

# FAST

FOCUS | ATTITUDE | SKILL | TOUGHNESS

## COACHES CORNER

# KNOW WHO YOU'RE TALKING TO

HOW TO IDENTIFY PERSONALITY IN THE FIRST 30 SECONDS

### THE KEY



**Stop guessing.  
Start listening.**

In the first 15–30 seconds, people will tell you exactly who they are.

### WHAT TO LISTEN FOR



#### PACE

How fast they talk



#### tone

How they sound



#### FOCUS

What they are focused on

THREE THINGS. THAT'S IT.

### THE MOVE



**Mirror the customer.**

Adjust your pace, tone, and focus to match their style.

## 4 PERSONALITY STYLES

### 1 FAST & DIRECT



- Quick
- Short answers
- Straight to the point

#### YOU'LL HEAR

"Yeah, just give me the numbers."

"How much is it?"

"Let's not overcomplicate it."

#### YOUR MOVE



Be quick.  
Be confident.  
Get to the point.

### 2 RELATIONAL



- Friendly
- Engages
- May share about themselves

#### YOU'LL HEAR

"How's your day going?"

"Where are y'all located?"

(May share a little about themselves)

#### YOUR MOVE



Slow down.  
Build connection.  
Be real.

### 3 ANALYTICAL



- Detailed
- Asks questions early
- Wants clarity

#### YOU'LL HEAR

"What exactly does that cover?"

"What's the difference?"

"How does that work?"

#### YOUR MOVE



Give facts.  
Give clarity.  
Answer fully.

### 4 CAUTIOUS



- Slower
- More reserved
- Needs reassurance

#### YOU'LL HEAR

"I just want to make sure...."

"I don't want any surprises."

"I've had a bad experience before."

#### YOUR MOVE



Give confidence.  
Reassure.  
No pressure.



#### WHY IT MATTERS

If you talk the way YOU like to talk...  
you'll miss half your customers.

If you talk the way THEY need to hear it...  
you'll win more often.

### THE GAME PLAN



LISTEN FIRST



ADJUST FAST



THEN GO TO WORK

LISTEN FIRST. ADJUST FAST. THEN GO TO WORK.

**FAST**