

# Which Do You Value Most?

## Dominant - Controller

Stability  
Structure  
Systems  
Independence  
Processes  
Predictability  
Responsibility  
Results  
Rules  
Credentials  
Titles  
Significance

### Business

1. Stability
2. A Blueprint
3. Solid Reputation
4. Clear Financial Model
5. Training

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## Analytical-Compliant

Learning  
Technology  
Expertise  
Intelligence  
Competence  
Logic  
Details  
Facts  
Organization  
Accuracy  
The Big Picture  
Research & Development

### Business

1. Tax Deductions
2. Facts & Proof
3. R & D
4. Tools & Technology
5. Training

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## Promoter- Influential

Fun  
Free Spirit  
Adventure  
Spontaneity  
Freedom  
Opportunity  
Excitement  
Attention  
Stimulation  
Competition  
Sociable  
Image

### Business

1. A Ground Floor Opportunity
2. Flexibility
3. Rewards & Recognition
4. Unlimited Income Potential
5. Automation

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## Steady -Supporter

Love  
Personal Growth  
Relationships  
Authenticity  
Teamwork  
Involvement  
Community  
Charity  
Ethics  
Harmony  
Loyalty  
Contribution

### Business

1. Integrity
2. Teamwork
3. A Cause
4. A Mentor
5. Personal Development & Training

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### What to Share About a Business to a:

**Dominant – Controller:** History, Financial, Bios and Credibility of Founders and Leaders, Sales & Income track records for company, distributors, leaders and YOU. (Annual Report, Show Proof) Success system

**Influential:** Entrepreneur lifestyle, time freedom (no boss and work from home, show pictures, videos, share stories)

**Steady – Supporter:** One Team, One Dream philosophy. Charity and causes co supports. Ability to spend more time with family, pay for college or weddings, donate to charity, etc.

**Compliant:** Tax advantages, Technology, tools, systems, apps. Logic, product concept and distribution method.