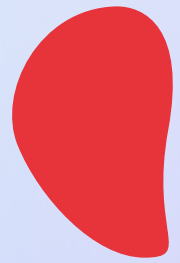


COLOR CODE METHOD

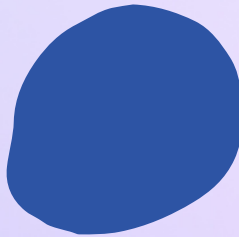
GROUP FIRE

WHAT IS IT?

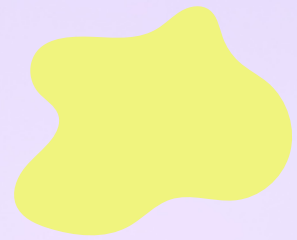
4 primary colors:



POWER



INTIMACY



FUN



PEACE

each color represents a personality type



It allows to personnalize sales communication according to personnality of the consumer, and better reach the target audience, allowing for improved performance



RED: POWER



Strengths

- Decisive: quick decision-makers
- Goal-driven: get things done
- Problem solvers



Weaknesses

- Overlook details
- Difficulty in admitting mistakes
- Demanding



In sales communication

- Will respond well to:
- direct,
 - concise,
 - results-focused messages

BLUE: INTIMACY



Blues are motivated by Intimacy. They seek to genuinely connect with others and need to be understood and appreciated. They also have a personal code of ethics that is remarkably strong and live honest, committed lives



- Take a sensitive approach, try to understand and appreciate your audience
- Give off a sincere and loyal image
- Do not promote too much change





Technology Solutions

We offer technology solutions that leverage the latest advancements to streamline your business processes and boost productivity.



Strategic Consulting

Our team of experienced consultants is dedicated to providing strategic guidance to your industry and specific business needs

YELLOW: FUN

We are committed to partnering with your company to drive success and achieve your business goals.

WHITE

In sales communication, people represented with the color white are more individual and need to be in a relaxed atmosphere to perform at work. That's why you need to be as open and direct as possible with them. They don't need to be stressed or rushed because they aren't those types of people with a big character and they can be destroyed by your speech and your use of non verbal communication.

Benefits

Neutrality

White is often associated with neutrality and impartiality. Defining individuals with the color white can convey a sense of fairness.

Adaptability

White allows for adaptability and open interpretation. Individuals defined by the color white may have the freedom.

Inclusivity

White can symbolize inclusivity, suggesting that individuals under this category are open to collaboration.



THANKS

GROUPE FIRE

