

# Your prospect has a Tiger-Lamb personality



Britney Spears is a good example of the Tiger/Lamb personality. The press has sensationalized her Tiger, but a little closer study reveals Lamb.

The Tiger/Lamb personality is usually assertive and highly emotional. Tigers thrive on interacting with people and inspiring others with their confidence, warmth, and witty personality. Typically their interaction with others is upbeat, enthusiastic, and compassionate. They love easy-going chitchat that creates a comfortable rapport with others. They are drawn to homes that are exciting, fashionable, comfortable, and designed for entertaining. They don't usually take the time to study all the details; instead they'll focus primarily on the highlights and first impressions. They're not afraid of taking risks, and often make up their minds quickly if they find something that really excites them. Otherwise, they may take some time to weigh their options. They favor open floor plans with easy access between the kitchen and the family room, vaulted ceilings with lots of windows to further enhance the feeling of openness, with bold, contrasting colors throughout. The impression they want to make is one of excitement and comfort, with some degree of practicality. Any feature that makes the home more suitable for entertaining others and aesthetically appealing to themselves is a big plus for the Tiger/Lamb.

## Selling to the Tiger/Lamb Customer

- Allow the homebuyer's naturally dynamic personality to set the tone of your communication and attempt to closely match their style in your presentation.
- Gain your customer's trust and keep the mood friendly and light-hearted.
- Point out how your home generates an aura of both excitement and comfort from both the street and inside with its innovative style.
- Be sure to mention the fun or cool features of the home that make it stand out from the ordinary.
- Point out the aesthetic and charming qualities of the home, landscaping, and scenic views.
- Keep to a minimum any discussions of logical or practical advantages unless they contribute to the coolness or comfort factor.
- Keep the discussions friendly and fun, but answer questions thoroughly and clearly.
- Limit the unnecessary fluff or details; they're likely to tune out.
- The quality of the rapport you have with the homebuyer is more important than the bottom line. Make it clear that you understand their needs and have their best interests at heart.
- When helping to close the deal, maintain the personal relationship to enhance their comfort level.
- Share with the Tiger/Lamb what you know about people living in the neighborhood. Share things like the neighbors' names, where they are from, their profession, etc.

## Features and amenities that Tiger/Lamb personalities want in their new homes

### Design

#### *Outside*

1. Elevation: Should indicate that something different is going to happen inside. Aesthetic appeal is also very important. Excitement and uniqueness are more important than practicality.
2. Landscaping: Should be fun, eye-catching, and different; unusual trees (not the usual package). Lots of colorful, flowering trees, shrubs, and flowers.

#### *Inside*

1. Front Door: Large and different. Can have some cut, etched, or stained glass.
2. Entryway: WOW! Factor followed by a Warmth Factor. Standing by the entryway should have a feeling that exciting things are about to occur. Should also indicate a warm and friendly feeling.

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3. Ceilings: Not just high volume, but windows high in the air for spectacular look. Vaulted throughout whenever possible. Lambs, though, favor mild vaults if any.
4. Walls: Not a lot of walls; open whenever possible. Angles and lots of surprises throughout. Easy access and good flow from one room to the next.
5. Kitchen: Large and practical kitchen with more than enough counter, cabinet, and closet space. Eat-in kitchen area next to open window nook. Open to family room and partially open to dining room through something like an archway.
6. Living Room: Open look. Fireplace and comfortable areas, suitable for entertaining.
7. Master Bedroom: Large and exciting. Master closet with lots of built-ins, or separate his-and-hers closets. Lambs are comfortable with smaller master bedrooms, gladly trading excess space from the master to make the secondary bedrooms roomier.
8. Master Bathroom: Large, fun and exciting. Ceiling mirrors may be appropriate for some Tigers, not for Lambs; Jacuzzi in the tub. Shower and bath can be open to each other or separate.
9. Den: Open. See merchandising of the den.
10. Fireplace: Three fireplaces whenever possible: One in the living room, one in the family room, and one in the master bedroom. The fireplace in the master bedroom should be a see-through to the master bathroom. Lambs might see this last one as frivolous and probably undesirable.
11. Wet Bar: Appropriate even for the non-drinker; it's great for entertaining family and friends.

### Merchandising

#### *Colors*

- Wood: Some wood trim or accents in a medium to dark color, like cherry or oak, to emphasize warmth. Painted wood is acceptable and preferred by many Lambs.
- Colors: Vibrant jewel colors. Red is the favorite color of the Tiger. Assertive, but emotional. Lambs favor more neutral light or earth tones. Some of both might be appropriate.

#### *Floor Covering*

- Throughout Home: Carpet, marble, tile or other elegant floor covering.
- Hallway: Marble or tile with oriental or other rugs to soften the look.
- Carpet: Tigers do not mind different color carpet throughout the home. Tigers would even put white carpet in their home. Lambs prefer more uniform color and neutral tones like beige.

#### *Wall Covering*

- Wallpaper: Bold pattern wallpaper, more subtle pattern for Lambs. Texture is desirable.
- Paneling: Paneling and built-ins with natural wood. Minimal use of paneling for Lambs.

#### *Furniture*

- Den: Should have a couches and comfortable chairs with a large screen TV and stereo system. This room should be large enough to accommodate gatherings of family and friends.
- Master Suite: Fun and exciting furniture, including a queen or king-size bed.

#### *Kitchen*

- Kitchen: Large, modern, and exciting, with easy flow and access to other rooms.
- Countertops: Granite or granite-look; durable and low-maintenance.
- Appliances: Impressive, of a good quality (name brand).

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## *Fixtures*

- Fixtures: Different fixtures. In guest bath, have ornate fixtures. In master bath, have unusual and extraordinary fixtures. For example, use an animal's head (swan or jaguar) for the faucet in the bathtub. Exciting and different chandeliers when appropriate. Lambs want nothing gaudy or powerful.
- The owner's retreat (Master bedroom and bathroom) is the most important room for the Tiger, less so for the Lamb.

## **Quick Facts**

- Not into details - prefers others to take care of the details.
- Sometimes makes impulsive decisions, other times takes a lot of time to consider options.
- Fast-paced and is usually on time for appointments.
- Loves recognition and excitement.
- Likes an inviting atmosphere to welcome family and friends.
- Security is somewhat less important than prestige and status.
- Requires honesty and understanding from sales agents.
- Social relationships are very important.
- Social first, then business.

## **Follow-up for the Tiger/Lamb**

A Tiger/Lamb wants social then business. After your first encounter, make some notes about favorite teams or activities and vacations they have planned and refer to any current news or recent wins in your follow-up.

Remind them of factors such as construction quality, fun amenities, unique fixtures, high-tech appliances, energy-efficiency, and warranty support to reassure them they are getting a quality home.

They can be fast decision-makers and may buy when they are excited about the home. Otherwise, they may take quite some time to ponder all their options.

Tigers love to negotiate, especially when they know they're getting a great deal, but the Lamb in them is more concerned about feeling comfortable with their decision. Avoid pressure sales, and gently direct them toward a decision.

The attention span of a Tiger is short. Lambs will pay attention if you address them personally. In your follow-up letter or phone call, talk about exciting features of the home or how comfortable they'll feel living in it. A Tiger would prefer letter writing with visual words and pictures of the home. Telephone follow-up should be visual and exciting.

If a follow-up letter looks like a form letter, it will not be read. Try to tailor-make the letter. Tigers enjoy the limelight and recognition. Remind them how great their friends and associates will think they are because of their new home. Keep the follow-up exciting, to the point, visual, not much detail, and tailor-made.