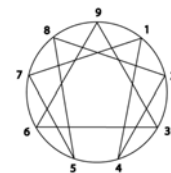


# Does Your Personality Impact Your Sales?

by Marci Rinkoff



**You don't have to be in "sales" to be selling.** If you're looking for a job, you're selling yourself as the "product". If you're promoting an idea to the board, you're selling. If you're working with a team, you're selling ideas. Your customers are external customers (i.e. buyers, donors) and internal (i.e. peers, managers). Selling is simply offering solutions to meet a need.

**What does this have to do with personality?** A lot. Your personality style comes with habitual behaviors and thoughts which can benefit and/or hinder you in achieving the goal.

**When it's helpful:** If an aspect of your personality style is ambitious and competitive, you can inspire others by setting an example of excellence in your high sales performance. If your style is empathic and creative, you can move others to share your unique vision. When you strive to be helpful, customers will know that you're on their side.

**When it's hindering:** If your self-critic is habitually loud, you tend to get defensive easily and/or miss what your customer is saying. If your motto at work is "Everyone should follow the rules", you may become rigid and demanding of others. If you're habitually worried about how others will judge you, you can lose authenticity and trust among customers. If your motto is "My way or the highway", you may not incorporate the ideas of your customers.

**How do you uncover your blind spots?** The **Enneagram**, a personality tool, has proven to be highly effective at uncovering your personality traits so you can get out of your own way and succeed. I've used other popular tools but have found the complexity of this one to be most helpful with my clients.

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**What is the Enneagram?** It is a nine-point personality tool that is gaining popularity in the U.S. among professionals who want to develop their leadership and relationship skills. After all, building relationships with trust and integrity is a major part of sales.

SHL, a leading research firm in personality assessment, concluded that a well-constructed Enneagram test has an accuracy rate of 66 to 75%. Greater self-awareness improves the odds of accuracy.

**Gina's Success Story:** A client of mine moved from a customer service position to a sales role for a training company. She discovered through online tests, coaching and reading that she clearly exhibited habits of a One (a.k.a. The Perfectionist.) Recognizing this allowed her to start selling larger solutions to clients, gain more fulfillment at work and develop closer relationships with clients.

"Ones" are detail-oriented and hold themselves AND others to high standards. When they fail at achieving perfection, their self-critic goes on overdrive. While Gina was driven, she was unable to see failures as learning opportunities. (Failure is traumatic to the perfectionist) This created a great deal of anxiety unpredictable sales situations (and the nature of sales is unpredictable).

Realizing that these are personality styles of the "One", Gina could give herself a break. Gina has since learned to replace those personality habits by easing up on herself, applying relaxation skills at work & home, and focusing on her own sales strategies instead of others. Read more here.

## Three questions to start uncovering your Enneagram Personality Style

1. Do you make decisions first with your gut? Do you reference your gut or intuition most of the time? [Review styles One, Eight and Nine.](#)
2. Do you make decisions first with your heart? Is it easy to go to your feelings? [Review styles Three, Four and Five.](#)
3. Do you make decisions mostly from your head? Can you hang out easily in your thoughts more than tapping into your heart or gut? [Review styles Five, Six and Seven.](#)

\*Style descriptions can be found at:  
[http://www.mbrcoaching.com/main/?page\\_id=991](http://www.mbrcoaching.com/main/?page_id=991)

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**Online tests are a starting point** for discovering your type but it takes continuous reading, self-honesty and reflection to ultimately find the most accurate result. Feel free to take our online "Leadership Style" survey at <http://www.mbrcoaching.com/main/>.



**Still confused?** Send us a note to [info@mbrcoaching.com](mailto:info@mbrcoaching.com) to schedule your consultation on how to develop your sales using the Enneagram.

*Marci Rinkoff is the founder of MBR Coaching & Training, which specializes in helping women in business and leadership positions achieve clarity, confidence and tools to achieve outstanding business results.*