

CRYSTAL

SUCCESS STORIES

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If your role requires you to communicate with other people in an effective, impactful way, Crystal can help. Crystal is the app that tells you anyone's personality. As a pioneer in Personality AI, Crystal analyzes millions of online data points to accurately identify a person's motivations, communication style, and other behavioral traits.

Crystal's Chrome Extension can help you quickly understand anyone's behavior, motivations, and communication style. You use this personality information to improve your sales pitches, write more persuasive emails, and build stronger relationships.

Crystal integrates with top sales and marketing platforms, including Salesforce, Hubspot and LinkedIn and is used by customers including Accenture, Google, and Microsoft. Thousands of professionals globally use Crystal to help them build better relationships. In this ebook, we'll share a few stories about how Crystal has helped professional communicators succeed. A few of our stories refer to personality types so a base understanding of DISC would be beneficial.

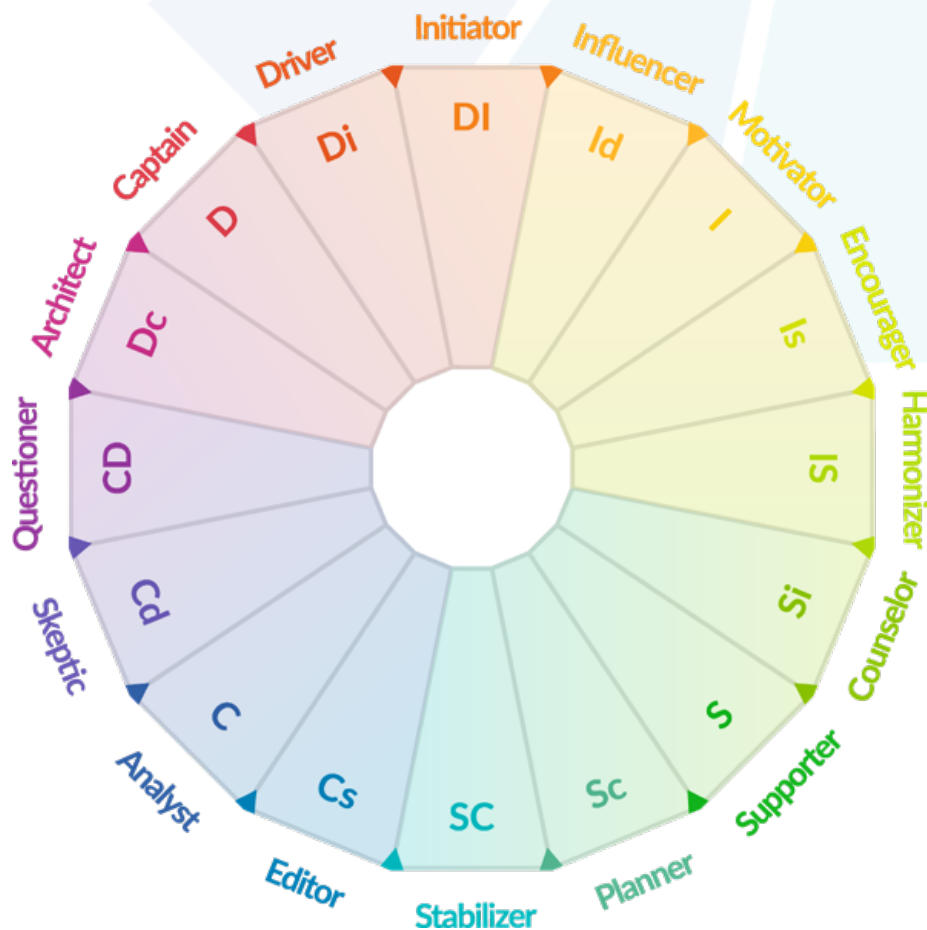


Understanding DISC

At Crystal, we use a framework called DISC to help people better understand themselves and others. DISC classifies personalities into a few categories we refer to as D (dominance), I (influence), S (steadiness), and C (conscientiousness).

By categorizing personalities in this way, we can quickly understand aspects about someone's personality. For example, a warm, peace-seeking S-type (supportive and people-oriented) is less likely to enjoy a conversation that gets right to the point of the discussion, but rather one that takes time for some casual discussion before diving in to the point. To read more about DISC types, visit our [Personality Hub](#).

QUICK TIP: If you're reading and wondering what your DISC type might be, you can find out using Crystal's [free personality test](#).



How Crystal is Used

Crystal is for anyone who communicates regularly with others, especially if effective communication is a central part of their job. It is most commonly used by professionals in sales, recruiting, marketing, consulting, and leadership.

Here are a few of their stories:



Founder and Co-CEO of a Digital Marketing Agency

As one of the leaders of a team of 32 people, this Founder experienced a noticeable improvement in how he communicates with his team. Before using Crystal, he approached conversations in a more reserved, warm manner, which caused some frustration with the other more direct members of his team.

“If I look back at how I approached conversations 2 years ago, there’s a big difference. Now, even if I don’t look at Crystal, I can figure out at least generally what type someone is. It helps me adapt my conversation style in any situation.”

Crystal’s suggestions have especially helped him deliver tricky feedback to others.

“My communication is much more clear. When I give feedback, I now know how to give effective advice to different types. For C-types I can give facts, while, on the other hand, with S-types, I approach it with a little more softness. It’s not about manipulating or changing what I say, it’s about connecting and communicating better. My communication is much more tailored, efficient, and impactful now.”



Sales Executive in Safety Technology

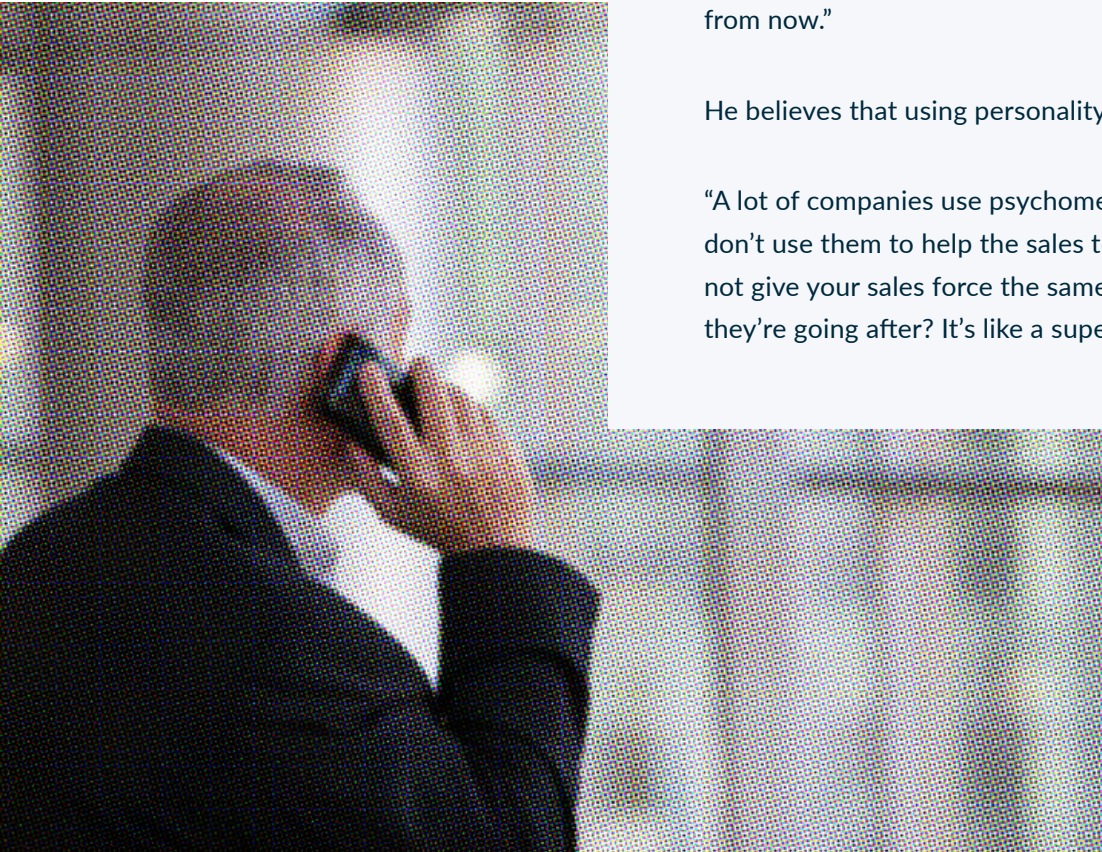
One Sales Executive plays an important role in safety technology and is regularly communicating with VPs and CEOs. Using Crystal has helped him understand others' personalities, so he can tailor his phone calls and meetings to fit them.

"It takes me 8-10 weeks to get a 30-minute meeting with someone so I need to blow their socks off. I've got 7 seconds to capture their attention - 90% percent of salespeople are terrible at that.

I feel 100% confident that if I can get a good conversation going with them that I can land the account. This is a great tool for a startup company that wants to get the job done today instead of 6 months from now."

He believes that using personality tools in sales just makes sense.

"A lot of companies use psychometric tools to hire someone, but they don't use them to help the sales team. And that's ridiculous. Why not give your sales force the same ability to interact with prospects they're going after? It's like a superpower - it's almost unfair."



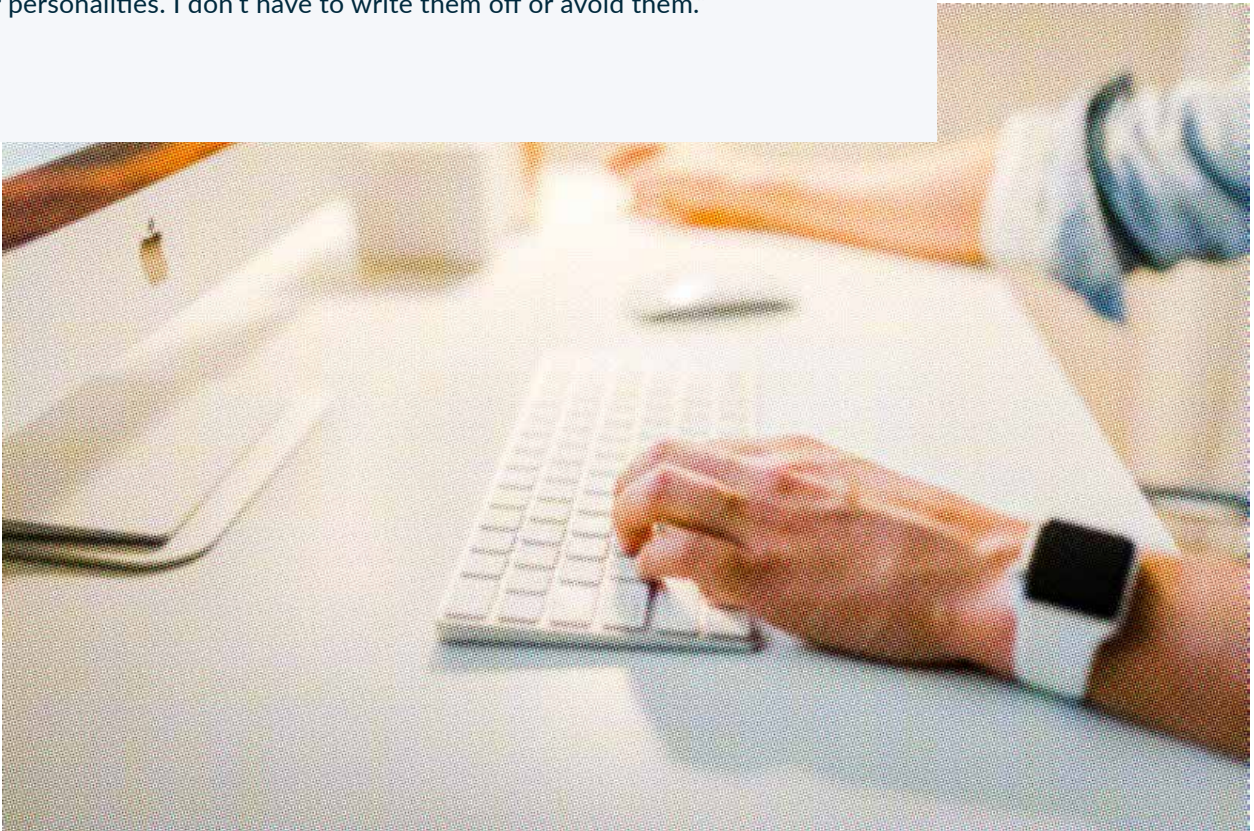
Head of an Email Marketing Department on a Client Success Team

The Head of an Email Marketing Department uses Crystal to successfully reach out to existing clients.

“I love being able to speak their language right from the start. Typically I would listen to past recorded calls if available or I'd go through old emails. But now, I feel more secure knowing there's some kind of data to give me a strategy when I go to speak with them.”

She has also found that understanding the personalities of her coworkers has made her work life much easier to navigate.

“I had a colleague that I was getting very frustrated with - I was having a lot of friction with them. After using Crystal to understand both of our personalities, I had peace knowing that there were just differences between our personalities. I don't have to write them off or avoid them.”



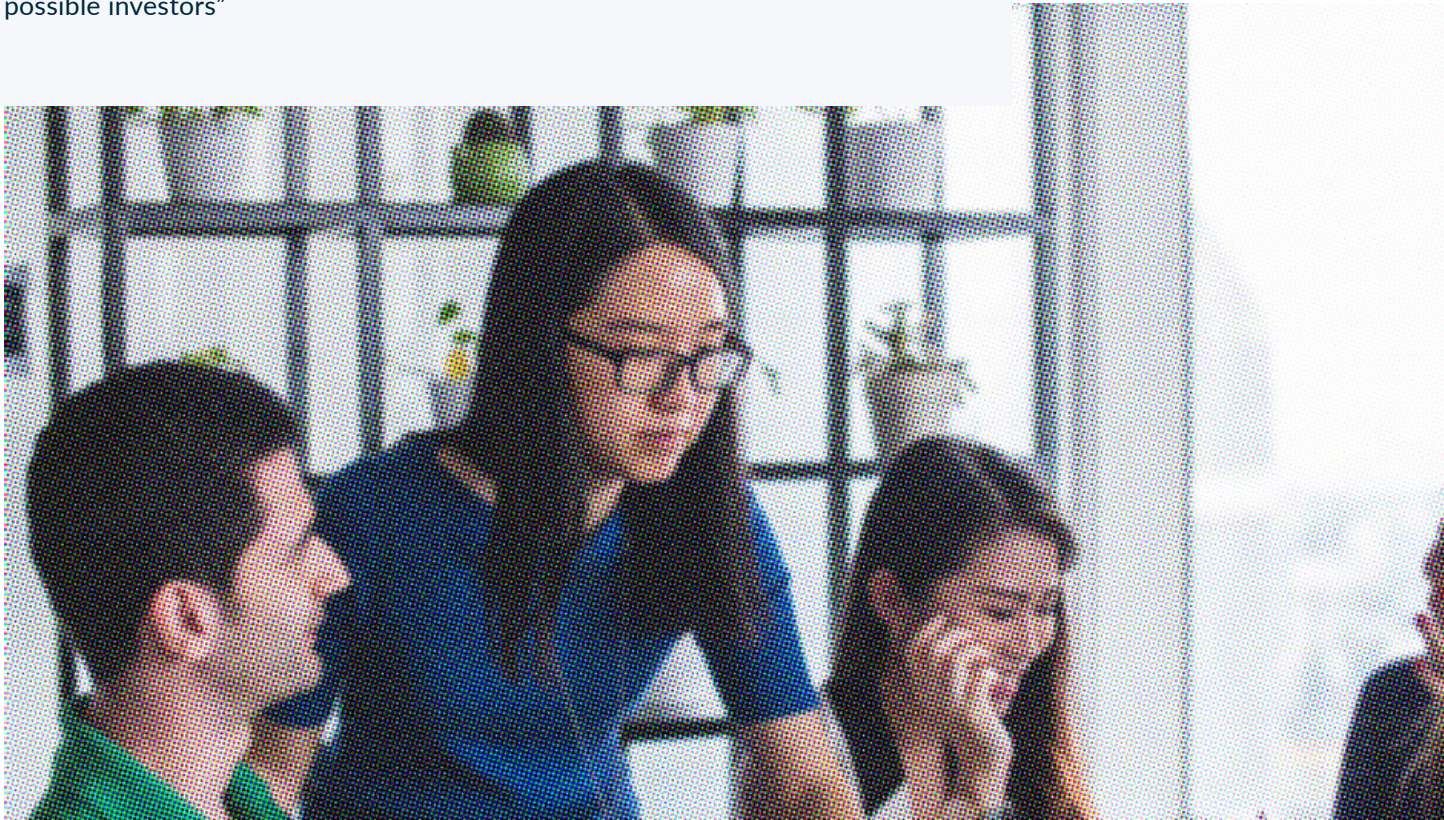
Co-founder and CEO of a Startup

One Co-founder and CEO user found success while using Crystal to help engage with investors for her company's seed funding round. She used Crystal for every call, meeting, and email, and found the direct phrases especially helpful, since English is not her first language.

“Before using the tool I was trying to approach investors and not getting many responses. I would approach them like they were on a different level. Now that I can understand the personality and how to talk with them, it has put me automatically on the same level. It changed the way I think about them. Now, I see us as equals.”

With Crystal's help, she was able to improve her email response rate by 30% and pitch her company to the right people.

“I feel more self-secure, now, and Crystal has helped me focus on the best possible investors”



Director of Operations at a Sports Marketing Firm

A Director of Operations wanted to improve communication with his team after realizing he was hurting morale and engagement by not changing his communication style for the different personality types.

“I’ve always known there were different types of personalities and that I should be communicating with my direct reports in a way that worked for them individually. But before I had Crystal, it was a guessing game on what that was. I was unsure of how to effectively communicate with each team member.

I found I naturally had a tendency to steamroll conversations. I could see the negative effects my communication style had on my team’s morale and engagement. I knew I needed to change something.

Once I started using Crystal Premium, I no longer had to guess someone’s personality - Crystal would tell me. I was no longer unsure about how to communicate with them because Crystal guided me to the best style for each person. The confidence I gained from having a communication plan was amazing. Conversations with my direct reports were much better and more effective.

I knew it was really working when I saw my team smiling more.

Since I started using Crystal to improve my communications with the team, people are more engaged and excited to be here. Crystal definitely deserves credit for showing me how to make that happen.

Anytime I’m having difficulty getting through to someone, I check their Crystal profile and adjust how I’m communicating with them to fit their preferred style. To have that assurance and confidence that I’m now communicating truly effectively with each of my direct reports is priceless.”





Enterprise Development Representative with a SaaS company

One user recently used Crystal to reach out to a C-Suite executive at a major healthcare organization in LA. The executive, a previously warm lead who had gone cold, had not responded to 41 contact attempts over the course of a year.

He looked the executive up on LinkedIn and used Crystal to predict their personality. Using that information, he shaped his next message to fit the executive's personality.

"Crystal suggested the Subject Line and that I be data-oriented and to the point."

After sending the short email, he said, "[the executive] called me almost immediately after I sent the message...they opened up about their pain points and we booked a meeting for the following week."

"For me, the most successful use of Crystal has been to get in touch with warm prospects who we've been in touch with previously but went cold."

Because he knew the executive's personality type, he knew it was okay to lay out the data directly. If the executive had been a different personality type, the same email would likely not have been answered.



Sales Representative at a Media Company

One Sales Rep recently had an important call with the VP of a prospective company he was trying to land an account at. He used Crystal to analyze her personality beforehand and saw that she was a Captain (D).

“Crystal told me to get to the bottom line and suggested I ask her what she wanted out of the meeting.”

When the meeting time rolled around, something came up and the VP only had 10 minutes to talk, rather than the 30 they had initially agreed upon. He quickly used the suggested line from Crystal and asked her what she wanted to get out of the meeting. He stuck to just discussing the points she mentioned and when they finished within the short time-frame, she told him “this was the best sales call I’ve ever had.”

Due to the information gained from Crystal, the Rep was able to avoid a potentially disastrous scenario and give the VP of the Media company the exact information she was looking for.



Crystal can help

Crystal can help you effectively communicate with those around you in sales, recruiting, marketing, and more. What could you and your team achieve with Crystal in your toolbelt?



Before Crystal, *I was flying blind*

Give your sales team personality insights and advice for their clients, so they can navigate every meeting with confidence.



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LIKES STABILITY AND SECURITY



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