

BEHAVIORAL SELLING SKILLS

Influencer/Expressive/Sanguine

Step A: Know yourself: "I" Salesperson

1. Social
2. Enthusiastic
3. People-oriented lack of attention to detail
4. May over-promise
5. May close too slowly, or not at all
6. Wordy, non-logical presentation
7. Maybe "too talkative"

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**
 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

C Compliant

BSM - 4

"C" is looking for: **INFORMATION**
 Keep your distance
 Do not touch
 Give them the facts, figures and proof
 Do not waste time
 Do not be personal
 Be friendly and direct
 Answer all questions and then close
 Be concerned with details

B

Task and Detail Oriented, Analytical

"I" is looking for: the **"EXPERIENCE"**
 Have fun
 Don't waste too much time talking
 Make sure you close
 Give them the recognition
 Let them talk more than you

I Influencer

BSM - 2

B Extroverted

S Steady

BSM - 3

B Introverted

B

People-Oriented, Cooperative