

BEHAVIORAL SELLING SKILLS

D Dominant/Driver/Choleric

Step A: Know yourself: "D" Salesperson

1. Results oriented
2. Likes to win
3. Can handle several customers at once
4. Wants to close fast
5. May try to overpower the person
6. Argumentative
7. May be unprepared
8. May not follow up properly

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 Driver

BSM - 2

"D" is looking for: **RESULTS**
 Be direct
 Give alternatives
 Make sure you let them win
 (make sure you win, too)
 Disagree with facts
 Enjoy the "combat" (good match)
 Don't try to build a friendship
 Do not dictate to them
 Move quickly; they decide fast
 Do not try to overpower them

C Compliant

BSM - 4

"C" is looking for **INFORMATION**
 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

B

Task and
Detail
Oriented,
Analytical

"I" is looking for: **"THE EXPERIENCE"**
 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

BSM - 2

I Influencer

"S" is looking for: **Security**
 Slow down presentation
 Build trust
 People focus
 Give them the facts they need
 Logical presentation
 Get "little" agreements
 Listen carefully
 Show sincerity in presentation
 Don't control or dominate
 Do not close fast

BSM - 3

S Steady

B

People-
Oriented,
Cooperative

B

Extroverted

B

Introverted