people. Loud people. Pushy people. Profanity. People who destroy our environment or our animals. Materialistic people, arrogance. Hate when things aren't fair. Jerks. Emails and other things that feel impersonal. Making tough decisions. People who talk over them.

They do not like people who are phony, and they are very intuitive. environmentally conscious. They do not like conflicts and confrontations. (Very opposite from the Red personality type.)

**Likes:** They like to sell products that truly make difference in peoples lives. Peace and harmony

They love to read a good book, and they love art. They like to volunteer their time. Family oriented, they love the outdoors and are very spiritual. They like to help people with there problems.

Love Hugs. They're very touchy feely people. Like talk shows. Crave Attention. They're people watchers. Love soft music and long term friendships. Calm settings. They are huge on honesty and integrity. They love animals and the great outdoors. They are natural peacemakers.

Some are into health food and recycling things, Growing a garden. Environmentally conscious.

### **How to move them**

- \*They love story tellers
- \*Show genuine concern about what their needs are
- \*They don't care how much you know unless they know how much you care
- \*Testimonials, especially about people with great product results.
- \*Nicely suggest what they should do, always guiding them on a slower path.
- \*They are emotional buyers.
- \*Show "Big Picture" in relation to helping thousands of people.

### **Identifying Yellow Personalities**

**Dress:** Casual and comfortable. Not expensive, flashy or trendy. Lots of earth tones.

**Appearance:** Longer hair. Not styled any special way.

Nothing flashy for jewelry, etc. Least physically fit of all groups.

**Tone of voice:** Happy and warm tone to voice Speak softer and slower than other types  
Rarely sharp or sarcastic.

**Timeliness:** Usually on time or early. Respectful of others time.

Spend much of business time making small talk and building rapport.

**Greeting them:** They will get close to you. They may even hug you.

Softer handshake. They respond well to a warm smile and eye contact.

**Persuading Them:** Be sincere and interested in their needs (listen to them)

Tell them what to do, showing them a slower path to get started.

Do not challenge them or be boastful or materialistic.

They respond to honesty and integrity.

Show them the 'Big Picture'

**Teaching Them:** Compliment them, correct them very nicely, then praise them for their commitment

Be very mindful of your tone of voice. Do not yell at them and don't cuss.

If they know you care about their well being, they will take instruction.

They respond well if you make them feel guilty about letting you down.

**Inspiring Them:** Don't put them in competition with individuals

(Talk team victories) Let them know their production is helping others.

Let them know you will be proud of them if they achieve.

## RED

Reds portray a confident attitude. They are challenge oriented. They have a strong desire to win. They like being with the beautiful, “top of the food chain” type of people. They are usually insecure and need to get their approval from others, which is the main reason they overachieve. They are good decision makers. They are selfish. They can be short with people. They like having the best of everything. They enjoy VIP treatment. They are not very good team players. They like to be in the spotlight.

### Red Personality Type

**Speech patterns: Fast and loud**

**Attitude: Aggressive, direct**

**Appearance: Formal, classy, flashy**

**Priorities: Winning**

**Strengths:** These are our “natural born leaders”. They are fearless. They are goal oriented and thrive on competition. Self sufficient, dynamic and energetic. Independent. Reds portray a confident attitude. They are very decisive and determined. Good decision makers.

They don't hold grudges. Quick to answer questions. They have a strong desire to win.

**Weaknesses:** Very self centered and egotistical. They tend to forget other people have feelings. They are usually closed off emotionally, and very sensitive to criticism.

They are very selfish. They tend to be unteachable because they know it all. Not sympathetic or understand of others needs or situations.

They can appear rude, arrogant and pushy. It's their way or the high way. Bad listeners. Red's can easily get addicted or obsessive. Have anger issues. Credit stealer's. Cut other people off when they are talking. They seek confrontation.

They are usually insecure and need to get their approval from others, which is the main reason they overachieve. They are selfish. They can be short with people. They are not very good team players. (Opposite to the Yellow personality type.)

They are very insecure so they have to put on a hard outer shell to keep people from recognizing their fears and self doubt. They will do anything to win, whether it is ethical or not. They can be sociopaths who create their own moral universe. They crave constant reinforcement of their value from others. They are very egocentric. They are verbally abusive to people. They use fear and intimidation to manage people. They are horrible listeners. They expect, and demand VIP treatment. They resent it when others are in the spotlight. They are demanding of everyone. They are boastful. They are defined by their possessions. They are above all the rules that regular people need to follow. They have a strong sense of entitlement.

**WARNING:** There are HIGHLY FUNCTIONING Red's

They are meek (meaning they have strength under authority). They are very driven to win, but they will not do things unethically to win. They have good self image and do not NEED the approval of others. They are somewhat self-centered, but have an awareness of others needs. They thrive on challenges. They have learned to listen to others and include people in their decision making process. They like VIP treatment, but don't need it. They want the spotlight, but respect and acknowledge others for their achievements. They are willing to work hard to earn what they get. They don't go out of their way to express their emotions, but they can do it. They are empathetic to others.

**Dislikes:** They don't like small talk. They hate cheap stuff, and they hate waiting. They don't like showing emotion. They don't like to be followers. They hate losing. They hate wishy-washy people.

Hate showing their weaknesses. Lazy people. Gold diggers. People who over promise and under deliver. Cry babies. Going coach on planes. Coupons. Video games.

Slow people in fast lane. Peoples excuses. Hate being wrong. Hate not having money. Long winded people. Other peoples opinions.

**Likes** They like to get things done in a hurry. They like challenges! They like giving you their credentials. They like being with the beautiful, "top of the food chain" type of people. They enjoy taking risks. They like expensive designer brands. They like power. They must be in control. They like to the control conversation. Thrive for success.

Reds love being on stage. Flashy expensive things, cars, jewelery, clothes etc. Fast Cars. They like having the best of everything. They enjoy VIP treatment. (Private parties) Buy things. Money. Being Right. Exposing peoples weaknesses. Sports. They want to know how long, how fast, they're on the now clock. Like to know what's in it for them. They're on the fast track. They like to be in the spotlight.

### **How to move them:**

- \*Let them know what you can do for them.**
- \*Give them options, not opinions.**
- \*Show them the big picture and how they can prominently fit into it.**
- \*Play up their egos.**
- \*Challenge them.**
- \*You have to use the take away, on them.**

### **Identifying Red Personalities**

**Dress:** More formal than casual. Expensive, Designer (even with casual clothes)  
Classy and/or sharp look.

**Appearance:** Shorter hair styles. Sharp and classy over trendy  
Rarely anything un-groomed or out of place.

**Tone of voice:** Loud and forceful. Can be profane and/or sarcastic.

Rather rapid pace of speech.

**Timeliness:** Usually a few minutes late cause they have full schedules.

Very upset if they are on time and you are not.

Always seem to be in a rush.

**Greeting them:** They usually have a firm handshake.

They have a space in front of them you should not violate.

Speak confidently and loudly to gain their respect.

**Persuading Them:** *Do Not* tell them what to do.

Challenge them. They want to get fast, big results. Show them an aggressive plan to follow.

Flatter them.

**Teaching Them:** Praise them, then nicely make correction, then praise them again. Don't criticize them. Be firm and certain of what you are saying.

Do not embarrass them.

**Inspiring Them:** Challenge them and put them into competition.

Expect a lot from them.

Please Note: Not all people fall underneath every single characteristic of a specific personality type. We all have attributes from every personality type. Most people lean towards a certain personality type because they have most or all of it's traits.