



Salecology[®]

**Salecology
Personality
Colour Series**

**Write
Effective
Emails**

Get better responses by
understanding your recipient's
personality.

Welcome to **Salecology**[®]

Salecology shows you how to connect with the customer's subconscious mind and **influence them to say "Yes"!**

Salecology specialises in helping people and organisations transform sales performance. As experts in sales, strategic thinking and psychology, we have an unbeaten track record in giving individuals and companies the edge they need to succeed.

Salecology programmes reveal subtle, but fundamental differences between successful sales calls and those that fail, as well as those that fail to excel. Based on the latest psychological research, our courses change the way sales people interact with prospects and customers, teaching them to uncover and close bigger opportunities, and build compelling solutions that demonstrate greater value for their customers.

As part of our work, empirical research is used to reinforce the learning points and provide insight into what separates great sales people from the average performer. You will learn real application skills and behaviours that you can apply instantly to drive conversion and build bigger, better solutions for your customers.

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Salecology delivers immediate and sustainable long-term success in sales and revenue growth



Introduction

The Email Challenge

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The Challenge of Email

In today's fast-paced sales environment, email has become one of the first go-to strategies for connecting with coworkers, prospects, customers and other stakeholders. While email communication is fast and convenient it can also make it easy for people to misinterpret the message, become blind to the commentary or simply ignore it.

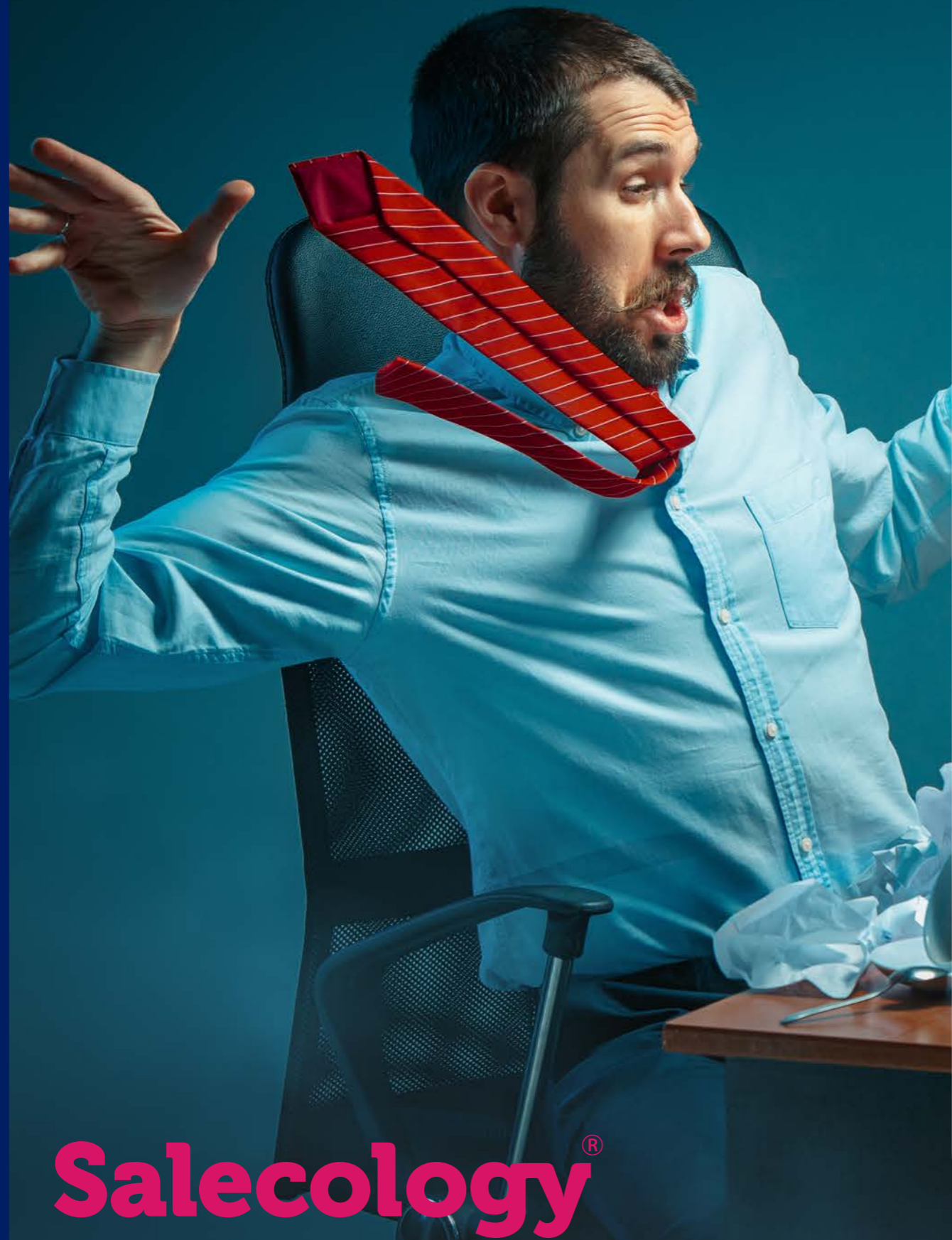
Many sales professionals spend days at their desks, working away on their prospect list, firing off introductory and follow-up emails. Or worse still, using a sequencing tool to even do the initial blanket email and then continue to send follow-ups. They then sit back and pray that someone will come back to them quickly, instead of the massive radio silence that usually happens. This silence can cause you to start questioning yourself, "Did I say the wrong thing?", "Do they not like me?" or, "are they not interested in my company?", did they not receive it - shall I send another one?

Equally, there has been a huge shift over the past 10 years that even after connecting with customers, having a phone call or a face-to-face meeting, sales people still revert to sending messages via email rather than picking up the phone and calling. It is estimated in 2021 over 320 billion emails will be sent daily around the world, with the average office worker sending circa 40 business emails per day, and receiving 120 per day.

Several years ago Jay Ellison, CEO of US Cellular firm Midwest, had enough of this email bombardment and launched 'No Email Friday's'. His 5000+ employees felt it was a crazy decision, akin to telling accounts not to use calculators, but the outcome was amazing. People started picking up the phone, calling one another, and getting up off their desks and going to meet people.

1 New Message

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Apart from increasing mental wellbeing and strengthening relationships, the team also received the benefit of clearer understanding and communication with one another. It may not surprise you to know that Behavioural Science has confirmed that miscommunication is much more likely to occur through email than face to face or over the phone. The findings showed that this is because voice inflection and body language are missing in email, both of which are heavily relied upon to interpret true meaning of the communication.

In addition to these two non-verbal cues being missing, the Scientists also identified that senders of messages were almost completely unaware that their messages were not interpreted in the manner in which they were communicated. The researcher found that the senders over estimated the degree in which the recipient interpreted the tone of the message, e.g happy, sad, fun, serious, sarcastic. Enter the world of Emoticons!

Unsurprisingly the use of Emoticons in emails has also started to blend into the rest of the email, especially with overused ones in subject headings and alike, and has demonstrated to cause more confusion than it eliminates. Where 'Email Free Friday' might work one day a week, it is not a strategy that can be adopted full time, email has its place and is a powerful tool.

The answer is for the senders to take a moment to consider how the recipient could interpret the email, and how they would prefer to be communicated with. Everyone is different, but they are predictably different. At Salecology, we use colour to separate personality styles. By understanding these different personalities can enable email senders to modify their emails to have better responses, whether it is prospecting, following up or negotiating price.

This booklet will share some hints and tips in how you can write more effective emails using Salecology's 4 Personality Colours and how to maximise your engagement with your audience, getting better responses!



Understanding Personality

Salecology Personality Colours

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Understanding Personality

People have different preferences that make up their personality type, and some personalities work better together than others. Your personality type might make it easier to work with one colleague and leave you struggling to work with another.

We all have a different way of seeing and interacting with the world. Knowing and understanding your own personality type is useful, but being able to identify someone else's personality means you can instantly adapt and transform your style to better connect with theirs, build better relationships and improve your interaction with them.

Spotting others preferred style of thinking and communicating enables you to modify your approach to build instant rapport and develop deeper more meaningful relationships, both in person or in written communication.

The Salecology Personality Colours make it easy for you to group your customers into one of 4 personality types and adjust your style accordingly. Understanding the personality types will help you to adjust your approach, language, qualities of information and communication style to meet the personality of your customers.

“Understanding our personalities makes it significantly easier to **change the things within our grasp**. This is whole point of studying various frameworks! Some people resist personality frameworks because they say such frameworks put them in a box. **I've found that understanding my personality helps me step out of the box** I'm trapped in. When I understand myself, I can get out of my own way.”

Anne Bogel
Creator of popular blog
Modern Mrs. Darcy

“The best way to connect quickly with your prospect is to understand their personality and preferred behaviour types.”

Salecology Personality Colours

To make the process of personality assessment more accessible, we have developed a personality assessment tool based on the work of Dr. Carl Jung and the principle of learning and visual language. From a neurological perspective visual language is the first language our brains recognise regardless of cultural background, spoken language, gender, or age. For this reason, our personality tool uses four simple colours to identify personality archetypes.

To begin, we use to measure cognitive style in four distinct areas:

- How we get our **mental energy**
- How we **perceive information**
- How we **process information**
- How we **make decisions**

The Salecology Personality Colours take the personality types and focuses on the four core types so that it is easier for individuals to identify another person's type and to determine how to adjust their style to meet another person's preferred style.

**Understanding yourself,
helps you to understand others**

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How to quickly determine your Salecology Colour

Feeling / Thinking Dichotomy

Using the vertical scale answer the following question, "I make my decisions..."

The **Thinking** preference is that your decision making is always based round the facts as presented, you will have a strong moral compass of right vs wrong, and tend to look at things more objectively when taking decisions.

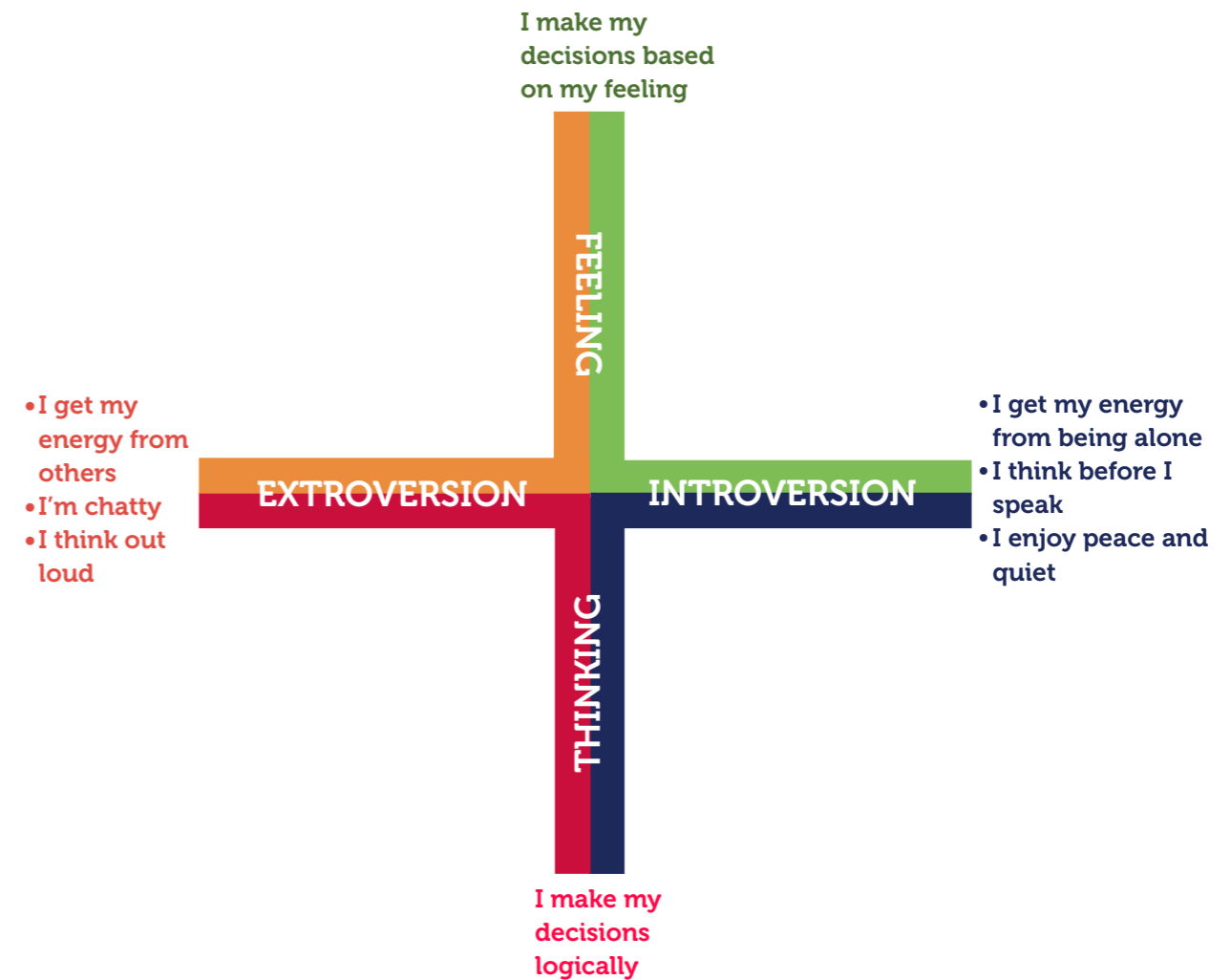
The **Feeling** preference doesn't mean that you don't look at the data, but will base your decisions more on what you feel about the situation, not just what the facts say.

Extroversion / Introversion Dichotomy

Using the horizontal scale answer the following question, "I get my energy..."

The **Extroversion** preference means that you are quite an open and socially engaging person, you can obviously be quiet and reflective, but you get energy from being around others.

An **Introversion** preference means that although you are happy to socialise, you get your energy from within and taking time out. You enjoy peace and quiet and are prone to people watching.



Different people **bring out**
different aspects of your personality

Orange

Green

FEELING

EXTROVERSION

INTROVERSION

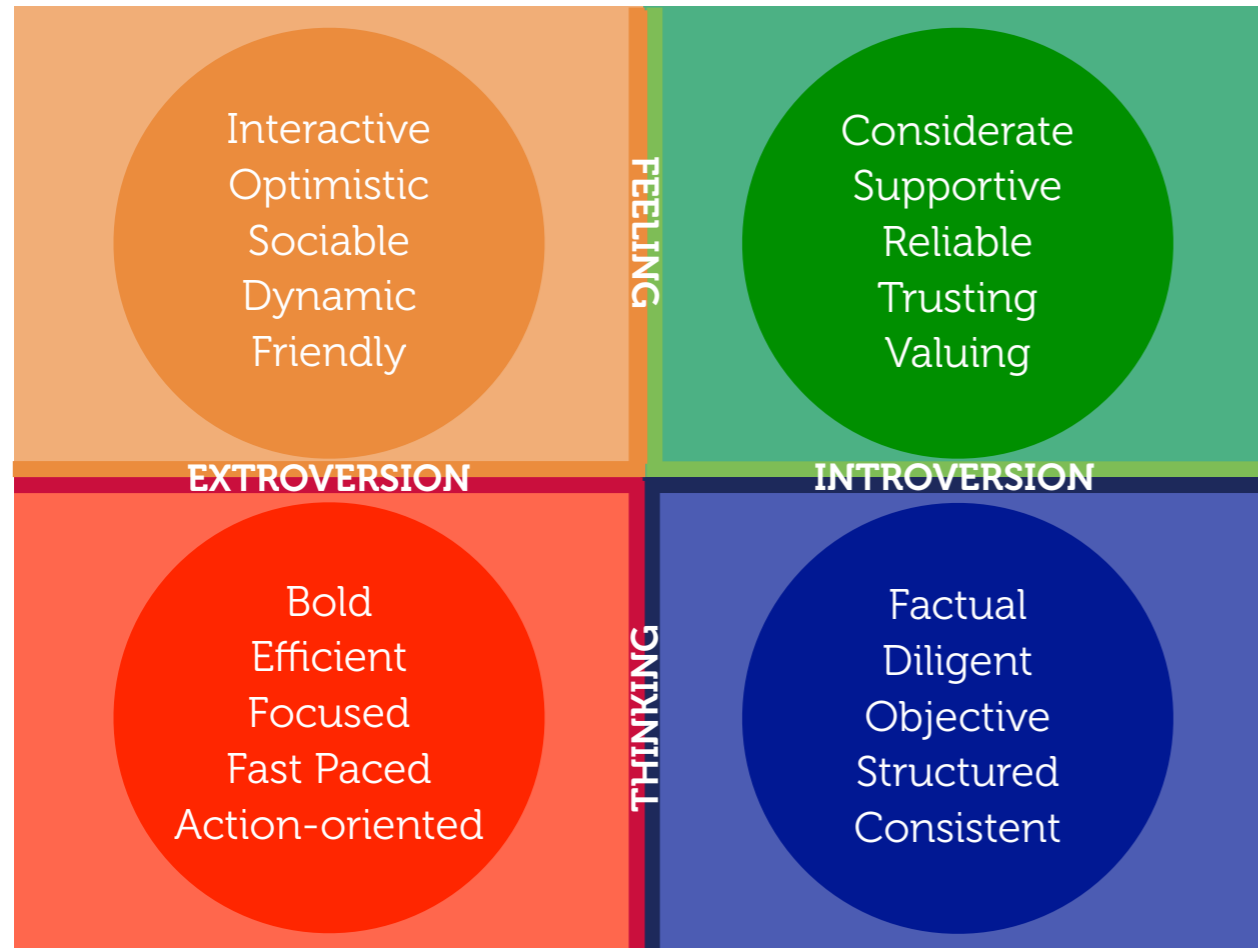
Red

Blue

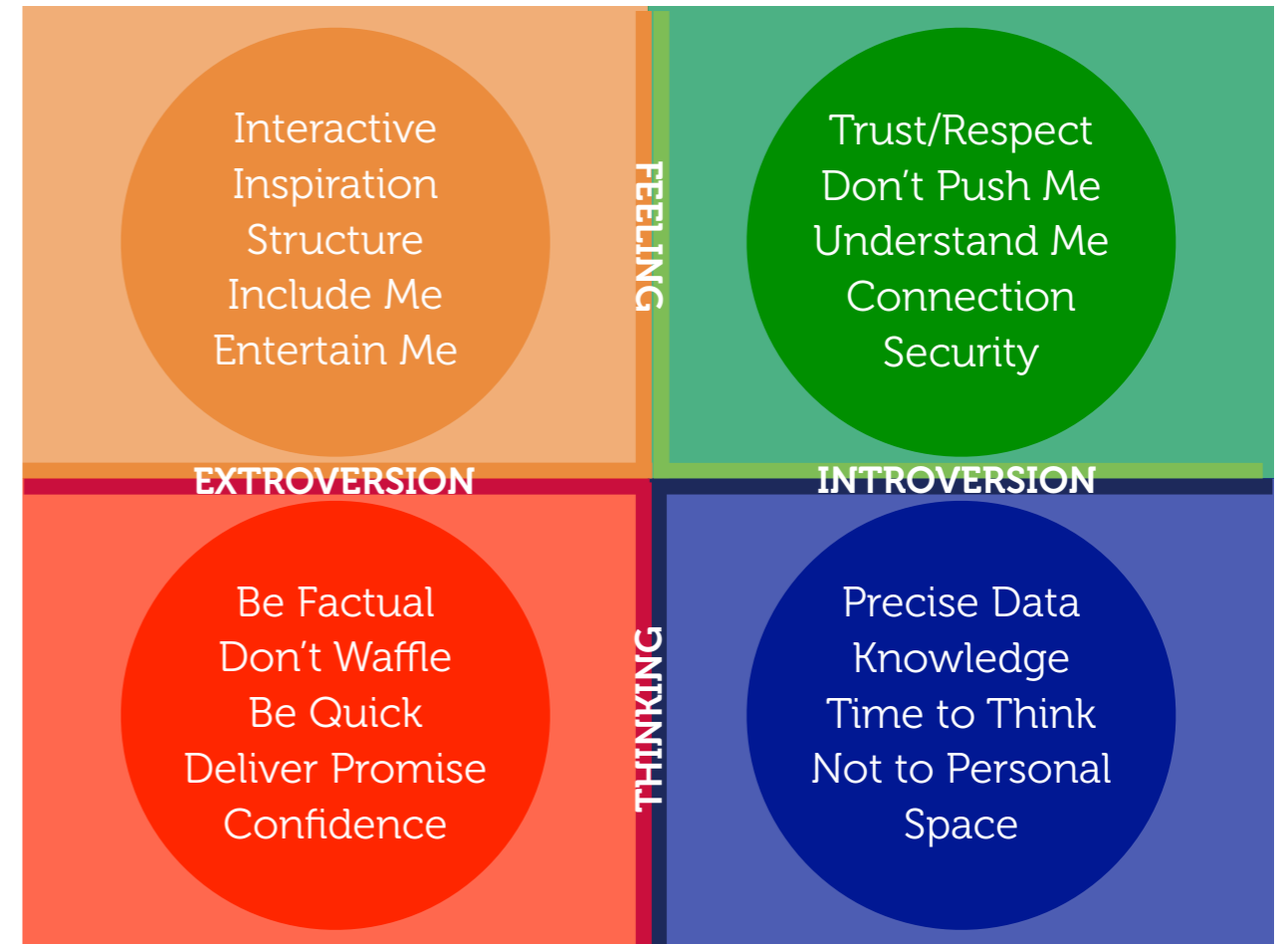
THINKING

Salecology Personality Colours

What these colours represent



How to communicate to these personality types







Communication Styles for each Personality Type

By identifying someone's preferred personality type we can learn how to best communicate with them.

Understanding the differences between the Salecology Personality Colours is the first step to adjusting your approach to every communication with a prospect, customer, co-worker, etc. For example, you are unlikely to engage in a lengthy correspondence about facts and figures with an orange persona, as they would be more likely to want to engage in a more personal, get to know you tone.

Listed below is a summary of key aspects to consider when communicating with the various colours, but please bear in mind **we have all 4 colours within us**. It is called a Preference Type as we are identifying how people prefer to be, and which colours they resonate better with. Just because your preference colour might be Orange, does not mean you can't be quiet and be deep in thought such as a Blue personality colour. Of course you can, it might take a little more energy, but **everyone can be any colour from time to time**.

 Orange	Oranges are enthusiastic and energetic big picture thinkers preferring interesting visual aids over lengthy, informational blurbs. When emailing with Oranges, maintain an enthusiastic, casual, optimistic tone. Avoid being too serious or focusing too much on facts and figures. They are creative and love nothing more than getting involved.
 Red	When communicating with more dominant Reds, you should be more formal, but brief. Although they sit in the Rational / Thinking dichotomy, be careful not to overwhelm them with too many details or open-ended questions, they are fast, decisive, and action orientated. Keep the email brief with a call to an immediate action.
 Green	Greens love to help and support others. It's important not to skip pleasantries with Greens. Be consistent in using a kind, encouraging tone and try not to be forceful or overly direct. They are feelings based and focus on others. They like to be asked for help. Greens want you to show them you genuinely care and are interested in the solution, not selling the product.
 Blue	Blues who dislikes unnecessary pleasantries, favouring specific, concrete information instead. They are detailed and factually based. Do not skip or gloss over important information - demonstrate your knowledge. You should be factually based and use a formal objective tone. Remember these are introverted thinking types of people, quiet and reflective. Don't rush, be patient, they want to get into the detail. Utilise attachments to provide additional data.



Writing Impactful Email

Utilising Salecology Personality
Colours

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Writing an Impactful Email

Understanding the Salecology Personality Colours enables us to use written language to better grab and hold the recipients attention. Over the next few pages you will see hints and tips on how to use language and visuals to create more effective emails whether it is an introductory prospecting email, following up on a sales call or negotiating the deal.

We will look at the following 4 parts of any email:

- Subject line** How to grab their attention enough to open the email
- Greeting** How to set the tone for the rest of the email
- Content** Engaging use of language to keep their interest
- Call to Action** How to ensure they take action at the end of the email

For each aspect of the email we will share items to consider to appeal to each personality that will not only resonate but get them engaging with you in the correspondence. The key is to remember that each colourful personality wants a different experience in the email.

 Orange	Be positive, be friendly and involve me
 Red	Be quick, be smart, and tell me what you want
 Green	Be inclusive, be harmonious and show me why
 Blue	Be logical, be factual and give me the details



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Subject Line

The subject line of an email has one job - to get the customer to open the email. There are many different conversations about this but taking a psychological approach is a quicker tool to help you customers to open the email and be excited to read on. Marketing describe 6 principle motivators they believe impact open rates of direct mail; fear, exclusivity, greed, guilt, need for approval and anger. Tapping into one of these emotions will all have an impact on open rates.

Another option is to ask a provocative question that will engage your audience and again drive open rates. Statements like Transform your sales performance in 14 days, sounds punchy and clever, however the brain questions this, and disregards it as sales speak. Changing it to a question will build intrigue and get more opens: Is it possible to transform your sales performance in 14 days?.

We can look at both these points, and also add an additional dimension if we know the customers Salecology Personality Colour. This will allow the email subject line to be more personal, and more targeted. Below are some hints and tips based on personality colour.

PERSONALITY TYPE	SUBJECT LINE EXAMPLES
Orange	Oranges enjoy personalisation, utilise their name and focus on the fear of missing out or exclusivity. "[Name], only 100 widget left - last chance to order". Optimism and creativity can also spark an email open "where could you be this time next week?"
Red	For Reds, you can play the Ego, such as making them the decision maker. Use phrases like "Action Required: ..." or a question looking for a response "[insert statement is this right?]. Greed also works with Red "Growth opportunities now revealed for business leaders"
Green	Green's have a passion for supporting others. Use their name and ask for help or advice: "[Name], can you help me with this?" You can also use Anger or a sense of moral injustice: "Startling secrets that healthcare doctors are keeping for you"
Blue	Blues are logical and data driven. Use a mentally challenge question that will create intrigue "Is it possible to compare x with y". Also use statements for blues which is factually based: "Important information regarding....."

Greeting and Opener

Greetings are an important part of an email. Many people use the typical “Hi x , I hope you are well” or a variation of the theme. Although this email small talk is friendly enough it is often overlooked and ignored by the recipient. There are lots of alternatives that you can use to engage the recipient, and for some personalities, getting straight to the point is better than any small talk version.

Direct, straightforward Reds and Blues as an example would definitely prefer emails that skip pleasantries and quickly address the point. More sociable relationship oriented Oranges and Greens usually prefer that more personal introductions. Making one small adjustment the opening can have an amazing effect on how the recipient reads and responds to the rest of the email.

Addressing the recipient is also something to consider in your email. Have you ever received an email starting Dear Sir / Madam, or To whom it may concern? Chances are you ignored the rest of the email or letter. Psychologically, we consider being addressed like this means the email is not meant for us, almost as bad as misspelling their name. The email salutation is another aspect we can craft based on personality. adopting a formal approach or an informal, more friendly, style.





PERSONALITY TYPE	YOUR APPROACH	TECHNIQUES
Orange	Personal and informal	Enjoy a more informal tone and a good use of Hi and a first name will be more than enough. Utilise a little small talk and make it fun, “Hope you’ve had your morning coffee” or “it’s Friday, hope you have some cool plans for the weekend”
Red	Formal and straight to the point	You can drop the Hi and go straight to first name, or if they are new contacts consider use of Hello and both names. Cut the small talk but you could use a simple “I know your swamped so I’ll be brief”
Green	Friendly and informal	Small talk is useful for greens and ensure you keep it authentic. “How are things in London?, hope you are keeping cool during this hot weather”, if you are already connected feel free to ask something more personal such as “how is your dog Coco dealing with it”. This changes the dynamic of the email considerably.
Blue	Formal and structured	Although blue is formal and structured they are still human and like to be engaged. Drop the small talk, utilise a Hi or hello followed by the name. Sometimes a Dear [full name] works very well - but drop the Mr / Mrs for new contacts. If you have met before feel free to point it out “we met at ...”

Body and Content

Email content is quite varied, in one moment it could be as short and pithy as a text message and in others it can be pages long. Choosing how much content is too much or too little can be the challenge. Utilising the Salecology colours enables you to consider this in terms of the recipients personality and build your content accordingly.

Oranges and Reds for example value brief, effective emails, while Greens and Blues prefer longer emails that establish trust. As in the subject and greetings pages, Oranges and Greens prefer a more casual tone where Reds and Blues prefer a more formal, business like language. Emailing an Orange with a lengthy, data filled email will guarantee that it is not read, Blues might be more engaged, but no one wants to read a novel via email.

Below are some hints and tips for different colour personalities:

PERSONALITY TYPE	KEY TOOLS	TECHNIQUES
 <p>Orange</p>	Colour, Graphics, Light hearted	With Oranges be forward thinking, big picture, inspirational. Use pictures and graphics if possible, colour slightly larger font and don't labour on too many points. Keep it relatively brief. Utilise the word "we" in terms of working together.
 <p>Red</p>	Bullet Points, Action Orientation	With Reds use charts or graphics, focus on action, be clear on what you want from them, use bullet points, tangible metrics and face validity on all statements. If this is for information only, you should not have sent it! Use "You" in language
 <p>Green</p>	Photos, empathetic language	With Greens build an emotional connection, be supportive — it's not about them but about others. Use examples and case studies, demonstrate empathy, use clear steps and pathways to make life better for others. Utilise 'we' in your phraseology.
 <p>Blue</p>	Tables, attachments, links	With Blues be logical, informative and objective. Use research and data statements, cut down the length by use of attachments and add additional resources. Use third person language, i.e. make reference to "the business"

Call to action (CTA) & Signing off

Just as you spent time ensuring that you start things off in the right manner, you also want to ensure you part in the same way. The call to action is what your email has been leading up to after all. This can either be a simple next steps, or if it is a prospective email you obviously want them to contact you or go to a specific landing page as part of your sales sequencing. Either way, utilising the personality colours allows you to provide the best chance of gaining the response you want.

Below are some hints and tips to consider.

Finishing the email with a sign off is equally as important as the start of the email. Here are a couple ways to continue the rapport:

- Regards** the old favourite, no offence received - but then again no extra credit either.
- Best wishes** A good blend of friendliness and formality makes it safe bet.
- As ever** good for people you've built a relationship with
- Thanks in advance** consider by some email apps to get the biggest response
- I appreciate your..** Help, input - powerful sign of appreciation

PERSONALITY TYPE	YOUR APPROACH	CALL TO ACTION (CTA) TECHNIQUES
Orange	Be positive and excited	Oranges want to be involved and usually want to get started straight away. Use an upbeat tone in the CTA and include them in it. "I'm really excited to get this moving forward and meet with you, how are you fixed for tomorrow?"
Red	Ask for permission or Tell what happens next	Red's want to move things forward and take action. Your CTA should be coming straight out with either a question or tell them what you want. "The next step is for you to agree the above so we can ..." or "Does this work for you?"
Green	Make it about other people	Greens are driven by supporting others so include this in your CTA and sign off. "I appreciate your help on this and hopefully we can set up a time quickly to save your team any more issues. Are you free on ..."
Blue	Make it the next logical step, and include a list of actions	Although you have sent data and attachments etc, you never know if it is enough. Your CTA for blues could continue to expand on this. "Based on this information and data, the next step would be for us to get together and review the following: add a list of things you would like to cover off.

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Salecology

The Science of building connections with prospects and influencing them to say yes resulting in more revenues.

Salecology explained

Salecology is the Psychology of selling. It looks at all the touch points with prospects and helps you to build a better connectivity with them.

Salecology will help you understand how your prospects and customers think, how they make decisions, and how to influence them to make the right choices.

As research continues into Neuroscience, we continue to learn why people are acting and behaving the way they do and that 95% of all decisions are made in the subconscious mind.

In light of this research, never before have we seen sales people, marketers, and retailers trying to influence this subconscious mind as much as today.

A strong product is not going to win the deal, but then again neither is a great personality.



Salecology teaches you how to get into the customer's head, understand how they think, act and behave, thus enabling you to modify your behaviour to connect in a way which is personal to them. Salecology will show you

how to connect, build better relationships and present ideas and solutions that resonate with your customers and prospects.

The revolution here is that it connects several aspects of human nature, as opposed to just one. People may have learnt personality on some course – usually team building, others may have read about mirroring techniques, and others been on a sales course learning questioning techniques.

What makes Salecology unique is, for the first time, it brings all the sciences together to transform your performance.

People buy from people they trust!

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Salecologists are the world's leading sales behaviour psychologists. We transform your team from the inside out. The Salecology methodology is the brain and applied behavioural science of building connections with your prospects and generating instant revenue growth by influencing them to say YES!

Why Salecology

At Salecology we offer a range of high impact services to help you and your company be brilliant. We have specialist expertise to help enhance and develop your company from individual company improvement solutions to complete organisational transformation. Our goal is to drive significant, sustainable impact that will accelerate your company and deliver top line revenue growth. We have an unbeaten track record in giving charities the edge they need to succeed.

Our clients rely on the Salecology to keep their sales force at the peak of their game, and we've helped them to achieve double-digit growth throughout one of the toughest economic periods in history. No company can afford to stand still in today's constantly evolving sales environment. So we don't. At Salecology we make it

our business to keep up with the world's most innovative and successful approaches to sales — and to translate them into solutions that deliver direct results for your company.

Salecology is the world's thought leader on building connections with prospects, and customers and influencing them to say, "Yes"!

Prospects and customers have more information at their fingertips than ever before, so an effective sales person must be much more than a walking brochure. The Salecology program uses proven market leading tools to accurately identify the shortcomings of a team or strategy. We take a blended approach to our programmes to ensure that we keep the audience engaged, and combine this with fieldwork and assessments throughout the learning journey. At Salecology, we consider ourselves to be business partners to your company and an extension to your team. Your success is our success.

Our training delivery teams and psychologists understand the behaviours, skills, capabilities and motivations that drive top-performing sales people, and how to unlock their full potential.

Your sales approach must change to reflect the fundamental shift in

how customers want to buy...

Salecology Offers You

Sales Transformation

Industry leader on the world's most innovative and successful approaches to asking and extensive experience in translating them into solutions that deliver direct top line growth.

Salecology

Combining science and data, Salecology provides supercharged set of skills that enables sales, marketing and customer experience teams to engage with customers & prospects on a completely new level, combining neuroscience, psychology, linguistics, neuromarketing and sociology.

Client Portal/Salecology Academy

Measures and sustains the impact of learning and behavioural change in and outside the classroom.

Coaching

Interactive process to help individuals and companies develop more rapidly and produce more satisfying results; improving ability to set goals, take action, make better decisions and make full use of their natural strengths.

WGLL

We specialise in helping companies objectively define 'What Great Looks Like', delivering tangible outcomes and real commercial value by defining high performance competencies and assessments — giving people the opportunity to be Brilliant!

Your Salecology Team

We attract, retain and partner with the best people to create, acquire and maintain specialist expertise that identifies the difference between good and great in people, in teams and in companies.

What keeps your Salecology team different from other consultancies and training providers is that if our people stand in front of a customer they need to be able to walk the talk. To do this all of our Sales training and coaching delivery team still hold sales targets. This keeps it real and ensures that **our trainers teach and coach on behaviours that work**, not theoretical models. Not only that, subject matter experts, specialists and sales people are renowned for being hard to change, and therefore, it is imperative that they feel their coach is not an academic theorist but one with **real company transformation experience**.

“Salecology’s ability to really understand the key business challenges we face, together with their engaging learning style, have made an enormous positive impact with real tangible results in sales growth.”

Hillary Harris

Chief Talent Officer
Reed Business Information

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accelerate your sales today

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