Crystal

Know your buyer before you sell.

In today's market, B2B buyers are inundated with sales pitches. Reps can only thrive in this environment if they separate themselves from bots, spam, and automated messages and instead, focus on building genuine relationships through quality human communication and empathy.

Crystal provides B2B sales teams with a personality data platform built to enhance emotional intelligence skills. Our tools give actionable insights on how to communicate with any buyer personality, resulting in more effective calls, meetings, and emails.

The Personality Data Platform

Crystal is a personality data platform that accelerates customer relationships by teaching buyer-facing teams how to speak, write, and sell to different personalities.

Kristy Martin (Cs)

Buyer from Gekko & Co.

When selling to Kristy make sure to focus on the details and processes

How to communicate with Kristy

DO

- ✓ Place a high value on the product's details, even if it takes longer than expected
- ✓ Send additional data like case studies, one-pagers, and other documentation

DON'T

- ✗ Don't bypass or skip over any of her feedback, questions, and concerns
- ✗ Don't skip important details about the product or the buying process

Writing assistant

Hey Kristy,

Thank you for getting back to me so quickly! I'm so excited to get you started with us here at Crystal.

Can you tell me whether it is important for your company to save costs, optimize workflows and improve retention?

💬 Gather information from Kristy

Learn about her plan for solving the problem

Figure out what her main concerns are

✍ Negotiating with Kristy

Maintain a cool, reserved demeanor

Avoid bringing in personal stories

🖥 Product Demos with Kristy

Completely prepare your demo beforehand, rather than playing it by ear

Share a written agenda of what you'll talk about at the start

🎤 Make a Sales pitch to Kristy

Fully describe the details of the product

Provide additional data to support your pitch

HOW TO COMMUNICATE

Communicate with a logical, practical, data-driven approach.

Do

✓ Use specific, blunt language, as he learns best through direct communication

Don't

✗ Don't gloss over logistical issues or potential objections

Cameron Williamson

Chrome Extension

Discover the natural personality of your prospects and get instant tips for how to best communicate with them across all major sales stages.

INTEGRATED WITH

Writing Assistant

Get real-time suggestions into the specific words, phrases, and sentences suited for different personalities so you can write more persuasively.

INTEGRATED WITH

My name is Shane from Biffco Enterprises Ltd.

I'm here to chat about the form you submitted to get a quote for our services.

...ear back from you; thanks for your ...cme.

To be **formal**, replace with:

discuss ✓

🗑 Remove   👁 Ignore

Be objective Si²

Name	Email	Personality Type	How to communicate
Amy Nguyen	an@corporate.com	Driver (Di)	Be direct and drive the conversation forward with high energy

Enrichment

Automatically enrich contacts in Salesforce, HubSpot, and other CRMs with rich personality data via native integration, API or CSV uploads.

INTEGRATED WITH

Playbooks

Build personalized playbooks for navigating key sales moments like negotiation, overcoming objections, building rapport, and other milestones.

Decision-making Style

Christopher	Likely to seek a leg-up on the competition
Karla	Likely to lean into the group consensus
Patrick	Likely to come to quick conclusions based on what is true right now

Negotiating Style