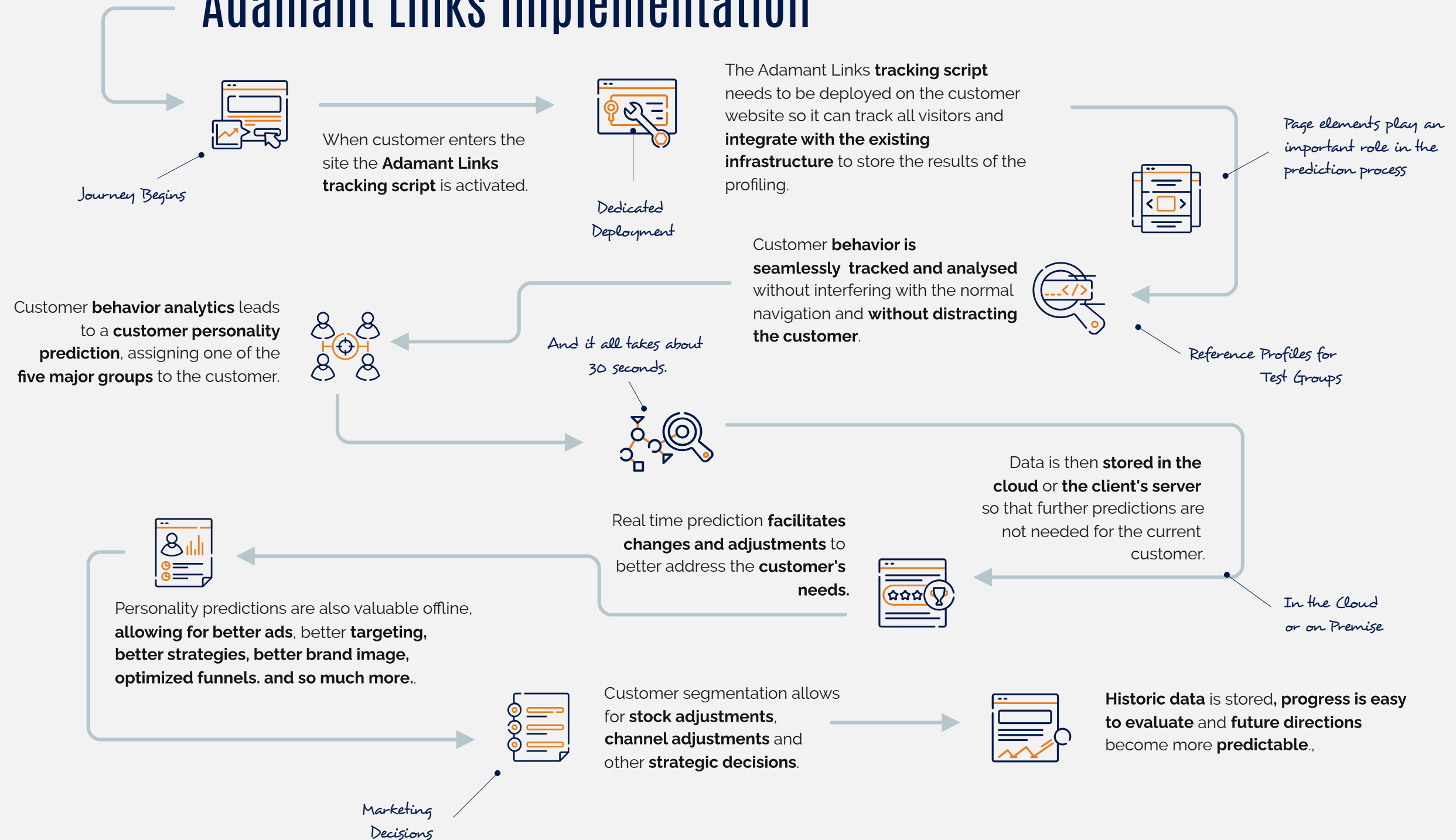
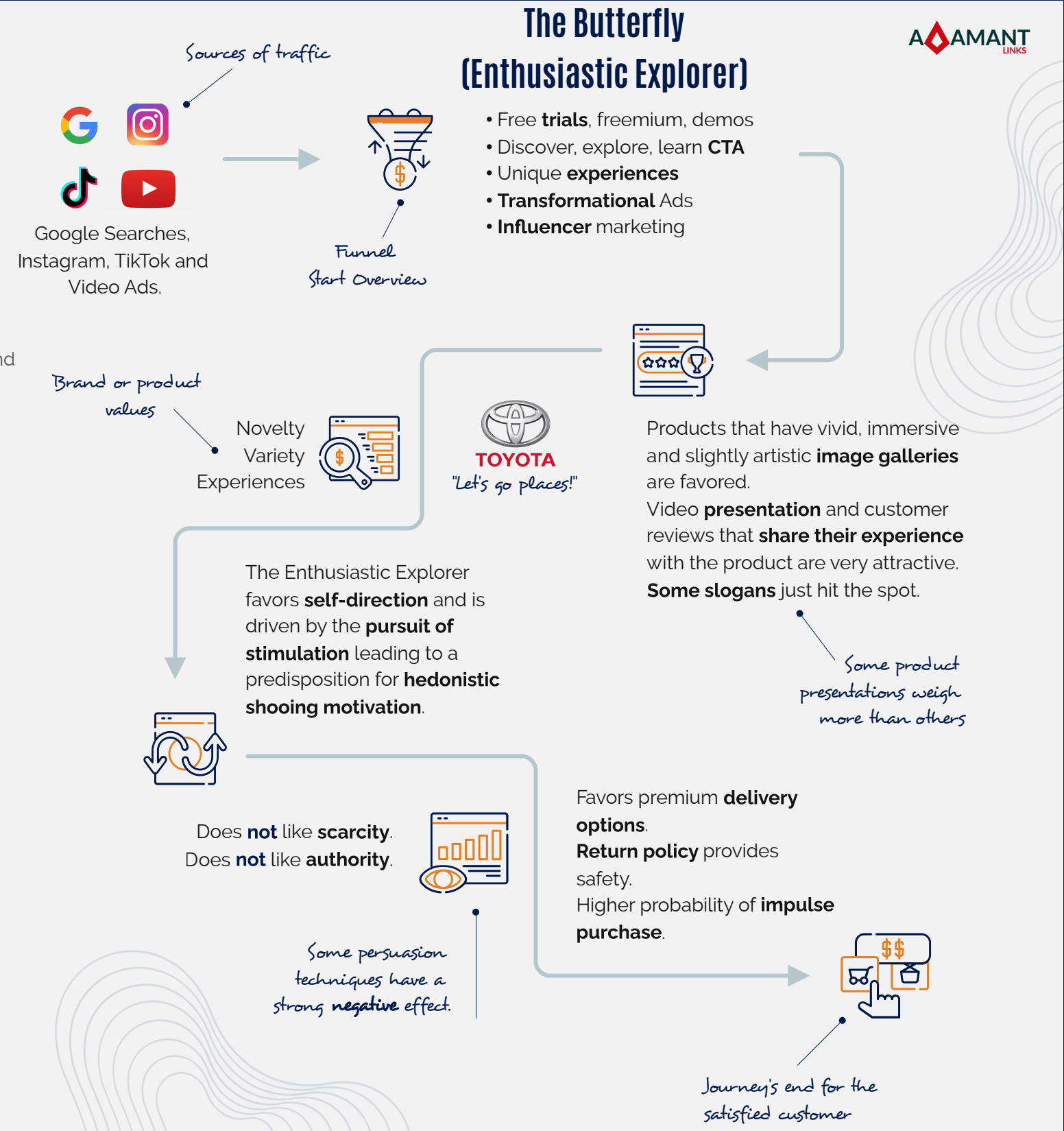
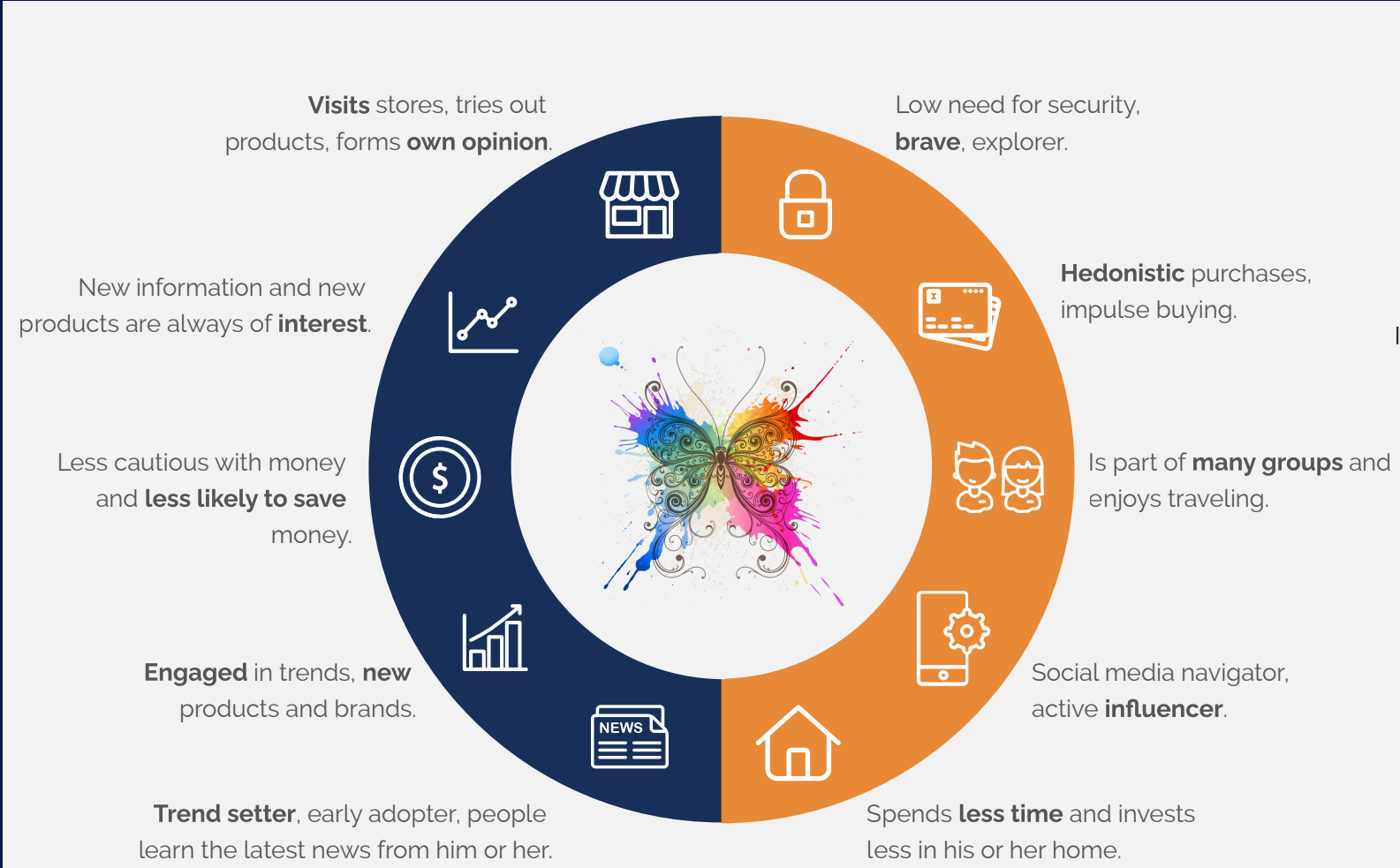
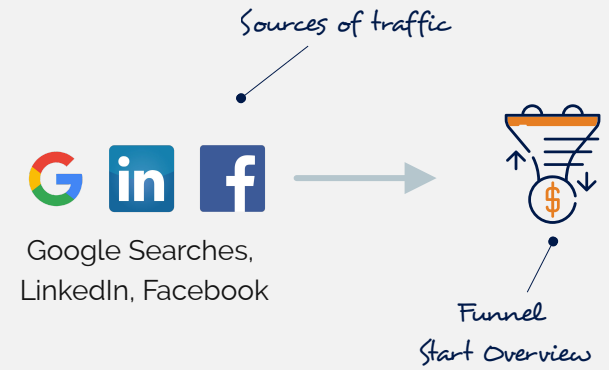
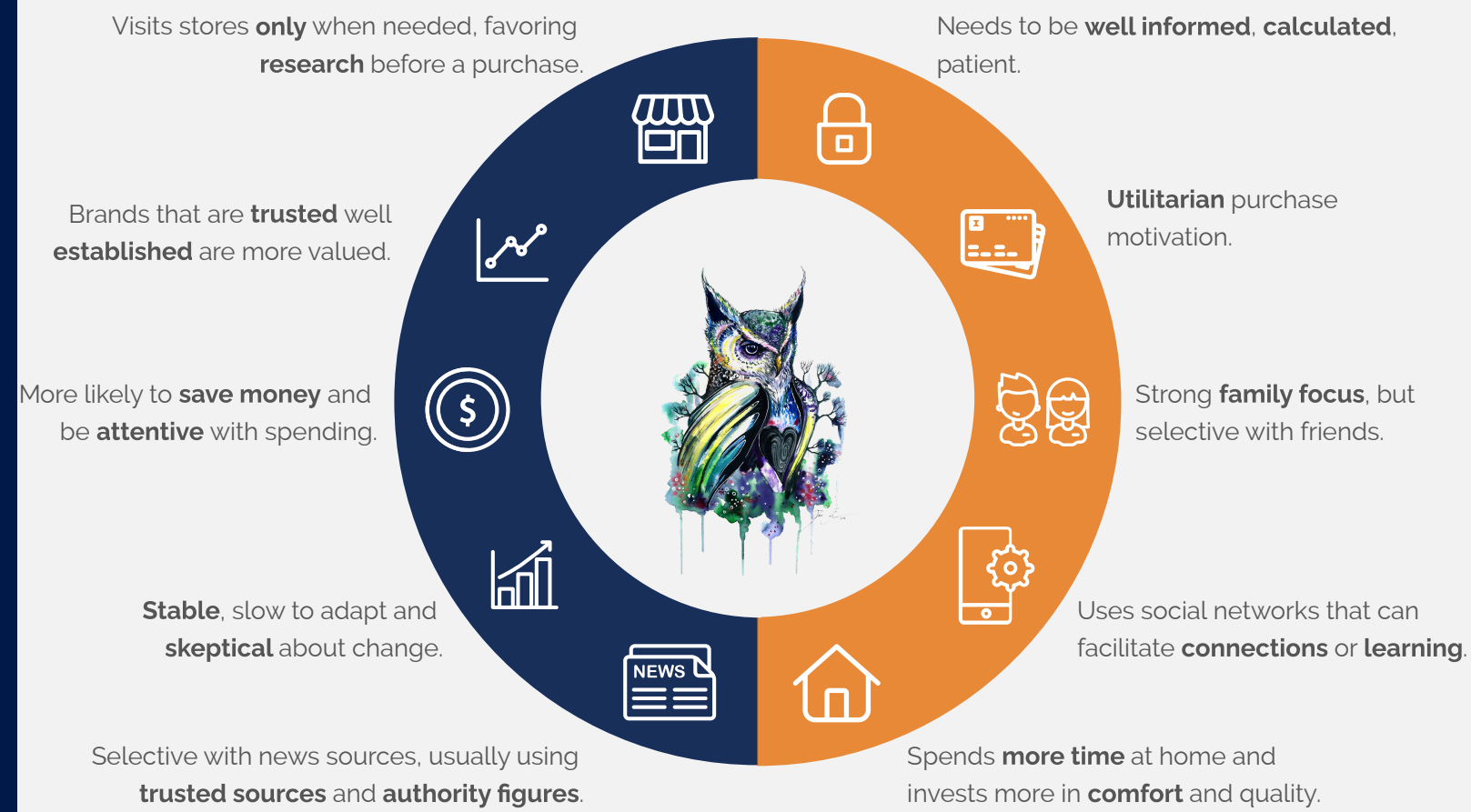


# Adamant Links Implementation





# The Owl (Calculated Utilitarian)



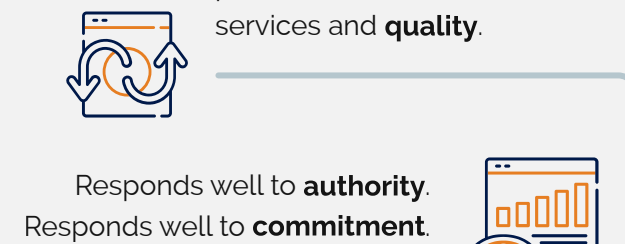
- Recommendations from **trusted sources**.
- Well **established** brands.
- Undisputed **utility**.
- **Testimonials**.
- Free trials.



Clear, relevant **details** and **specifications** win the hearts and minds of the **Calculated Utilitarian**. **Comparison** between similar products in terms of specifications, prices and **usability** make a real difference in the buying process.

The **Calculated Utilitarian**, as the name suggests, bases his or her decisions on the **utility**, quality and **perceived ROI** of the purchased product. They are **loyal to brands** and products that are **consistent** in services and **quality**.

Some product presentations weigh more than others



**Longer product guarantee periods** suggest that the seller believes in the product. **Customer reviews proving utility** are a strong selling point.

Some persuasion techniques have a strong **positive** effect.



## Consistent

Prefers **habitual activities** and **purchases**, **loyal** to brands and service providers.



## Predictable

**Rarely changes** his mind and is very predictable in **preferences** and **decisions**.



## Organized

Most things have a **priority** and is part of a list of **tasks** that need to be done.

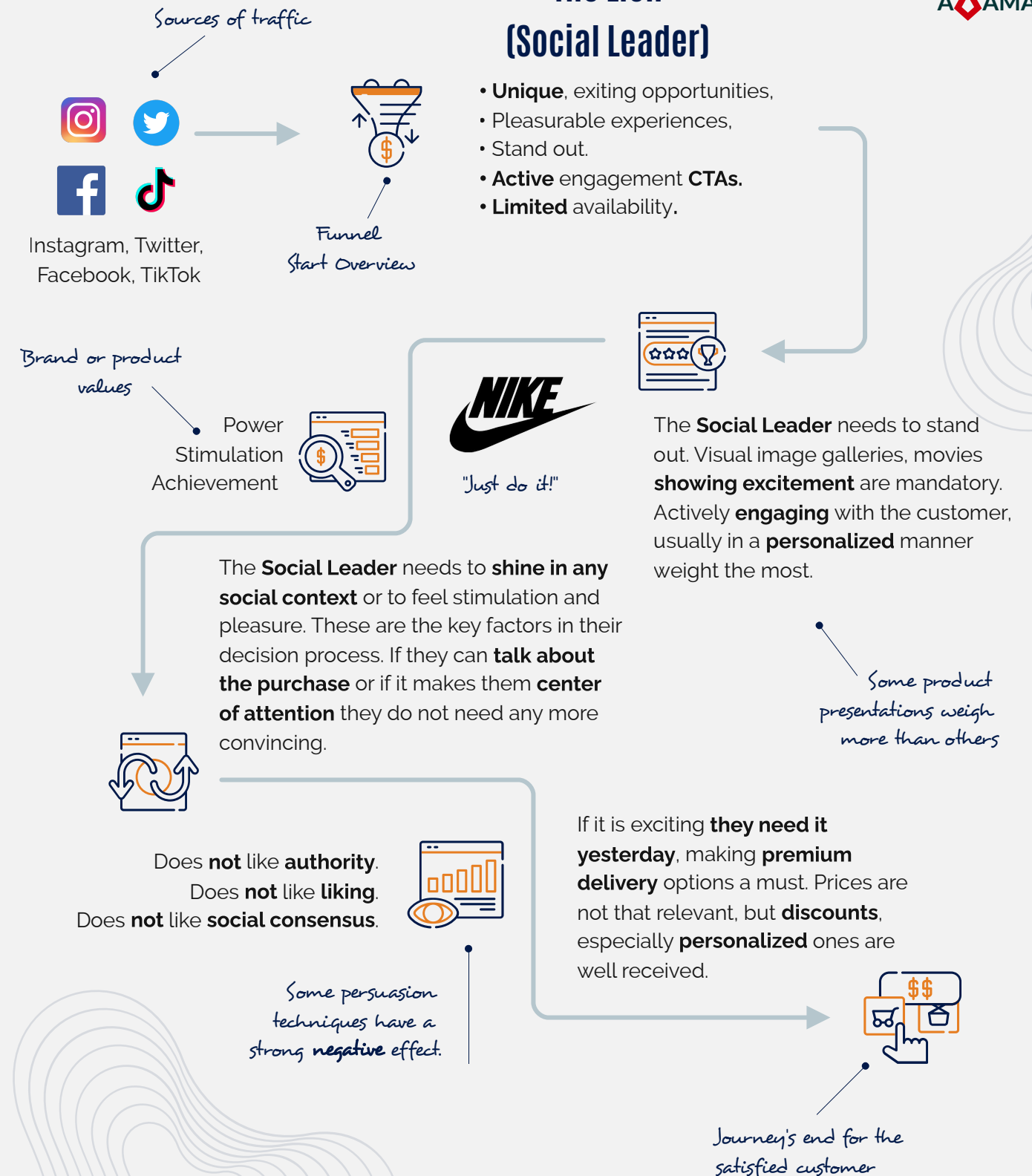


## Hard Working

Values **utility**, **being productive** and **doing things well**.

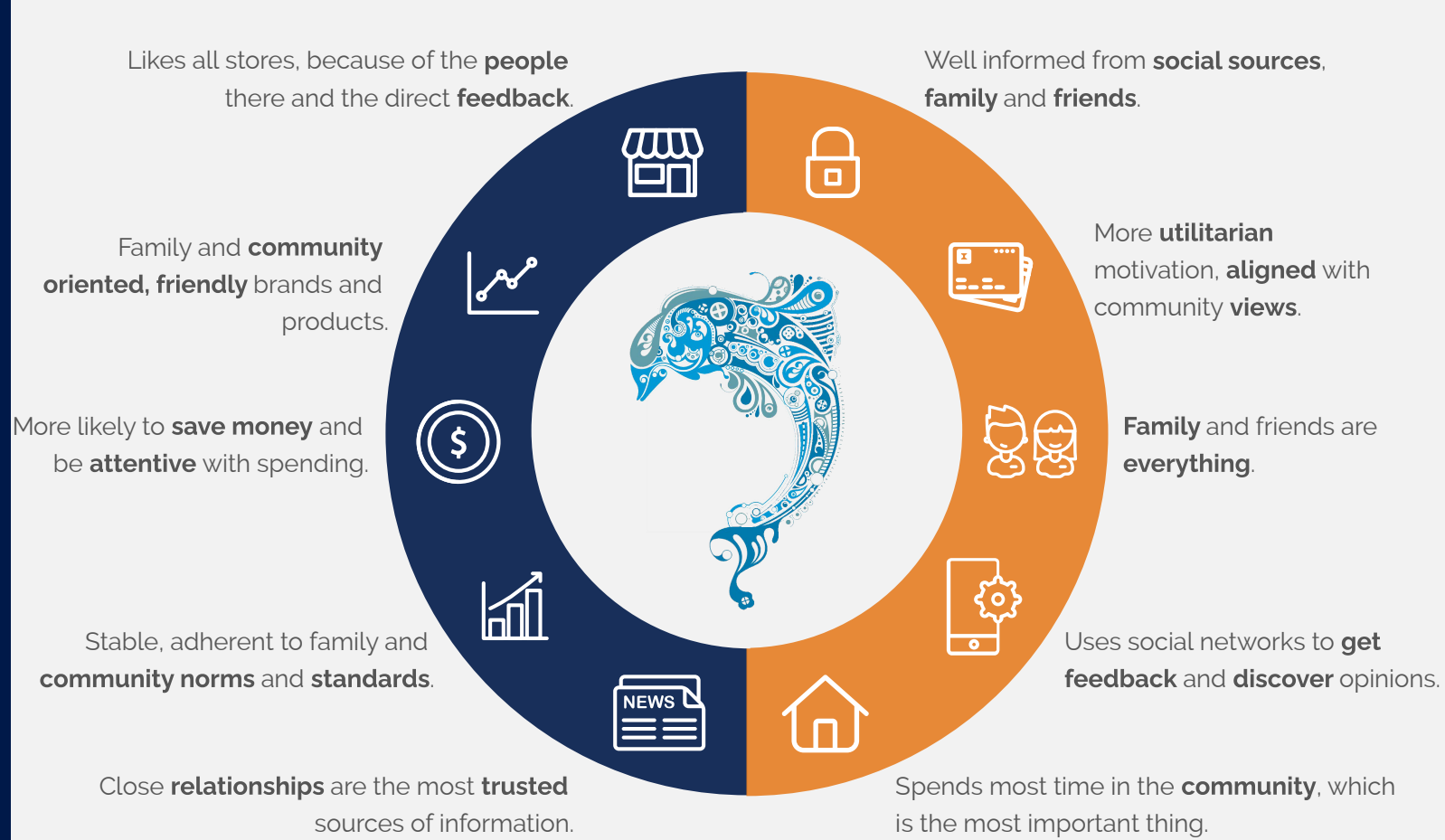


## The Lion (Social Leader)





## The Dolphin (Community Magnet)



### Trusting

The trust most in the relationships they have, especially in **family** and **friends**, and **their opinions**.



### Cooperative

They **would rather loose** themselves than get into a **argument** or **dispute**.



### Conformist

**Family** and community **norms** and **standards** are the most important.



### Empathic

Other **peoples needs** and well being matter.

