



# BEHAVIORAL SELLING SKILLS

## Steadiness/ Amiable/ Phlegmatic

### Step A: Know Yourself: "S" Salesperson

1. Natural salesperson, personable
2. Steady and dependable
3. Great on follow-through (may over service)
4. May give away \$\$\$ under pressure
5. May over use facts
6. More enthusiasm may be needed
7. May wait too long to close
8. Easily discouraged, low confidence

### 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 - 3

**"D" is looking for: RESULTS**  
 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

# C

ompliant

BSM - 1

**"C" is looking for: INFORMATION**  
 Answer questions with facts  
 Do not be too personal  
 Be direct and friendly  
 Do not touch  
 Give them their space  
 Do not fear their skeptical nature  
 Follow through on details  
 Give information and then close

# B

Task and  
Detail  
Oriented,  
Analytical

**"I" is looking for:**  
**THE "EXPERIENCE:"**  
 Allow them to talk, but keep focus  
 Minimal product knowledge  
 Provide follow-up  
 Give recognition  
 Listen to their stories  
 Have fun with them  
 "Jump" to close when ready

BSM - 2

# I

nfluencer

# B

Extroverted

**"S" is looking for: Security**  
 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

BSM - 1

# S

teady

# B

Introverted

# B

People-  
Oriented,  
Cooperative