



D - DOMINANT

Step 1

Know Yourself: "D" Salesperson

- Results oriented
- Wants to close fast
- Argumentative
- May try to overpower the person
- Likes to win
- May not follow up properly
- May be unprepared
- Can handle several customers at once

Step 2

Read the Person You Are Speaking With:

Extroverted:

Friendly - I

Direct - D

Introverted:

Cooperative - S

Analytical - C

Behavioral Style Match (BSM):

1 - Excellent

2 - Good

3 - Fair

4 - Poor

Step 3

Use The Chart Below When You Are Selling to:

"D"	BSM - 2	"S"	BSM - 3
<p>The "D" is looking for: RESULTS</p> <ul style="list-style-type: none"> • Be direct • Give alternatives • Make sure you let them win (make sure you win, too) • Disagree with facts • Enjoy the "combat" • Don't try to build a friendship • Do not dictate to them • Move quickly; they decide fast • Do not try to overpower them 		<p>The "S" is looking for: SECURITY</p> <ul style="list-style-type: none"> • Slow down presentation • Build trust • Focus on people • Give them the facts they need • Provide a logical presentation • Get "little" agreements • Listen carefully • Show sincerity in presentation • Don't control or dominate • Do not close fast 	
"I"	BSM - 2	"C"	BSM - 4
<p>The "I" is looking for: "THE EXPERIENCE"</p> <ul style="list-style-type: none"> • 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 		<p>The "C" is looking for: INFORMATION</p> <ul style="list-style-type: none"> • Give them the data • Do not touch them • Be patient, slow • Use flyers with data • Give more info than you'd like • Keep control • Do not talk personally • Do not be pushy 	



I - INFLUENCER

Step 1

Know Yourself: "I" Salesperson

- Social
- People-oriented lack of attention to detail
- May over-promise
- May be "too talkative"
- May close too slowly, or not at all
- Enthusiastic
- Wordy, non-logical presentation

Step 2

Read the Person You Are Speaking With:

Extroverted:

- Friendly - I
- Direct - D

Introverted:

- Cooperative - S
- Analytical - C

Behavioral Style Match (BSM):

- 1 - Excellent
- 2 - Good

- 3 - Fair
- 4 - Poor

Step 3

Use The Chart Below When You Are Selling to:

"D"	BSM - 2	"S"	BSM - 3
<p>The "D" is looking for: RESULTS</p> <ul style="list-style-type: none"> • 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, not allowing them to overpower you 		<p>The "S" is looking for: SECURITY</p> <ul style="list-style-type: none"> • Give them the facts • Slow down • Be friendly, personal and earn their trust • Provide assurances of your promises • Get "little" agreements • Let them talk; you ask questions • Take necessary time before closing • Follow up after the sale 	
"I"	BSM - 2	"C"	BSM - 4
<p>The "I" is looking for: THE "EXPERIENCE"</p> <ul style="list-style-type: none"> • Have fun • Don't waste too much time talking • Make sure you close • Give them the recognition • Let them talk more than you 		<p>The "C" is looking for: INFORMATION</p> <ul style="list-style-type: none"> • Keep your distance • Do not touch them • Give them the facts, figures and proof • Do not waste time • Do not be personal • Be friendly and direct • Answer all questions, then close • Be concerned with details 	



S - STEADINESS

Step 1

Know Yourself: "S" Salesperson

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

Step 2

Read the Person You Are Speaking With:

Extroverted:

- Friendly - I
- Direct - D

Introverted:

- Cooperative - S
- Analytical - C

Behavioral Style Match (BSM):

- 1 - Excellent
- 2 - Good

- 3 - Fair
- 4 - Poor

Step 3

Use The Chart Below When You Are Selling to:

"D" BSM - 3	"S" BSM - 1
<p>The "D" is looking for: RESULTS</p> <ul style="list-style-type: none"> • 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 	<p>The "S" is looking for: SECURITY</p> <ul style="list-style-type: none"> • 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 managers, etc. • Follow up after the sale
"I" BSM - 2	"C" BSM - 1
<p>The "I" is looking for: THE "EXPERIENCE"</p> <ul style="list-style-type: none"> • Allow them to talk, but keep focus • Provide minimal product info • Provide follow up • Give recognition • Have fun with them • "Jump" to close when ready 	<p>The "C" is looking for: INFORMATION</p> <ul style="list-style-type: none"> • Answer questions with facts • Do not be too personal • Be direct and friendly • Do not touch them • Give them their space • Do not fear their skeptical nature • Follow through on details • Give information, then close



C - COMPLIANT

Step 1

Know Yourself: "C" Salesperson

- Knows data
- May over use data, over-evaluate
- Needs more enthusiasm
- May have trouble selling products below their own standards
- Well organized
- Good service
- Analysis paralysis

Step 2

Read the Person You Are Speaking With:

Extroverted:

- Friendly - I
- Direct - D

Introverted:

- Cooperative - S
- Analytical - C

Behavioral Style Match (BSM):

- 1 - Excellent
- 2 - Good

- 3 - Fair
- 4 - Poor

Step 3

Use The Chart Below When You Are Selling to:

"D" BSM - 4	"S" BSM - 1
<p>The "D" is looking for: RESULTS</p> <ul style="list-style-type: none"> • 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) 	<p>The "S" is looking for: SECURITY</p> <ul style="list-style-type: none"> • 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
"I" BSM - 4	"C" BSM - 1
<p>The "I" is looking for: THE "EXPERIENCE"</p> <ul style="list-style-type: none"> • Focus on people; be friendly and fun • Listen to them as they talk • Ask questions • Show excitement about products • Close earlier than normal 	<p>The "C" is looking for: INFORMATION</p> <ul style="list-style-type: none"> • Give data • Remain in control • Examine positives and negatives • Close earlier than you would expect • Follow through on promises • Provide evidence

