



Behavioral Selling Skills - D

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 	



Behavioral Selling Skills - I

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 	



Behavioral Selling Skills - S

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:







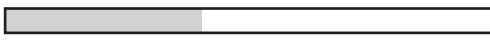
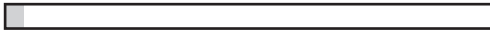
"D" BSM - 4	"S" BSM - 1
<p>The "D" is looking for: RESULTS</p> <ul style="list-style-type: none"> • Touch upon high points of facts and figures • Do not "over-data" • Move quickly • Be brief, to the point • Satisfy their strong ego • Allow them to "win" (you win, too) 	<p>The "S" is looking for: SECURITY</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



Behavioral Selling Skills - Body Language

Salesperson "Do's"	Salesperson "Don'ts"
<p>DO:</p> <ul style="list-style-type: none"> • Relax position, lean back in chair • Maintain friendly eye contact • Nod your head in agreement • Pause before answering a question or objection • Sit closer to "I" and "S", sit across from "D" and "C" • If standing: Move around, gesture, open arms • Give more space to "D" and "C" • Use forearm or back touch with "I" and "S" • Raise or lower your voice for effect • Frown thoughtfully 	<p>DON'T:</p> <ul style="list-style-type: none"> • Close your arms in front of you • Perch on your chair • Touch "D" or "C" • Jingle coins or doodle with things • Twist ear or stroke chin • Tug nose • Sit across from the "I" or "S"

Buyer's Eye Language: An emotionally-charged person blinks more.

Seating Positions & DISC	Impacting/Influential Communication
<p>X - Salesperson  - Desk</p> <p>D I X S C</p> <p>   X  X</p>	<p> Gestures (55%)</p> <p> Tone (38%)</p> <p> Words (7%)</p>

Buying Signals	"I'm defensive."	"I disagree."
<ul style="list-style-type: none"> • Bites lip/furrows brow • Calls friend for advice • Rubs chin • Handles contract • Scratches head • Taps with pen • Half closes eyes 	<ul style="list-style-type: none"> • Arms crossed • Face drawn • Body rigid and tight • Leaning back 	<ul style="list-style-type: none"> • Set jaw • Shaking head from side to side • Narrowed eyes
Smiles	"I'm losing interest."	"You're too close."
<p>A real smile reaches the eyes. A false smile reaches the lips only.</p>	<ul style="list-style-type: none"> • Broken eye contact • Slouching in chair • Checking watch • Changing posture • Turning away body 45° to 90° • Sighing 	<ul style="list-style-type: none"> • Body block • Physical retreat • Leg swinging or tapping • Legs crossed away from you • Broken eye contact

C COMPLIANCE

The “C” is looking for: Information

Emotion: Fear

Quick Observations: Introverted, task-oriented

Communication: Direct

Overextension: Critical

Body Language:

Stance - Arms folded, one hand on chin

Walks - Straight line

Gestures - Very reserved, little or no gestures

Communication Clue: Asks detailed questions

D DOMINANCE

The “D” is looking for: Results

Emotion: Anger

Quick Observations: Extroverted, task-oriented

Communication: Direct

Overextension: Impatient

Body Language:

Stance - Forward leaning, hand in pocket

Walks - Fast, always going somewhere

Gestures - A lot of hand movement when talking, big gestures

Communication Clue: Doesn't want others' opinions, only facts

S STEADINESS

The “S” is looking for: Security

Emotion: Non-emotional

Quick Observations: Introverted, people-oriented

Communication: Indirect

Overextension: Possessiveness

Body Language:

Stance - Leaning back, hand in pocket

Walks - Steady, easy pace

Gestures - Will gesture with hands

Communication Clue: Has a “poker” face

I INFLUENCE

The “I” is looking for: The “Experience”

Emotion: Trust/Optimism

Quick Observations: Extroverted, people-oriented

Communication: Indirect

Overextension: Disorganized

Body Language:

Stance - Feet spread, two hands in pockets

Walks - Weaves, people focused, may run into things

Gestures - A lot of big gestures and facial expressions when talking

Communication Clue: Talks with hands

BEHAVIORAL STYLE CARD - S

Statements that Influence the High S	Buy-in Characteristics of the High S
"I feel you are open to a number of possibilities, and I want to recommend this plan of action."	• May be somewhat shy, but wants to be your friend.
"There is so much potential success here in what you can do. It is important to keep abreast of what others are doing."	• Not suspicious, but very slow to make changes.
"Make some calls to others who have anticipated a similar change. I have a comprehensive list that will assist you in this activity."	• Puts priorities on things other than appearances.
"While you will not change just for the sake of changing, you can readily see how this will add to your already effective system."	• Needs to trust the salesperson.
"You will have an opportunity to see the way in which I work with the plan. That will provide you with an opportunity to get some additional clarification."	• Not an innovator, but likes proven, traditional concepts.
"By accepting this system, you are really buying insurance for yourself and your family. There is a great deal of security involved."	• Family oriented.
"A number of individuals and organizations have already found the system to be very reliable. Here is a list of those groups."	
"The factual information and the conclusions will be of real interest to you. Check it over to see how it works."	
Presentation Tips	Words that Influence
Take it slow and easy; if you go too fast, you'll lose the sale.	Logical explanations
Provide plenty of proof and statistics.	Harmony
Earn their trust and friendship by visiting about family and hobbies.	Proven procedures
May require additional visits for reassurances before the sale is made.	Directions
Emphasize your proven products.	Closure
Earn their trust with facts and figures. Take it slow and easy. Make repeat visits and be sure all questions are answered.	Time to adjust to change
	Appreciation
	Loyalty
	Relationships
	Security

BEHAVIORAL STYLE CARD - C

Statements that Influence the High C	Buy-in Characteristics of the High C
"A program such as this should have standards which permit a careful evaluation of the quality. It will stand up to your high standards of operation."	• May be suspicious of you and your products.
"With something this important, let's set up several sessions where we can clarify all the possible alternatives."	• Does not readily make product/service changes.
"There's always the excitement of putting something like this to work. You are going to be around here a long time, but I'll be surprised if this system is not here when you're retired and enjoying your leisure."	• Usually not too talkative.
"Other people are doing it, and it works for them. You'll probably end up doing it better than they are."	• Is not an innovator; will not readily try out new and innovative technology.
"You're in a position to examine the facts, interpret them and draw the conclusions."	
"I am sure you'll take a very close look at the findings."	
"Remember, we are discussing a planned change. You will be able to work with it over a period of time to see how the system works."	
"There has been a great amount of input into this idea, which ensures a quality program."	
"You would be interested in knowing how thoroughly we have researched the entire operation. It's been written up in the literature, and we can carefully go over this together."	
Presentation Tips	Words that Influence
Needs lots of proof, background information and proven results before making a purchase.	Procedures
Needs to take time, absorb details and digest facts before going to the next step.	Safety
Highly suspicious of new and unproven products. Use testimonials or plenty of research information to back up your presentation	Quality
Don't rush, but don't waste time with small talk. Get right to the point with plenty of facts and figures. Be sure all questions are answered.	Stability
	Time to think
	Data
	Information

BEHAVIORAL STYLE CARD - D

Statements that Influence the High D	Buy-in Characteristics of the High D
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"No doubt you'll want to try it out. You're the type of person who will make it work."	• An entrepreneur with many interests. Often is involved in other jobs or activities.
"While it is difficult to accept just anything, you'll be able to see both the advantages and disadvantages."	• Highly interested in new products and innovations.
"Other people can carry on with the program once you have explained it. You're the person who will get the credit. After all, you are the one making the decision."	• Usually possesses a fairly high ego factor. Does not like to waste time.
"This is totally new—really, there is nothing that will compare to this idea."	
"The nice thing about this plan is that you don't necessarily have to do it all yourself."	
"In a few minutes you can see the way it will serve your needs."	
"This program sells itself. In just a few words I can demonstrate the practical advantages."	
"This will provide an opportunity to get credit for what you do. It is something you can call your own."	

Presentation Tips	Words that Influence
Don't waste their time. They won't want lots of facts and figures; just hit the high points and get to the bottom line.	Control
You and the product must appear credible.	Power
Can be difficult to switch from current, trusted suppliers. But, once switched will remain highly loyal as long as you provide service.	Authority
Will not want to see many testimonials, research, data, etc. May delegate this research to subordinates.	Prestige
Will be impressed with an efficient, no-nonsense, business-like manner.	Success
Will be interested in new products.	Rapid advancement
Be concise and business-like. Don't waste time with idle talk. Get to the point quickly, solve their problems fast and make the sale.	Focus on the bottom line
	Freedom from details
	Freedom from controls
	Challenges
	New
	Innovative
	Leader

BEHAVIORAL STYLE CARD - I

Statements that Influence the High I	Buy-in Characteristics of the High I
"Looking at the comparisons I've made will help you decide which approach is better."	• A friendly, people-oriented person who would rather talk and socialize than do detail work.
"You will want to delegate some of these tasks to others since your time is valuable."	• Will be glad to see you arrive. Will readily trade jokes and stories with you.
"Many people recognize the need. You would be the first person to recognize that. However, one individual has to lead the way, and I'm sure they can rely on your judgment."	• Won't want to discuss business too much; will prefer telling stories and talking about other things.
"By combining this idea with what you are presently doing, you have a combination for future profits, and you will be building on your present success."	• Likes to try out new and innovative products.
"You'll want to try something that provides you an opportunity to expand your present operation."	
"This is an overall summary, which will be helpful for you to see the feasibility of the program."	
"It's the kind of program that utilizes your skills in working with an innovative idea."	

Presentation Tips	Words that Influence
Spare the details; they will not want to hear them.	Freedom from controls
The buyer will often buy easily from you with only a minimum presentation. But beware! The competition can steal the buyer away from you just as easily. So give plenty of follow-up service.	Social recognition
The buyer will be interested in new and innovative products. They will try almost anything under the right circumstances.	Influencing others
The buyer will want to talk a lot, socialize, etc. Buy him lunch or a cup of coffee and you'll have him sold.	Leader
Eliminate lots of details. Just hit the high points. Show him new products, socialize and provide plenty of follow-up.	Freedom of movement
	Motivating groups
	Network of contacts
	Concentration on people rather than tasks

PEOPLE READING: RECOGNIZING THE DIFFERENT BEHAVIORS

D - DOMINANCE

I - INFLUENCE

S - STEADINESS

C- COMPLIANCE

QUICK HIGH D, I, S, OR C OBSERVABLE INDICATORS

EXTROVERTED/INTROVERTED	Extroverted	Extroverted	Introverted	Introverted
PEOPLE- OR TASK-ORIENTED	Task	People	People	Task
MORE DIRECT OR INDIRECT	Direct	Indirect	Indirect	Direct
OVEREXTENSIONS	Impatient	Disorganization	Possessiveness	Critical
GEARED TO/LOOKING FOR	Results/Efficiency	Fun, the experience	Trust	Procedures/information
HIGH EMOTION	Anger/Short fuse	Optimism	Non-emotional	Fear
LOW EMOTION	Slow to anger/Long fuse	Pessimism	Emotional	No Fear

OBSERVABLE BEHAVIOR: "HOW HIGH D, I, S, OR C'S ACT"

BUY	Quick decision makers: new and unique products	Quick decision makers; showy products; impulse buyer	Slow decision maker: traditional products	Very slow buyers: proven products
CHANGE	Love change	May not notice change	Does not like change; needs much preparation	Concerned of the effects of change
CONFLICT RESPONSE	Fight back	Flight, run	Tolerate, put up with it	Avoidance
DRIVE	Fast, always somewhere to get to in a hurry	Visual, looking around, radio on	Relaxed pace, no hurry	Careful, follow rules; best drivers
DECORATE AN OFFICE	Status conscious, large desk, efficiency	Contemporary, memorabilia of experiences	Family snapshots, "homey" atmosphere	Graphs, charts, functional
GESTURE	A lot of hand movement when talking, big gestures	A lot of big gestures and facial expressions when talking	Will gesture with hands, not large sweeping gestures	Very reserved, little or no gestures
GOAL SETTING	Sets many goals, usually high risk and not written down	Not good at setting goals. Intention is present, planning is not	Goals are short-term, low risk; may use daily to do lists	Good at setting safe goals, probably in many areas; goals may be safe with little risk or reach
LETTER WRITING	Direct, to the point; results-oriented	More wordy letters, warm people focus	Long letters giving lots of information	Direct, to the point, with appropriate data
ORGANIZATION	Efficient, not neat	Disorganized, a lot of piles	Usually some type of system; a little on the sloppy side	Everything in its place; perfectly organized
READ	Cliff notes, executive book summaries	Fiction, self-improvement books	People stories, fiction and nonfiction	Nonfiction, technical journals
RISK FACTOR	High risk-taker	Moderate risk-taker	Moderately low risk-taker	Very low
RULES	May tend to break the rules; the end justifies the means	May not be aware of rules and break them unintentionally	Will usually follow time-tested, proven rules	"By the book"; knows and follows rules
STAND	Forward leaning, hand in pocket	Feet spread, two hands in pockets	Leaning back, hand in pocket	Arms folded, one hand on chin
STRESS RELIEF	Physical activity, preferably of a competitive nature	Interaction with people	Rest time/sleep; hot baths	Alone time
TALK ON THE PHONE	Little chitchat, to the point, results	Long conversations, a great deal of tone variation in voice	Warm conversationalist, friendly and concerned	Little chitchat; to the point; may be short or long depending on data needed
TALK TO OTHERS	Direct; while others are talking may do other activities, as well as interrupt or jump to their next response	Verbal, at length; personal with others; may have poor listening skills	Warm, not pushy; will listen before talking	Direct; questioning, clarifying
WALK	Fast, always going somewhere	Weave, people focus, may run into things	Steady, easy pace	Straight line
MAGAZINES THEY MAY READ	<i>Fortune, Forbes, Money</i>	<i>People, Psychology Today</i>	<i>Reader's Digest, National Geographic</i>	<i>Consumer Reports</i>