

# USING FBI PROFILING STRATEGIES TO BE A “KILLER” SALESPERSON!

Presented By Ryan Dohrn  
Founder, Brain Swell Media

© BRAIN SWELL MEDIA, LLC. DO NOT  
DISTRIBUTE OR RE-PURPOSE FOR ANY  
REASON. THE FEDERAL BUREAU OF  
INVESTIGATION DOES NOT IN ANY WAY  
ENDORSE THIS TRAINING. ALL RESEARCH  
WAS INDEPENDENTLY CONDUCTED.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

# WARNING

## **TONGUE IN CHEEK HUMOR AHEAD:**

WHEN A STATEMENT IS "TONGUE IN CHEEK" IT IS IRONIC, SLYLY HUMOROUS; IT IS NOT MEANT TO BE TAKEN SERIOUSLY, EXCEPT WHERE APPLICABLE.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

PSYCHOPATHS, MAKE UP ABOUT ONE PERCENT OF THE GENERAL POPULATION.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

ADVERTISERS, MAKE UP ABOUT ONE  
PERCENT OF THE GENERAL POPULATION.

**FUN FACT!**

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

MOST SALESPeOPLE SELL THE WAY **THEY**  
WANT TO BE SOLD. REGARDLESS OF WHO  
THEY ARE TALKING TO.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

## SO, WHAT IS CRIMINAL PROFILING?

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

THE ANALYSIS OF A PERSON'S  
**PSYCHOLOGICAL** AND **BEHAVIORAL**  
CHARACTERISTICS, SO AS TO ASSESS  
WHETHER THEY ARE LIKELY TO HAVE  
COMMITTED A CRIME UNDER  
INVESTIGATION

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

## WHAT IS CRIMINAL PROFILING?

- FBI Behavioral Science Unit formed in 1974
- The basic premise is that **personality reflects behavior**.
- What you see is not what you have.
- Observe **everything**.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com



"MAD BOMBER" GEORGE METESKY

- 16 years eluded police
- 30 bombs around NYC
- 1940-1956
- Psychiatrist James Brussel, New York State's assistant commissioner of mental hygiene built the personality and physical profile to catch Metesky

## “SCIENCE, INTUITION AND HOPE” PSYCHIATRIST JAMES BRUSSEL

### HOW TO SPOT A CRIMINAL

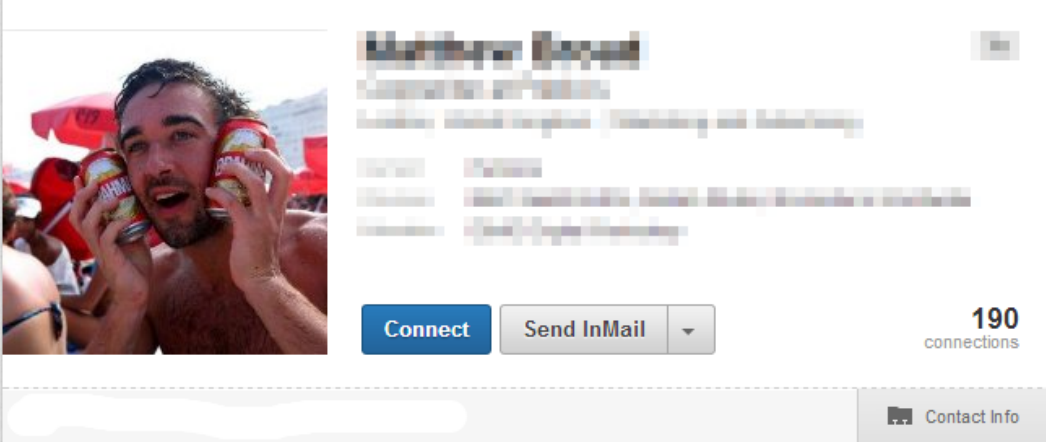
- Most criminals do not look like criminals. “The myth of the straggly-haired stranger.”
- Don’t focus on the superficial.
- Ask great questions, listen carefully & observe.
  - Source: Mary Ellen O’Toole, Retired FBI Profiler

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com



#5 Serial Killer, Gerard John Schaefer

## WHAT ABOUT PICTURES OR LINKEDIN?



**Connect** **Send InMail** ▼

**190**  
connections

Contact Info

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

## WHAT ABOUT PICTURES OR LINKEDIN?



**Sulaiman Al-Moghrabi** <sup>1st</sup>

Marketing and Public Relations Manager at Computer Engineering Company CEC  
Syria | Computer & Network Security

Current Keef Wiki, Computer Engineering Company CEC  
Previous Computer Engineering Company CEC, Self Employed  
Education Syrian Virtual University

**Send a message** ▼


**368**  
connections

www.linkedin.com/in/almoghrabis/en Contact Info

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com



## WHAT ABOUT PICTURES OR LINKEDIN?



**Natausha Bly** 3rd

.Head of the "Change The World" and "One Hell Of A Good Time" Departments

Kalamazoo, Michigan Area | Professional Training & Coaching

Current Rockin Reality, Rockin Healthy, Bly Family

Previous Black Label Brands, The Walt Disney Company, Disney Shopping

Education Udacity

[Connect](#) [Send InMail](#) 302 connections

[www.linkedin.com/in/natausha/](https://www.linkedin.com/in/natausha/) [Contact Info](#)

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

## QUESTIONS TO ASK TO HELP DETERMINE THE PROFILE OF YOUR ADVERTISER

- What is one new customer worth to you?
- Would it be helpful to have others from your team or mine on the call with us?
- If we created the perfect ad campaign for you what would you expect or want to happen?

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

1. DECISIVE
2. COLLABORATIVE
3. RELATIONAL
4. SKEPTICAL
5. ANALYTICAL
6. INNOVATIVE

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

54% OF SERIAL KILLERS ARE  
DIAGNOSED WITH SOME  
FORM OF MULTIPLE  
PERSONALITY DISORDER.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

# WARNING

## **MORE TONGUE IN CHEEK HUMOR AHEAD:**

WHEN A STATEMENT IS "TONGUE IN CHEEK" IT IS IRONIC, SLYLY HUMOROUS; IT IS NOT MEANT TO BE TAKEN SERIOUSLY, EXCEPT WHERE APPLICABLE.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

ARE YOU A SERIAL KILLER?

SERIAL KILLER

SALESPERSON


STALKS PEOPLE



KEEPS EXTENSIVE NOTES




REFUSES TO GIVE UP

HAPPY TO "SEAL THE DEAL"





@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

| ARE YOU A SERIAL KILLER?                               |   |
|--|---|
|  | <div>SERIAL KILLER</div> <div>SALESPERSON</div>                                   |
| STALKS PEOPLE  |  |
| KEEPS EXTENSIVE NOTES                                  |   |
| REFUSES TO GIVE UP                                     |   |
| HAPPY TO "SEAL THE DEAL"                               |   |
| @RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com |   |






| ARE YOU A SERIAL KILLER?                               |   |   |
|--|---|---|
|  | <div>SERIAL KILLER</div> <div>SALESPERSON</div>                                     |   |
| STALKS PEOPLE  |  |  |
| KEEPS EXTENSIVE NOTES                                  |   |   |
| REFUSES TO GIVE UP                                     |   |   |
| HAPPY TO "SEAL THE DEAL"                               |   |   |
| @RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com |   |   |

| ARE YOU A SERIAL KILLER? |   |   |
|--------------------------|---|---|
|                          | SERIAL KILLER   | SALESPERSON   |
| STALKS PEOPLE            |  |  |
| KEEPS EXTENSIVE NOTES    |  |   |
| REFUSES TO GIVE UP       |   |   |
| HAPPY TO "SEAL THE DEAL" |   |   |







@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

| ARE YOU A SERIAL KILLER? |   |   |
|--------------------------|---|---|
|                          | SERIAL KILLER   | SALESPERSON   |
| STALKS PEOPLE            |  |  |
| KEEPS EXTENSIVE NOTES    |  |  |
| REFUSES TO GIVE UP       |   |   |
| HAPPY TO "SEAL THE DEAL" |   |   |








@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

| ARE YOU A SERIAL KILLER? |   |   |
|--------------------------|---|---|
|                          | SERIAL KILLER   | SALESPERSON   |
| STALKS PEOPLE            |  |  |
| KEEPS EXTENSIVE NOTES    |  |  |
| REFUSES TO GIVE UP       |  |   |
| HAPPY TO "SEAL THE DEAL" |   |   |









@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

| ARE YOU A SERIAL KILLER? |   |   |
|--------------------------|---|---|
|                          | SERIAL KILLER   | SALESPERSON   |
| STALKS PEOPLE            |  |  |
| KEEPS EXTENSIVE NOTES    |  |  |
| REFUSES TO GIVE UP       |  |  |
| HAPPY TO "SEAL THE DEAL" |   |   |

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

| ARE YOU A SERIAL KILLER? |   |   |
|--------------------------|---|---|
|                          | SERIAL KILLER   | SALESPERSON   |
| STALKS PEOPLE            |  |  |
| KEEPS EXTENSIVE NOTES    |  |  |
| REFUSES TO GIVE UP       |  |  |
| HAPPY TO "SEAL THE DEAL" |  |   |

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

| ARE YOU A SERIAL KILLER? |   |   |
|--------------------------|---|---|
|                          | SERIAL KILLER   | SALESPERSON   |
| STALKS PEOPLE            |  |  |
| KEEPS EXTENSIVE NOTES    |  |  |
| REFUSES TO GIVE UP       |  |  |
| HAPPY TO "SEAL THE DEAL" |  |  |

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

## 6 PERSONALITY TYPES OF TODAY'S MEDIA BUYER

1. DECISIVE
2. COLLABORATIVE
3. RELATIONAL
4. SKEPTICAL
5. ANALYTICAL
6. INNOVATIVE



DECISIVE DANIELLE,  
CODE NAME: DRIVER



- She solves problems in a decisive, active, and assertive manner.
- She's proactive, results driven, and wants to win.
- If you're dealing with Danielle, she might seem pushy and overbearing, and may lack tact.
- She's probably pretty demanding and wants things to happen her way and in her timeframe.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

WHAT CAN WE DO, SAY OR  
ALTER IN OUR SALES  
ROUTINE TO BEST WORK  
WITH THIS PERSON?

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

DECISIVE DANIELLE,  
CODE NAME: DRIVER



- Be decisive as well, and demonstrate willingness to take some risks on your end that can help her succeed.
- Don't worry too much about conflict that may arise with Danielle – it doesn't bother her, and she may even thrive on it.
- Building consensus is not her natural thing. Not only does she not like the idea of forming a committee, she doesn't like the word.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

COLLABORATIVE CLAIRE,  
CODE NAME: GETALONG



- She is the yin to Danielle's yang.
- She likes group problem solving.
- She is deliberate, diplomatic, adaptable.
- Tactful and respectful.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

# WHAT CAN WE DO, SAY OR ALTER IN OUR SALES ROUTINE TO BEST WORK WITH THIS PERSON?

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

COLLABORATIVE CLAIRE,  
CODE NAME: GETALONG



- Help her build consensus. Work hard to include all buying influences from her company.
- Facilitate discussions to draw out everyone's thoughts.
- Don't get frustrated when things take awhile.
- She buys when she is ready, not when you are ready to sell.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

RELATIONSHIP RENEE, CODE NAME: BFF



- Very interactive. Social interaction and engagement are important to her.
- She's enthusiastic, a creative problem solver, a team player, and (of course) a relationship-builder.
- She likes the big picture, and she's not shy about taking up a lot of air time in discussions.
- A question or two will really get her going.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

WHAT CAN WE DO, SAY OR  
ALTER IN OUR SALES  
ROUTINE TO BEST WORK  
WITH THIS PERSON?

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

### RELATIONSHIP RENEE, CODE NAME: BFF



- Keep technical details to a minimum.
- Make sure you hear her ideas, and share (and stoke) her enthusiasm with your own.
- Renee probably weaves fairly seamlessly between talking about business and personal matters.
- When discussing ideas, don't overdo being the "voice of reason" or reality. What you might see as realism, she'll see as a downer.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

### SKEPTICAL STEVE, CODE NAME: THE GUARDIAN



- Skeptical Steve is the yin to Relationship Renee's yang.
- Steve is introspective. He's a reserved critical thinker.
- Skeptical Steve won't embellish and doesn't want you to do so either.
- It takes a while for Steve to develop trust with people.
- Steve doesn't mind being called a skeptic. He's proud of the realism he brings to the table.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

# WHAT CAN WE DO, SAY OR ALTER IN OUR SALES ROUTINE TO BEST WORK WITH THIS PERSON?

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

## SKEPTICAL STEVE, CODE NAME: THE GUARDIAN



- Steve is not super comfortable on the phone, and prefers email to communicate.
- Don't be unnerved by lack of gestures or "feedback"; he tends not to be demonstrative one way or the other.
- Don't try to be too personal or friendly too fast. And know that Steve might not share much at meetings, but you still need to make sure his needs are met or he could quietly block your sale. And you might never even know it.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

## ANALYTICAL AI, CODE NAME: SPREADSHEET

- Past success is an indicator of future success. The way it's been done, established methods, and data are important to Analytical AI.
- It just takes a lot of processing for AI to take a leap of faith.
- AI's cautious. He follows rules, procedures, and established standards.
- He's a comprehensive problem solver because he examines from all the different angles.



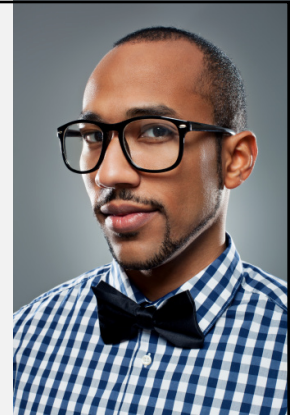
@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

WHAT CAN WE DO, SAY OR  
ALTER IN OUR SALES  
ROUTINE TO BEST WORK  
WITH THIS PERSON?

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

## ANALYTICAL AL, CODE NAME: SPREADSHEET

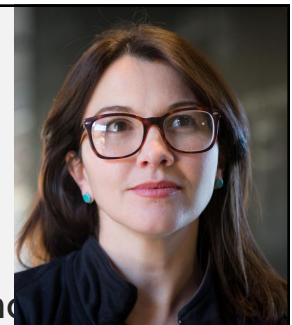
- Provide the backup and data that will help him make a decision. Appropriate detail will be important (and “appropriate” to him is more than most).
- At some point, because he can sometimes leave the data gate open longer than it needs to be, you might need to push back. But take special care not to criticize as he might take that more personally than most.
- If you push him too hard to move before he has completed his analysis, you can find yourself and your sale blocked.



@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

## INNOVATIVE IRENE, CODE NAME: MAVERICK

- Irene couldn't care less about rules, procedures, and how things were done before. Irene would say, “What got us here won't get us there.”
- Innovator Irene develops ideas and strategies independent of rules.
- She's informal and solves problems creatively. Boundaries are for testing, pushing, and crossing.



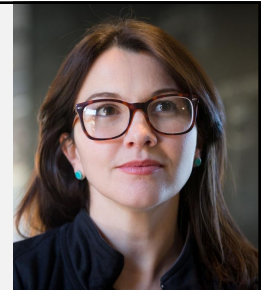
@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com



# WHAT CAN WE DO, SAY OR ALTER IN OUR SALES ROUTINE TO BEST WORK WITH THIS PERSON?

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

## INNOVATIVE IRENE, CODE NAME: MAVERICK



- Brainstorm with her. Stoke her ideas for new ways of doing things.
- When you help set the agenda, allow it to become Irene's agenda, not yours.
- Don't shut down creative talk, but keep it moving forward as Irene can be on the disorganized side.
- Don't give Irene the sense that she, personally, will have to do much detail work if she buys from you as details put her off.
- Show how working with you will bring those ideas into reality.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

WHICH PERSONALITY TYPE IS MOST  
PREDOMINANT IN SOCIETY?

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

1. SKEPTICAL
2. COLLABORATIVE
3. RELATIONAL
4. DECISIVE
5. ANALYTICAL
6. INNOVATIVE

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

Where do you grow  
from here?



@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

1. OBSERVE MEDIA BUYING BEHAVIOR
2. ASK GREAT QUESTIONS
3. PLAY TO THE BUYERS PERSONALITY
4. PRESENT THE CORRECT PROPOSAL FOR THE TYPE OF PERSONALITY
5. DO YOUR RESEARCH!

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

© BRAIN SWELL MEDIA, LLC. DO NOT  
DISTRIBUTE OR RE-PURPOSE FOR ANY  
REASON. THE FEDERAL BUREAU OF  
INVESTIGATION DOES NOT IN ANY WAY  
ENDORSE THIS TRAINING. ALL RESEARCH  
WAS INDEPENDENTLY CONDUCTED.

@RyanDohrn - 360AdSales.com - Ryan@BrainSwellMedia.com

## USING FBI PROFILING STRATEGIES TO BE A “KILLER” SALESPERSON!

Presented By Ryan Dohrn  
Founder, Brain Swell Media