



HIGH PERFORMANCE SELLING

MODULE 13

Selling Different People Differently

INTRODUCTION

MODULE 13

Selling Different People Differently

Every customer is different in a variety of ways. The very best salespeople have developed the art of adjusting their personalities and styles so that they are in harmony with the different kinds of prospects they meet each day.

If you approach everyone the same, as most salespeople do, you will miss three quarters of your potential prospects. For you to achieve your maximum potential in selling, you must learn how to get along with a variety of people and sell them the way they want to be sold rather than the way you particularly want to sell.

In this lesson, you learn how to prospect, present and sell effectively to a variety of different kinds of people.

“Opportunity

rarely knocks

on your door.

Knock rather on

opportunity’s door

if you ardently

wish to enter.”

~ *B.C. Forbes*

SELLING DIFFERENT PEOPLE DIFFERENTLY

1. Top salespeople sell to **more** different people than average salespeople:
 - a. They have “different strokes for different folks;”
 - b. They practice style **flexibility**;
 - c. They ask questions and listen **carefully**;
 - d. They **adjust** their approach to each prospect.

2. Customers approach the buying process **differently**:
 - a. Different customers need different **things**;
 - b. Different customers buy in different **ways**;
 - c. Different customers have different **motivations**;
 - d. With two or more decision-makers in a sale, two or more **styles** of selling are required;
 - e. Each prospect has a different “**hot button**.”

3. There are **four** basic personality styles and sixteen sub-styles:
 - a. People can be either **direct or indirect**;
 - b. They can be either **people-focused** or **task-focused**.

4. There are **four** basic personality types based on type of person and focus of interest:
 - a. The *Relator* is people-oriented and indirect;
 - b. The *Socializer* is people-oriented and direct or outgoing;
 - c. The *Analyzer* is task-oriented and indirect;
 - d. The *Director* is task-focused and direct or out-going in style;
 - e. The *Self-Actualizing* buyer knows exactly what he or she wants;
 - f. The *Apathetic Buyer* is usually a waste of your time.

5. The **Relator** personality has a slow pace of activity and is usually easygoing:
 - a. Top priority? **Relationships** and getting along with others;
 - b. Major fears? Confrontation and aggressive people;
 - c. Seeks? Attention, approval, being liked by others;
 - d. Dominated by? Feelings, emotions;
 - e. Primary benefits sought? Those that affect personal circumstances and relationships;
 - f. Primary wants? Needs you to be pleasant, positive, low key, relaxed, personable, easy going.

6. The **Socializer** personality is fast, spontaneous and outgoing:
 - a. Priorities? Relationships, interacting with others, influence, achievement;
 - b. Fears? Loss of prestige, respect, being taken advantage of;
 - c. Seeks? Recognition, especially of superiors, peers;
 - d. Dominated by? Ideas and concepts;
 - e. Benefits sought? How it enhances status, who else uses it;
 - f. Wants? Status, prestige, recognition.

7. The **Analyzer** personality is slow, systematic and compliance-oriented:
 - a. Priority? The task, the **process** involved;
 - b. Fears? Embarrassment, **inaccuracy**, mistakes;
 - c. Seeks? Accuracy, **correctness**, being right;
 - d. Dominated by? Thoughts, concern for opinions of others, internal processors;
 - e. Benefits sought? How to justify the purchase logically. How it works, **exactly**;
 - f. Wants? Assurances, guarantees, precise answers.

8. The **Director** personality is one with a fast and decisive pace, task-oriented and not particularly concerned with relationships or people:

- a. Priority? The task, the results!
 - b. Fears? Loss of control!
 - c. Seeks? Productivity / profitability — save or gain time or money;
 - d. Dominated by? Goals, objectives, outcomes;
 - e. Benefits sought? What does it do? By when? How much does it cost?
 - f. Wants? Success, bottom-line results.
9. The major mistake of most salespeople is that they sell to everyone with the same style, their **own** style and miss 3/4 of their potential customers:
- a. Best strategy: Ask questions, listen, and determine the style/needs of the prospect— before selling;
 - b. **Flexibility** — adjust your style and focus your presentation on the prospect and his or her needs;
 - c. Be alert to the needs of other decision-makers involved in the purchase decision;
 - d. The key to success in selling differently is practice, practice, practice!

Selling different people differently requires that you take the time to analyze and understand your prospect before you begin to sell. You must practice “style flexibility” and adjust your selling style so you are selling people the way **they** want and need to be sold.

Now, here are some questions you can ask and answer:

1. Give three different ways that you could practice “style flexibility” in dealing with different customers.
2. Explain three different ways that customers approach the buying process differently.
3. What are the four basic personality styles? (Which one are you?)
4. What are the three qualities of a Relator as it affects their buying decisions and behaviors?
5. What are three key things you must do to deal effectively with a Director?
6. What are the three keys to dealing with an Analyzer prospect?
7. What are three keys to dealing with the Socializer personality?

What one action are you going to take immediately as a result of what you have learned in this lesson?

Now, stop the lesson at this point and answer these questions:

1. Give three different ways that you could practice “style flexibility” in dealing with different customers:

1) _____

2) _____

3) _____

2. Explain three different ways that customers approach the buying process differently:

1) _____

2) _____

3) _____

3. What are the four basic personality styles? (Which one are you?)

1) _____

2) _____

3) _____

4. What are the three qualities of a Relator as it affects their buying decisions and behaviors?

1) _____

2) _____

3) _____

5. What are three key things you must do to deal effectively with a Director?

1) _____

2) _____

3) _____

6. What are the three keys to dealing with an Analyzer prospect?

1) _____

2) _____

3) _____

7. What are three keys to dealing with the Socializer personality?

1) _____

2) _____

3) _____

What one action are you going to take immediately as a result of what you have learned in this lesson?



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MODULE 14

Influencing Customer Behavior