

# The Ultimate Direct Sales Cheat Code Using Motivators

❗ The science of Workplace Motivators measures a person's top drivers and interests based on six main archetypes.

## The Six Motivator Types

Motivator types indicate a person’s general drivers and interests. Recognizing your buyer’s unique priorities will help you build trust, address their needs, and close the deal by recognizing small signals and responding accordingly. At the heart of every decision is motivation, and tailoring your approach to align with your client’s top motivators can transform your sales process.

 **Theoretical**


 **Utilitarian**

 **Aesthetic**

 **Social**

 **Individualistic**

 **Traditional**


 **Theoretical** **KNOWLEDGE AND UNDERSTANDING**

**WHAT TO LOOK FOR**

- Buyers with technical hobbies, advanced degrees, or a love for learning.
- Buyers who thrive on analysis and deeper understanding.

**SALES ACTIONS**

- Provide detailed information, case studies, data, and supporting reports.
- Focus on the value of information and problem-solving ability.
- Use language like “analyze,” “understand,” and “formulate.”


 **Utilitarian** **EFFICIENCY AND ROI**

**WHAT TO LOOK FOR**

- Buyers focused on maximizing time, resources, and returns.
- Buyers who often mention side projects or investments.

**SALES ACTIONS**

- Be concise and efficient in your pitch.
- Highlight the return on investment and practical benefits.
- Use terms like “maximize,” “productivity,” and “eliminate waste.”


 **Aesthetic** **HARMONY AND BALANCE**

**WHAT TO LOOK FOR**

- Buyers who appreciate beauty, nature, and creative self-expression.
- Buyers that focus on how things make them feel.

**SALES ACTIONS**

- Present your product in a way that emphasizes harmony and ease.
- Use visual language like “picture this” and “find your balance.”
- Show how your solution creates or restores peace.


 **Social** **IMPACT AND SERVICE**

**WHAT TO LOOK FOR**

- Buyers who talk about volunteer work or community involvement.
- Buyers who value helping others and making a difference.

**SALES ACTIONS**

- Explain how your product or service improves lives or solves problems for others.
- Use empathetic language like “making the world better” and “serving others.”
- Share stories of positive customer impact.


 **Individualistic** **INFLUENCE AND LEADERSHIP**

**WHAT TO LOOK FOR**

- Buyers who demonstrate entrepreneurial tendencies or a desire for recognition.
- Buyers who are leaders or influencers in their field.

**SALES ACTIONS**

- Show how the product empowers their leadership or helps them get recognition.
- Use phrases like “take charge,” “be the best,” and “advance your position.”
- Reinforce their authority and autonomy in decisions.

 **Traditional** **LEGACY AND STRUCTURE**

**WHAT TO LOOK FOR**

- Buyers who have a strong focus on systems, traditions, or long-standing institutions.
- Buyer values order and proven methodologies.

**SALES ACTIONS**

- Highlight your product’s reliability and how it adheres to relevant standards.
- Use language like “the protocol,” “the standard is,” and “history shows.”
- Present information in an orderly, thoughtful manner.