



Writing Assistant for Gmail and Outlook



CRYSTAL WRITING ASSISTANT
DELIVERS DISC INSIGHTS NATIVELY
WITHIN GMAIL AND OUTLOOK.

Crystal Writing Assistant helps automatically check the words, phrases, style, and tone of emails in real-time so that every message is optimized to communicate with buyers in the most natural way they prefer to communicate.

How it works

1 Select your recipient's DISC type

If your recipient is known to Crystal, we automatically link the correct DISC type found in our database. If your recipient is unknown to Crystal, you can either:

1. Predict someone's DISC type by using [Crystal's Chrome Extension](#); or
2. Manually select their DISC type by clicking on the Crystal icon.

2 Write your email within Gmail or Outlook

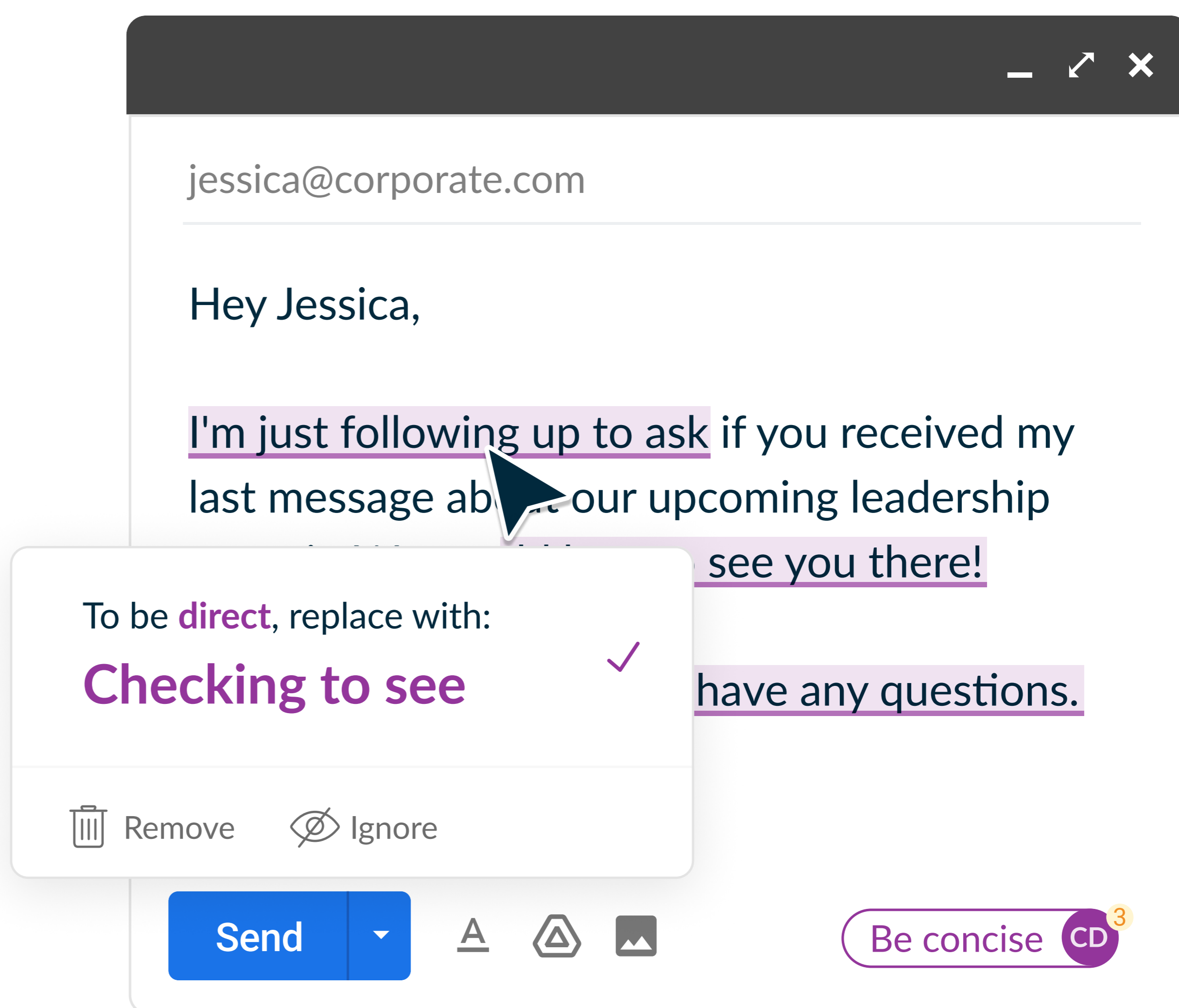
Crystal will analyze your message in real-time and highlight some suggestions for optimizing your message towards the recipient's DISC type.

3 Review suggestions and optimize your message

When you get a suggestion, you can accept Crystal's recommendation, rewrite the phrase to your own liking, or simply ignore it.

4 Send out your email

For subsequent emails, Crystal remembers the DISC type of your recipient and offer recommendations on new emails without having to re-select their DISC type.



Benefits

- ▶ Get real-time, automated guidance for every 1:1 sales email
- ▶ Avoid using words and phrases that are likely to turn off prospects
- ▶ Adapt the style and tone of your email to match how your buyer likes to communicate
- ▶ Improve written communications skills and raise the emotional intelligence of your sales team
- ▶ Help sales managers spend less time on reviewing 1:1 emails sent to prospective buyers