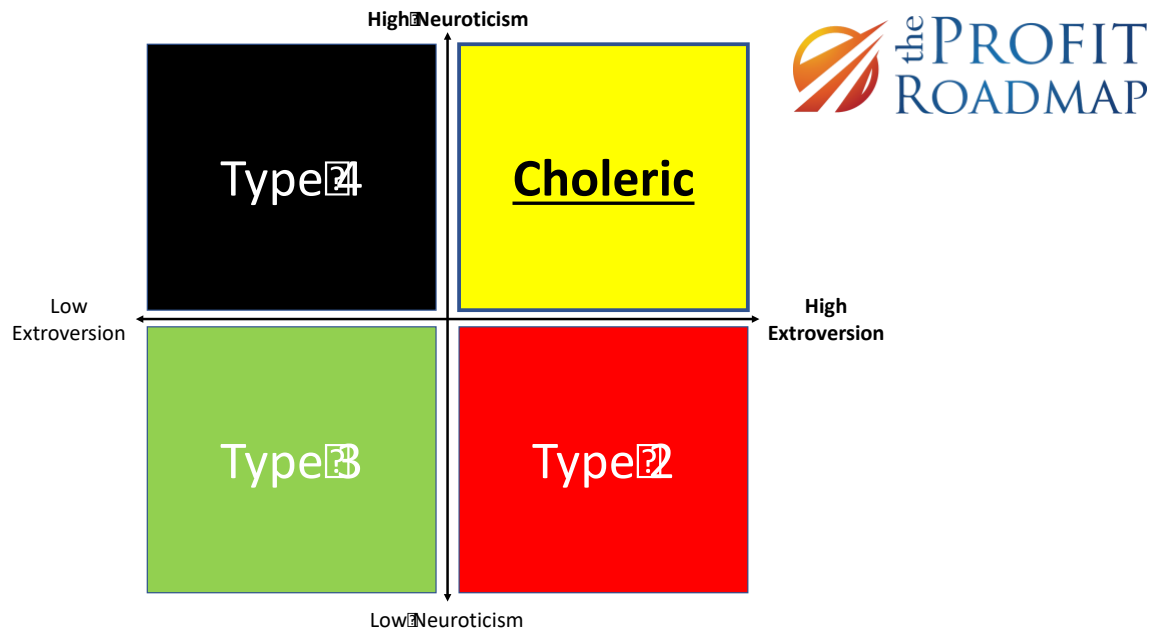


How to Deal with Commanding Choleric Clients

The Alpha. So domineering. Always right. Ambitious, goal-oriented, and talented. How do you sell to these fearsome clients?



It's always important to define your perfect client, or **avatar**. But most marketers just look at the facts: demographics, income, and buying habits.

To be sure, you need to understand those things. But what is this person thinking or feeling? What's their pain point? What magic words or phrases trigger the buying impulse? And most importantly, *how* do you sell to the type of client?

In this post, we reveal our first personality type, the Choleric. Psychologists call these the "unstable extroverts," as these people are highly neurotic and highly extroverted. In many ways, these are the most difficult prospects and clients to sell to.

Why?

These people feel emotions fully, and may swing rapidly from one mood to another. Their interpersonal interactions may be wild, but they just take that as part of living an exciting life. As single people, these are the most exciting suitors. (Disclosure: the author is choleric.)

Cholerics love to take charge and wants everyone to follow. They value loyalty above all. Whether male or female, this temperament is competitive, confrontational, and always on the go.

Once Choleric marry, they get down to business. They're generally excellent providers and keep their eye on the ball. You rarely catch these types watching TV or wasting time. Whether they're a solopreneur, small business owner, or managing director of a large firm, they're all business. Because of this, they tend to have the money to buy your stuff.

You may be thinking, there's a lot we can do for these people. But it's important to understand we're trying to sell to these people, not educate them.

So how do you sell to a Choleric?

Choleric are no-nonsense types of people. Here are some tips to sell to them:

- **Use bullet points.** You can get to the point more quickly.
- **Use facts, not feelings (so much).** You still need to paint their pain, but these buyers are the ones who need logic to hit the buy button.
- **More Hemingway, Less Dickens.** No flowery writing. Intelligent writing, yes, but use smaller words and shorter sentences.
- **Focus on the result.** What happens once the client buys your product? How does your product create the result the Choleric is looking for? Give them the vision. The vision drives the decision, as the late, great Jim Camp would say.
- **Offer your opinions with supporting data, then make the irresistible offer.** Compile all the facts you can. Research matters more to these clients than to any other. They run companies. They know the value of a dollar and how it affects their bottom line. Once you get all your research in place, then make the irresistible offer. If your offer isn't irresistible, they will surely resist it.

The bottom line is you don't have much margin for error with Choleric. They are the Alpha entrepreneurs of our age. No "guru mindtricks" work on them.

Be prepared. Be organized. Paint their pain. Show them why your product ends their pain. Then make the offer.

In our next post, we'll look at the more stable version of the extrovert.

While you wait, head over to theprofitroadmap.com to see how we coach our clients to better deal with their clients.