

Customer Intelligence Report



Shakti Prasad

Digital Brand Manager at Educated Change | Corporate Branding Expert | Social Selling | Digital Strategist

SELLING TO



Peter Klein

CEO Educated Change | Social Selling | AI | Blockchain | GDPR General Data Protection Regulation | Persuasion Sciences | Bots

Personality Summary:

Peter may seem impatient at times, but has a rare and powerful combination of boldness and creativity.

Personality Type:

Id

-Influencing and dominant
-90% accurate

Digital Warmth

LinkedIn Activity:



Peter is interested in Big Data, Analytics, Strategy, Finance, Innovation, Supply Chain, Personal Branding and Future Thinking.

Twitter Activity:



Keywords:

- Social Networking
- Entrepreneurship
- Coaching
- GDPR
- Leadership Development

Persuade With:

- Don't forget...
- Make jokes
- Bold claims
- Casual greetings ("Hey")
- I'll send a reminder

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- Peter Klein @OpenCarbon** • Thu Feb 15 07:38:12 2018
RT @thomaspower: Join me tonight #ICO Meetup London 194 registered likely 100 will show up which means good Networking <https://t.co/7i0GEKa...>
- Peter Klein @OpenCarbon** • Thu Feb 08 09:15:16 2018
I just received an update on my Tesla Model 3 order. The one I ordered was sent to space this week, so I am now sc... <https://t.co/vFhCFImhXi>
- Peter Klein @OpenCarbon** • Wed Feb 07 09:00:21 2018
Our biggest fans this week: @KristaKajewski. Thank you! via <https://t.co/hTrEfkyZDq> <https://t.co/hTrEfkyZDq>
- Peter Klein @OpenCarbon** • Thu Feb 01 10:09:28 2018
Minnesota friends, this is your Superbowl weekend, Surly Brewing Co. helped all of us understand you a little better... <https://t.co/Rjg2ZmvKjm>
- Peter Klein @OpenCarbon** • Wed Jan 31 15:46:06 2018
We keep playing with AI so you can not waste your time. This week I love: Memory AI, fully automatic time tracking... <https://t.co/Ac2GHZlfGR>

Behaviour

Peter is a creative thinker and has an easy time generating enthusiasm for an idea. He is outgoing and confident in his decisions, using his natural charisma to persuade others into following his lead. His bold action and ability to articulate ideas builds momentum around the projects his team is pursuing.

It comes naturally for **Peter** to:

- Create a high energy work environment
- Create a sense of urgency
- Quickly commit to something

Motivation

Peter loves collaboration, brainstorming, and big ideas. The more valued he feels at work, the more energy he will have to take decisive action. He will jump at any opportunity to solve a problem with his creativity. A good adventure will re-energize him, especially if he is leading the charge.

Peter is most motivated by:

- Peer recognition
- Fun & excitement
- Ambitious goals

Communication

Peter is articulate and passionate, but avoids too much formality. Body language is important to him, so smile and make eye contact frequently. He might lose interest in a strictly professional conversation. Friendly, open conversation will make the best first impression on him. Bring lots of energy to the conversation and take a humorous, good-natured tone.

When speaking to **Peter**:

- Use self-deprecating humor (don't act like you take yourself too seriously)
- Bring lots of energy to the conversation
- Speak with an informal tone

Work

Peter thrives in positive environments that encourage collaboration and creativity. He resists conventional etiquette in favor of a free, casual work culture. If in conflict with a teammate Peter will want to work it out in person. He is quick to give feedback expects it in return, otherwise he will feel like he isn't being listened to.

When working with **Peter**:

- Confront conflict in person, not over email
- Implement good ideas quickly
- Hit the ground running on a new project

Communicating effectively with each other

Shakti and Peter are both naturally relational and place a high value on meaningful conversation, but Shakti can have a tendency to speak more while Peter listens. Communication will usually be enjoyable, but it's important for Shakti to ask Peter questions to involve and engage him, rather than simply sharing all of their perspectives.

Working on a project

Shakti and Peter like to plan out projects carefully before starting, so they will make very few mistakes. However, they also have a tendency to get lost in details and overanalyze before committing to action, so it might be helpful to involve a more aggressive personality to move things forward.

Managing change

Shakti and Peter both have a cautious attitude towards change and like to plan each step ahead of time before taking action. While they can naturally pull off a very smooth transition, there are times when it may take unnecessarily long. It helps to have a hard deadline or a more impatient third party to apply some pressure.

Resolving Conflict

Shakti and Peter both have high emotional intelligence and won't let an argument get too heated before peacefully resetting. However, they may occasionally dance around a difficult subject for fear of hurting the other's feelings, so they need to consciously make the effort to specifically address the root causes of the conflict.

Building Trust

Shakti and Peter both place a high value on relationships, but Shakti likes to know lots of people and Peter prefers a small, close-knit circle. They may sense this tension, but with open communication, they can help each other - Shakti can learn to connect more deeply and Peter can learn to explore more of the unknown.

Encouraging and motivating

Shakti is motivated by recognition from others, while Peter is motivated by appreciation. In most cases, Peter will naturally provide the recognition Shakti desires, so Shakti will enjoy Peter's company. However, it might take a while before Shakti verbally expresses their appreciation for Peter - not out of rudeness or ignorance, but because Shakti expects Peter to understand the appreciation implied by sharing time and experiences. Shakti needs to make the adjustment and simply thank Peter from time to time, even if it feels forced or unnecessary.

Managing a stressful situation

Shakti is likely to be more high-strung on most days, so Peter can have a much-needed calming influence on them in a particularly stressful situation. Still, Shakti must resist the natural urge to isolate themselves and accept support when it is offered.