

# Crystal

CHEAT SHEET:

## How to Leverage Different Content Types

There are many ways you can educate a sales prospect. However, when sending sales or marketing materials, it's important that you choose the right content type and medium so that it resonates with your target.

Understanding DISC can guide how you share information across different personalities.

### Dominant Personalities

BE DIRECT, VISIONARY, RISK-TOLERANT

Preferred content length: Concise  
Preferred learning style: Action oriented

- ▶ Podcasts
- ▶ Seminars / Webinars
- ▶ User-generated content

### Influential Personalities

BE PERSONABLE, ADAPTABLE, ENTHUSIASTIC

Preferred content length: Concise  
Preferred learning style: Low structure

- ▶ User-generated content
- ▶ Videos
- ▶ Email newsletters

### Conscientious Personalities

BE METHODICAL, PRAGMATIC, RISK-AVERSE

Preferred content length: Detailed  
Preferred learning style: High structure

- ▶ Blogs
- ▶ Whitepapers
- ▶ Case studies

### Steady Personalities

BE THOUGHTFUL, DIPLOMATIC, RISK-AVERSE

Preferred content length: Detailed  
Preferred learning style: High structure

- ▶ Infographics
- ▶ Memes/GIFS
- ▶ Presentation slides

### Content mediums

- ▶ Blogs/Articles
- ▶ Videos
- ▶ Email newsletters
- ▶ Memes/GIFS
- ▶ Whitepapers
- ▶ Case studies
- ▶ Presentation slides
- ▶ User generated content
- ▶ Podcasts
- ▶ Infographics
- ▶ Seminars/Webinars
- ▶ 1st-Party research