



# BUILDING STRONGER CLIENT CONNECTIONS FOR LONG-TERM LOYALTY

PRESENTED BY

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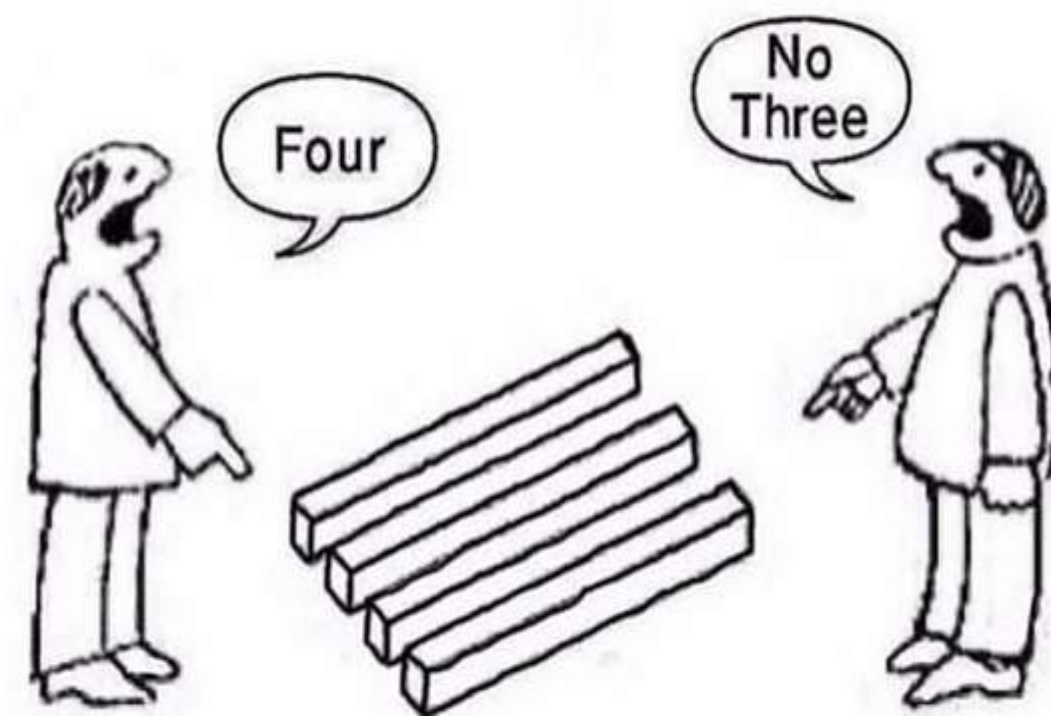


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# Building Stronger Client Connections for Long Term Loyalty

“The single biggest problem in communication is the illusion that it has taken place.”

~George Bernard Shaw



## Merriam-Webster definition

: the complex of characteristics that distinguishes an individual or a nation or group  
especially : the totality of an individual's behavioral and emotional characteristics  
b: a set of distinctive traits and characteristics



## GREEN

Analytical, intuitive, and visionary. These are traits of the Green Personality type. “Greens” find innovative thinking and problem solving exciting. If you’re a Green, you tend to be able to see the big picture and able to effectively analyze situations. Thinking outside the box is a real strength. You also have an extreme need to be right.

## GREEN

- Provide **relatable** facts
- Direct
- Results driven
- Quick decisions
- Relatable benefits

## ORANGE

Energetic, spontaneous, and charming. If you're an Orange, you tend to be action-oriented and are comfortable taking risks. You probably also tend to be competitive and seek out adventures with opportunities to push the boundaries. Living in the moment and enjoying an adaptable time schedule are important to you



## ORANGE

- Fun
- Smile
- Latest and greatest
- Most popular group
- Spontaneous

## GOLD

Punctual, organized, and precise. “Golds” tend to need structure and organization. If you’re a Gold, then order, rules, respect, and dependability are important to you. Time is a key part of your life if you’re a Gold personality type. You need to be on time and want others to be punctual as well. Following the plan or schedule it best for you.

## GOLD

- Numbers
- Details
- Process
- Risk-free
- Accuracy

## BLUE

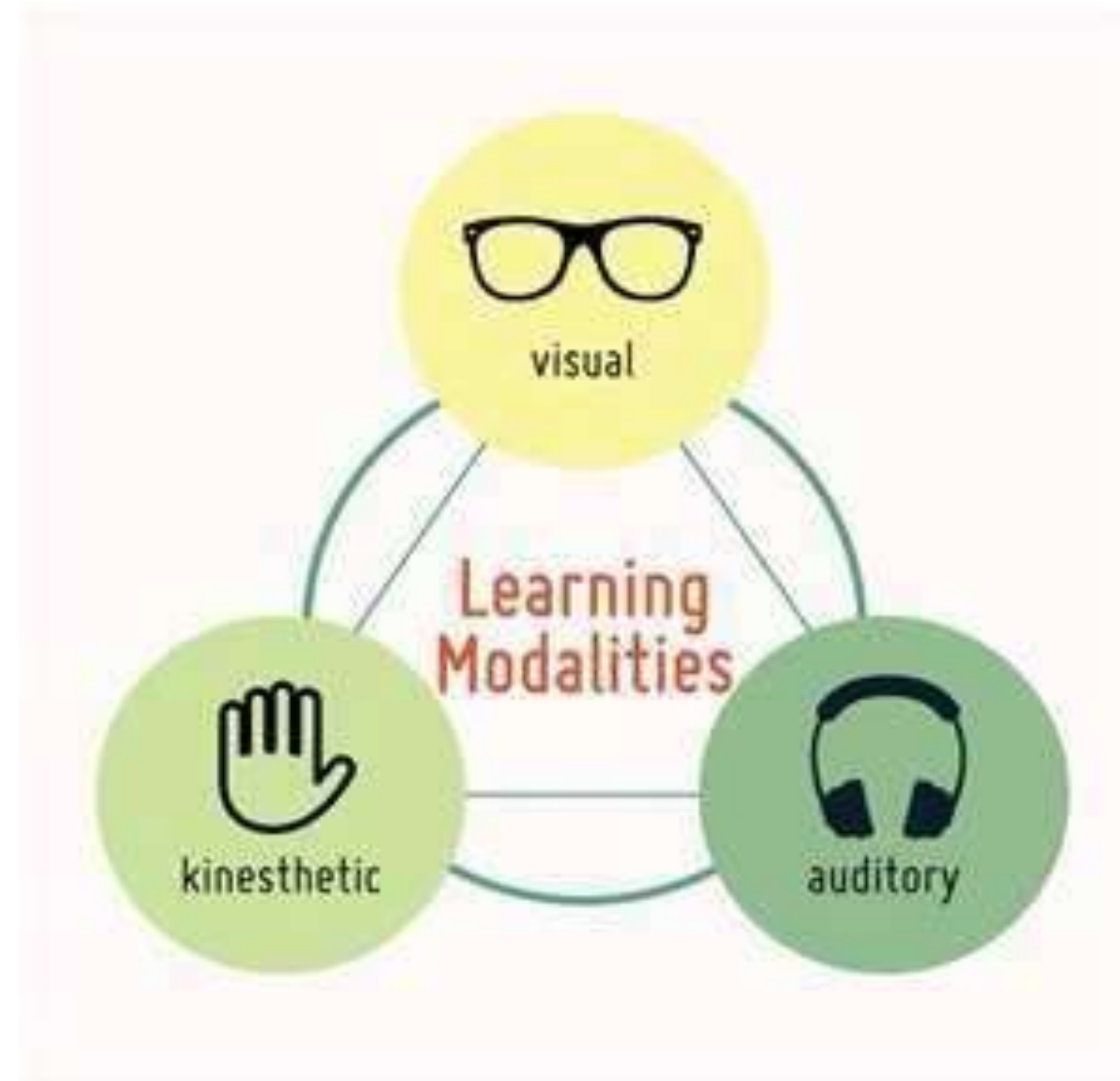
Empathetic, compassionate, and cooperative. “Blues” tend to be very social people. If you’re a Blue, you value relationships and harmony. Genuine kindness, sincerity, and compassion are important to you. You enjoy opportunities to work with others and collaborate and any opportunity to develop a connection.

## BLUE

- Warm and friendly
- Consistent
- Talk to others
- Share
- Stability

## Learning Styles

- Visual
- Auditory
- Kinesthetic



## Primary Visual Learner

- Verbal Visual
- Non-Verbal Visual

**LOOK AND LEARN**

## Primary Auditory Learner

- Specific Direction
- Clear and Concise

**LISTEN AND LEARN**



## Primary Kinesthetic Learner

- Movement
- Tactile
- Imagery

**MOVE AND LEARN**

# THANK YOU!

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