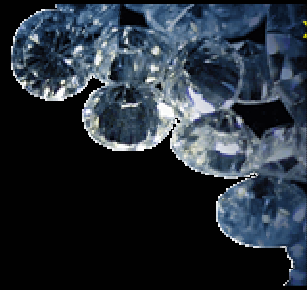


Digging for



Diamonds

Redefining Sales & Power Prospecting for the "other 90%"



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Foreward

In sales and marketing, we are all digging for diamonds. We are all looking for the perfect prospect. We are constantly turning over stones looking for the ideal client. Problem is, there are several different methods of mining, and not all prospects are the same.

I've heard that in direct marketing that 10% of the people succeed, and the other 90% fail. So what do you do if you are part of the 90%? Why are the majority of people failing at prospecting and sales? Where is the individualized training that we desperately need?

Let me show you how you can succeed ...and even exceed the top 10% of money earners... just by using the strengths you already possess.

Special Thanks to:

Tom Goetchius & Michael Oliver for their amazing insights
My husband, for loving me and supporting my crazy ideas
My parents, for putting up with my eccentricities
My children, for teaching me more about myself
Mr. Waddell and Mrs. Guy for believing I could
And Al for the opportunity.

Chapter 1

Assessing Your Strengths



Part 1: Understanding the 4 Basic Personality Types

Personality.

We all have unique characteristics and belief systems that make us who we are. As children, we had it all figured out. Through trial and error, we knew how to best relate to people. We knew what we had to do to get what we wanted.

For example, imagine you are 9 years old again. Imagine it is 30 minutes before dinner and you are starving. You walk into the kitchen and see your mother cooking at the stove. It smells soooo good. Your stomach starts rumbling. Then you spy a plate of freshly baked cookies sitting on the counter behind her. You want one so bad that your mouth starts to water. Okay... snap forward... now stop and assess yourself... what did you do to get the cookie? Did you just come right out and ask? Or did you beat around the bush and tell your mom how pretty she was today and how good dinner smelled... and “oh, are those cookies for us?” How did you get the cookie? Now imagine it was your dad in the kitchen instead. Would you approach him differently? We had it all figured out then.

As we grew, we created this picture in our mind of the “perfect adult” - we planned to grow up and be punctual, creative, decisive, compassionate, respected, fun, organized, easy-going, wise, measured, accomplished, authoritative, ... but the truth is that adult exists only in our minds. There is no single person on earth who possesses ALL

those qualities. We continually compare ourselves to this fictional adult and berate ourselves when we do not measure up. Many people struggle with the confidence and self esteem they desperately need to succeed in life because they feel like their basic personality is flawed and defective. It's simply not true.

The day I first realized my strengths was a day I'll never forget. The weight I felt lifted off my shoulders... the guilt melted away almost instantly and left me feeling deeply proud of who I am... I finally felt free.

My mother growing up was a perfectionist. Her house was always clean. She was always on time. She was always conscious of what other people thought. She made her decisions carefully and strategically. She believed in putting on her best face in front of others. We were never to discuss family business outside the home. Everyone we knew saw her and our family as "perfect".

And then there was me....

I constantly dragged the skeletons out of the family closet. I would answer any question regardless of who it embarrassed. I talked way too much. I never cared what anyone else thought. I was spontaneous and overly emotional. I was cluttered and had unfinished projects everywhere. I was always late no matter how hard I tried. My parents saw me as rebellious, mule-headed, and completely out of control at times. I felt like a space alien in my own home. Little green antennae and all.

I grew up thinking I was defective. Something must be wrong with me... after all, I was nothing like my mother, and she was perfect, right?

Wrong.

We were simply different.

Two very, very different animals.

In a flock of ducks, I was the ugly duckling. But this baby swan would grow up to be beautiful, if I could simply keep my head above

water long enough to reach maturity and understand what made me different.

My priorities and belief system were arranged differently than hers. I placed value in qualities that she did not. Relationships and people were more important to me. My strengths were different than her strengths.

What I didn't see back then was that I was also fun, determined, creative, intelligent, uninhibited, compassionate, principled, inspiring, empathetic, lively, and expressive. I misunderstood who I was all that time. I focused on my negative traits and weaknesses and ignored the qualities that truly empowered me. Once my vision of myself was clear, I was free to succeed in life.

And you will be too... if you practice what you are about to learn in the next few chapters.

Since the time of the ancient Greeks there have been scientists, psychologists and philosophers who have all studied the variances in personality types.... They noticed that some people were more extrovert and some were more introvert and started noticing patterns in their behavior that would allow you to fairly accurately predict their reactions to certain situations.

Almost all of them have discovered the same 4 basic types. What sets each type apart is how each one organizes their priorities. We all want the same things. We all have the same basic values. But we all have them in a different order. The order in which we place these values influences our dreams, our relationships, the way we react to situations and the goals we set for ourselves.

Understanding the four basic types will help you to not only understand yourself, but to better understand others... especially your prospects. It will change the way you interact with people. It will teach you to LISTEN first before you speak.

Let's take a quick look at the four basic types: