



BEHAVIORAL SELLING SKILLS

D

Dominant / Driver / Choleric

4 STEPS



→ STEP A | Know yourself: "D" Salesperson

- Results oriented • Likes to win
- Can handle several customers at once • Argumentative
- Wants to close fast • May try to overpower the person
- May be unprepared • May not follow up properly

→ STEP B | Identify the customer's style (see chart)

→ STEP C | Prepare yourself

Behavioral Style Match (BSM)

1. Excellent
2. Good
3. Fair
4. Poor

→ STEP D | Use this chart when you are selling to:

<p>Compliant ↑</p> <p>"C" is looking for: INFORMATION</p> <ul style="list-style-type: none"> • Give them the data • Do not touch • Be patient, slow • Use flyers with data • Give more info than you'd like • Keep control • Do not talk personally • Do not be pushy <p>BSM-4</p>	<p>Driver ↑</p> <p>"D" is looking for: RESULTS</p> <ul style="list-style-type: none"> • Be direct • Give alternatives • Make sure you let them win (make sure you win, too) • Enjoy the "combat" (good match) • Move quickly; they decide fast • Don't try to build a friendship • Do not try to overpower them • Do not dictate to them • Disagree with facts <p>BSM-2</p>
<p>Steady ↑</p> <p>"S" is looking for: SECURITY</p> <ul style="list-style-type: none"> • Slow down presentation • Build trust • People focus • Give them the facts they need • Logical presentation • Get "little" agreements • Show sincerity in presentation • Listen carefully • Do not close fast <p>BSM-3</p>	<p>Influencer ↑</p> <p>"I" is looking for: EXPERIENCE</p> <ul style="list-style-type: none"> • Be personal, friendly • Slow down, take time • Joke around and have fun • Allow them to talk • Provide recognition • Don't talk down to them • Talk about people • Follow up often <p>BSM-2</p>

B - Analytical, Task & Detail Oriented
B - People-oriented, Cooperative

B - Introverted

B - Extroverted



BEHAVIORAL SELLING SKILLS

I

Influencer / Expressive / Sanguine

4 STEPS



→ STEP A | Know yourself: "I" Salesperson

- Social • Enthusiastic
- People-oriented • Lack of attention to detail
- May over-promise • May close too slowly, or not at all
- Wordy, non-logical presentation • May be too talkative

→ STEP B | Identify the customer's style (See Chart)

→ STEP C | Prepare yourself

Behavioral Style Match (BSM)

1. Excellent
2. Good
3. Fair
4. Poor

→ STEP D | Use this chart when you are selling to:

<p>Compliant ↑</p> <p>"C" is looking for: INFORMATION</p> <ul style="list-style-type: none"> • Keep your distance • Do not touch • Give them the facts, figures & proof • Do not waste time • Do not be personal • Be friendly and direct • Answer all questions & then close • Be concerned with details <p>BSM-4</p>	<p>Driver ↑</p> <p>"D" is looking for: RESULTS</p> <ul style="list-style-type: none"> • Do not touch • Stay business-like • Be direct and to the point • Do not over-promise • Do not joke • Let them win (You win also) • Confidently close, do not allow them to overpower you <p>BSM-2</p>	<p>B - Analytical, Task & Detail Oriented</p>
<p>Steady ↑</p> <p>"S" is looking for: SECURITY</p> <ul style="list-style-type: none"> • Give them the facts • Slow down • Earn their trust • Be personal and friendly • Assure your promises • Get "little" agreements • Ask questions and let them talk • Give them time before closing • Follow up after the sale <p>BSM-3</p>	<p>Influencer ↑</p> <p>"I" is looking for: EXPERIENCE</p> <ul style="list-style-type: none"> • Have fun • Don't waste too much time talking • Make sure you close • Give them the recognition • Let them talk more than you <p>BSM-2</p>	

B - Introverted

B - Extroverted



BEHAVIORAL SELLING SKILLS

S

Steadiness / Amiable / Phlegmatic

4 STEPS



→ STEP A | Know yourself: "S" Salesperson

- Natural salesperson, personable
- Steady, dependable
- Great follow-through (may over service)
- May give away \$\$\$ under pressure
- May over use facts
- May wait too long to close
- May need more enthusiasm

→ STEP B | Identify the customer's style (See Chart)

→ STEP C | Prepare yourself

Behavioral Style Match (BSM)

1. Excellent
2. Good
3. Fair
4. Poor

→ STEP D | Use this chart when you are selling to:

<p>Compliant ↑</p> <p>"C" is looking for: INFORMATION</p> <ul style="list-style-type: none"> • Give them the data • Do not touch • Be patient, slow • Use flyers with data • Give more info than you'd like • Keep control • Do not talk personally • Do not be pushy <p>BSM-1</p>	<p>Driver ↑</p> <p>"D" is looking for: RESULTS</p> <ul style="list-style-type: none"> • Be confident; don't be intimidated • Close sooner than normal • Disagree with facts, not person • Do not be overpowered by them • Let them win (you win, too) • Move faster than normal • Come on as strong as "D" is but friendly <p>BSM-3</p>	B - Analytical, Task & Detail Oriented B - People-oriented, Cooperative
<p>Steady ↑</p> <p>"S" is looking for: SECURITY</p> <ul style="list-style-type: none"> • Give them the facts • Provide the assurances they need • Be yourself • Close when you feel you have their trust • Assure them of the right decision • Introduce them to managers, service manager, etc • Follow up after sale <p>BSM-1</p>	<p>Influencer ↑</p> <p>"I" is looking for: EXPERIENCE</p> <ul style="list-style-type: none"> • Allow them to talk, but keep focus • Minimal product knowledge • Give recognition • Listen to their stories • Have fun with them • "Jump" to close when ready • Provide follow-up <p>BSM-2</p>	

B - Introverted

B - Extroverted



BEHAVIORAL SELLING SKILLS



Compliant / Analytical / Melancholic

4 STEPS



→ STEP A | Know yourself: "C" Salesperson

- Knows data • Well organized
- Good service • May over use data, over-evaluate
- May have trouble selling products below their own standard
- Needs more enthusiasm • Analysis paralysis

→ STEP B | Identify the customer's style (See Chart)

→ STEP C | Prepare yourself

Behavioral Style Match (BSM)

1. Excellent
2. Good
3. Fair
4. Poor

→ STEP D | Use this chart when you are selling to:

<p>Compliant ↑</p> <p>"C" is looking for: INFORMATION</p> <ul style="list-style-type: none"> • Give data • Remain in control • Examine positives and negatives • Close earlier than you would expect • Follow through on promises • Provide evidence <p>BSM-1</p>	<p>Driver ↑</p> <p>"D" is looking for: RESULTS</p> <ul style="list-style-type: none"> • Touch upon high points of facts and figures • Do not "over data" • Move quickly • Be Brief, to the point • Satisfy their strong ego • Allow them to "win" (you win, too) <p>BSM-4</p>
<p>Steady ↑</p> <p>"S" is looking for: SECURITY</p> <ul style="list-style-type: none"> • Move slowly • Provide facts and figures • Don't over-control/be too pushy • Provide assurances • Develop trust • Focus on reliability and service • Personal talk allowed <p>BSM-1</p>	<p>Influencer ↑</p> <p>"I" is looking for: EXPERIENCE</p> <ul style="list-style-type: none"> • People focus, friendly and fun • Listen to them as they talk • Ask questions • Show excitement about products • Close earlier than normal <p>BSM-4</p>

B - Analytical, Task & Detail Oriented

B - People-oriented, Cooperative

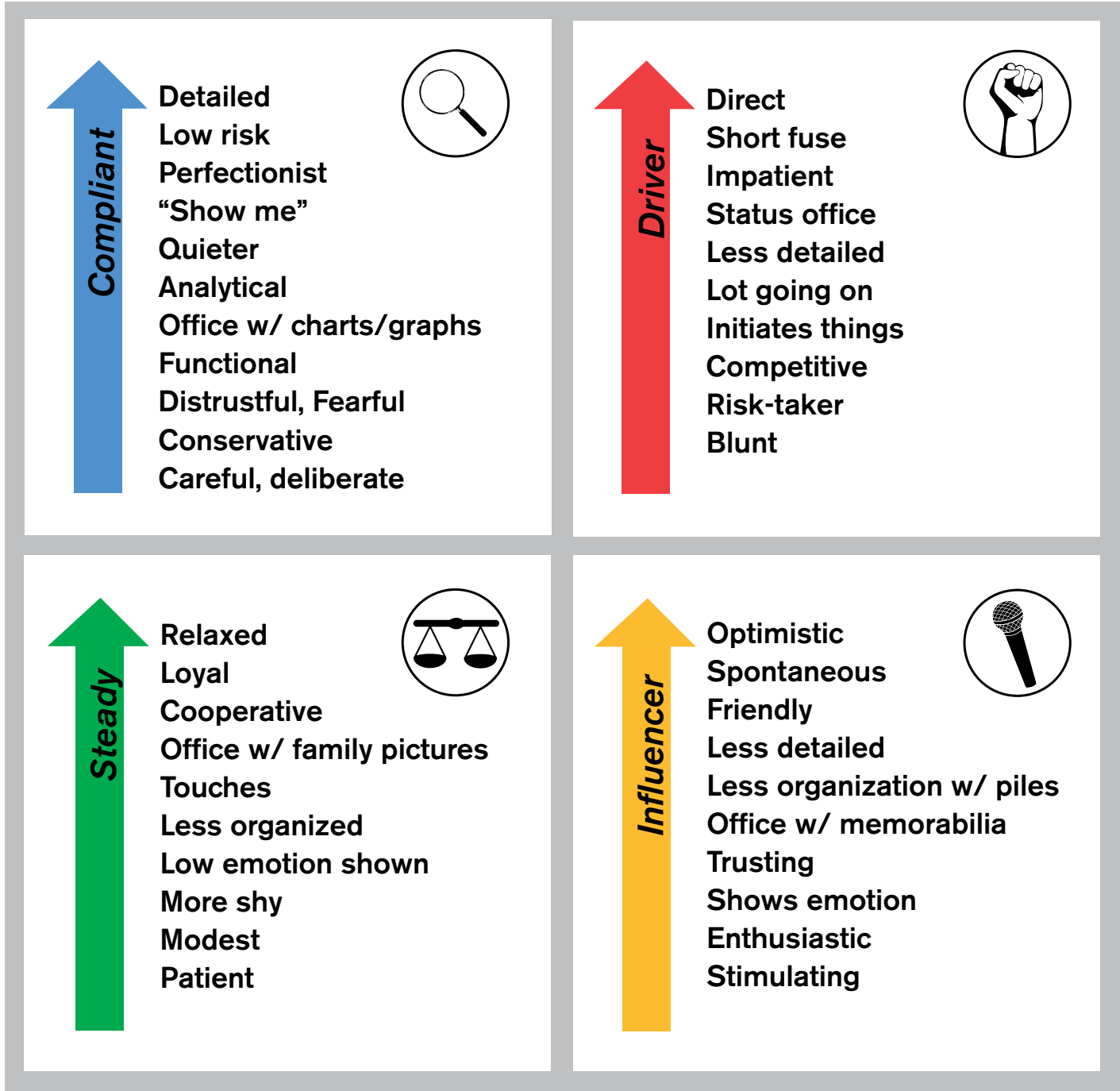
B - Introverted

B - Extroverted



BEHAVIORAL SELLING SKILLS

Behavioral Styles Chart



Introverted

Extroverted