



BEHAVIORAL SELLING SKILLS

Compliant/ Analytical /Melancholic

Step A: Know Yourself: "C" Salesperson

1. Knows data
2. Well organized
3. Good service
4. May have trouble selling products below their own standard
5. Needs more enthusiasm
6. May over use data, over-evaluate
7. Analysis paralysis

Step B: Identify the customer's style

Step C: Prepare yourself

Behavioral Style Match (BSM)

- | | |
|--------------|---------|
| 1- Excellent | 3- Fair |
| 2- Good | 4- Poor |

Step D: Use This Chart When You Are Selling To:

D

river

BSM - 4

"D" is looking for: RESULTS
 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)

C

ompliant

BSM - 1

"C" is looking for: INFORMATION
 Give data
 Remain in control
 Examine positives and negatives
 Close earlier than you would expect
 Follow through on promises
 Provide evidence

B

Task and
 Detail
 Oriented,
 Analytical

"I" is Looking for: THE EXPERIENCE
 People focus, friendly and fun
 Listen to them as they talk
 Ask questions
 Show excitement about products
 Close earlier than normal

I

nfluencer

BSM - 4

B

Extroverted

"S" is looking for: SECURITY
 Move slowly
 Provide facts and figures
 Do not over-control, be too pushy
 Provide assurances
 Develop trust
 Focus on reliability and service
 Personal talk allowed

S

teady

BSM - 1

B

Introverted

B

People-
 Oriented,
 Cooperative