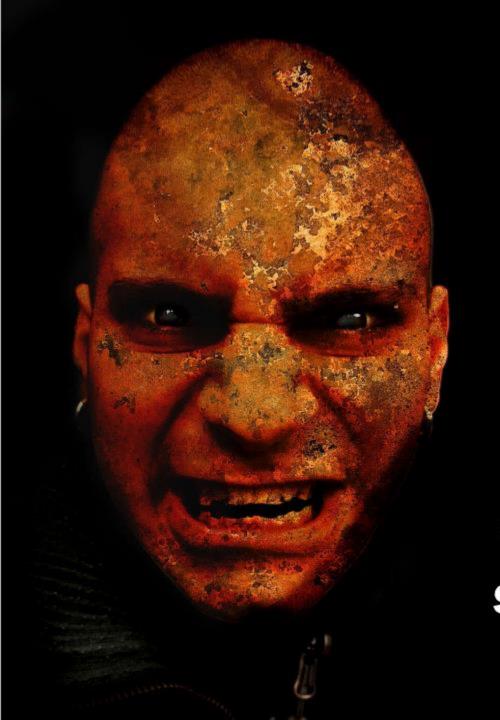
Selling

To Different personalities

Selling to Different Personalities

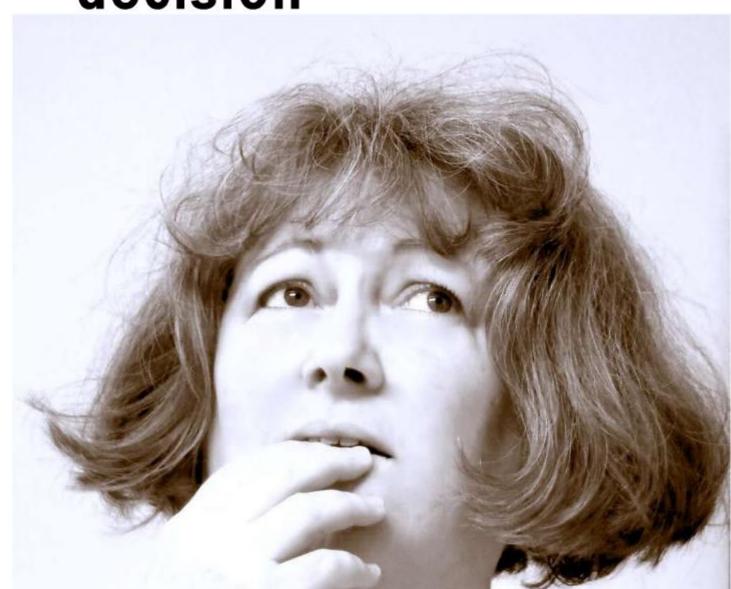




We all have customers who seem difficult to sell to.



Others never seem to make a decision



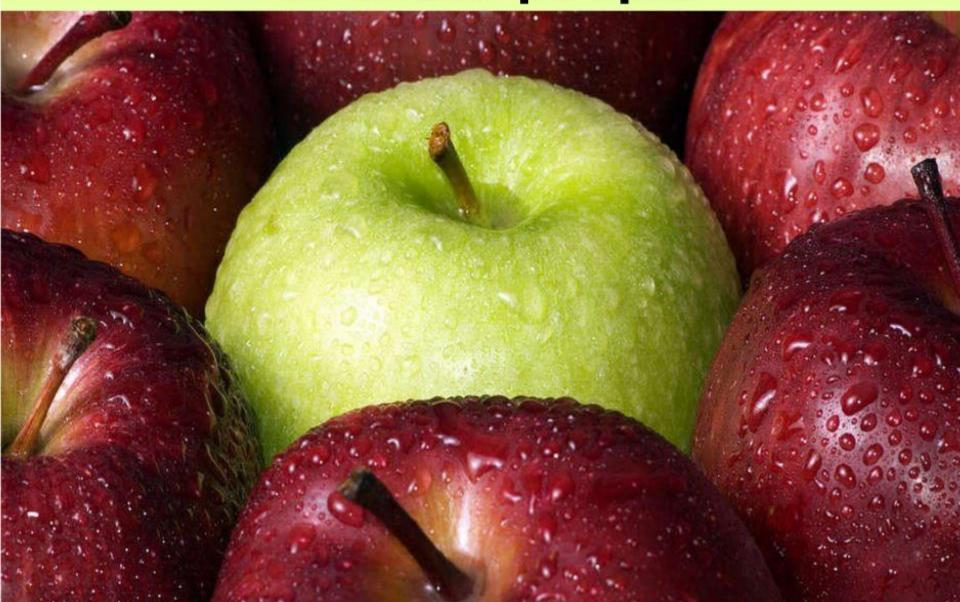
Some just love to

hear themselves

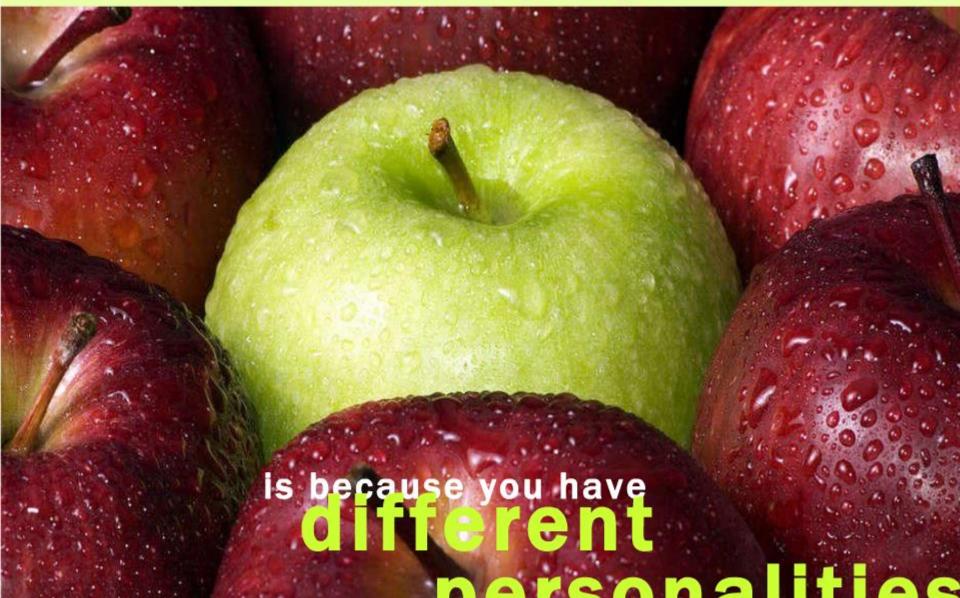


talk

The reason it's difficult to sell to some people



The reason it's difficult to sell to some people





these differences mean





you don't naturally connect with each other





it's more difficult to reach a mutual agreement

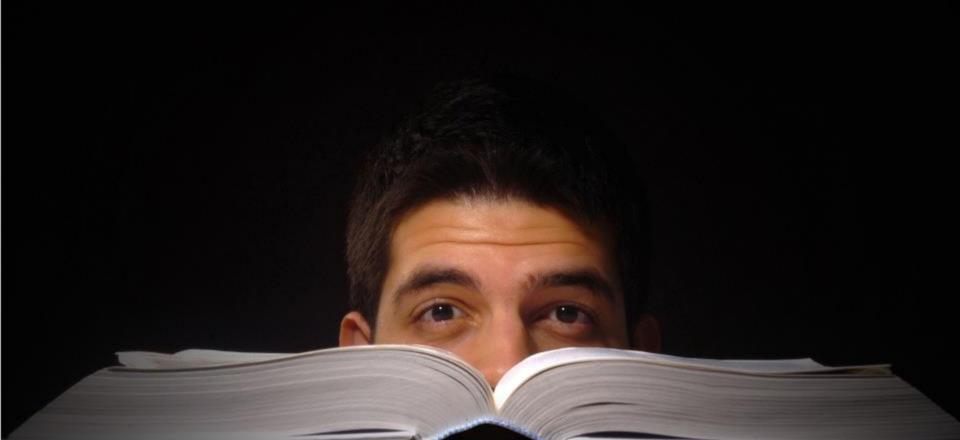




for example...

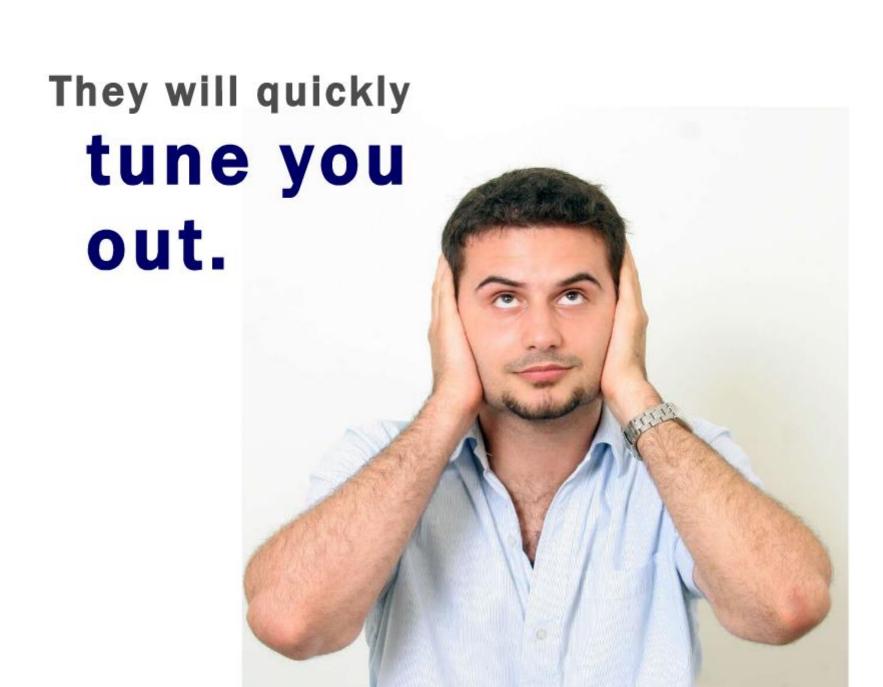
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you may give your customer too much information



But if your prospect does NOT like detail...





If you like to get right to the point



If you like to get right to the point



and make decisions quickly

but your prospect likes to think about every decision



You probably won't close the sale





adapt your approach



to match other person's style

In theory, the concept is simple



The practical application is the

(1+ 10]+1) (1+ 1) n+1 == \((1=) = [\(\pi\)] (1+ \(\frac{1}{n}\)] (1+ \(

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- ALTRES - ANT'S SALZE (1/40) PA (1) - MOTOR PA (2, MOTOR - ANT'S SALZE (1/40) PA (1) - MOTOR PA

a(x+h)-14ex = bio a= \$\psi(s\frac{1}{5})\$ (/opax)'=11m \frac{10a(x+h)-14ex}{2} = bio a=\$\psi(s\frac{1}{5})\$ (/opax)'=11m.

 $|V_{n}| = |V_{n}| = |V_{$

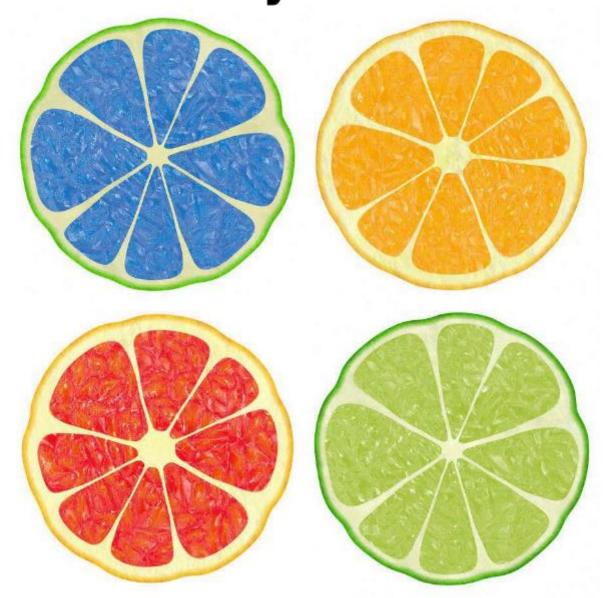


This means...

you need to know the natural style of your customer



There are 4 personality styles

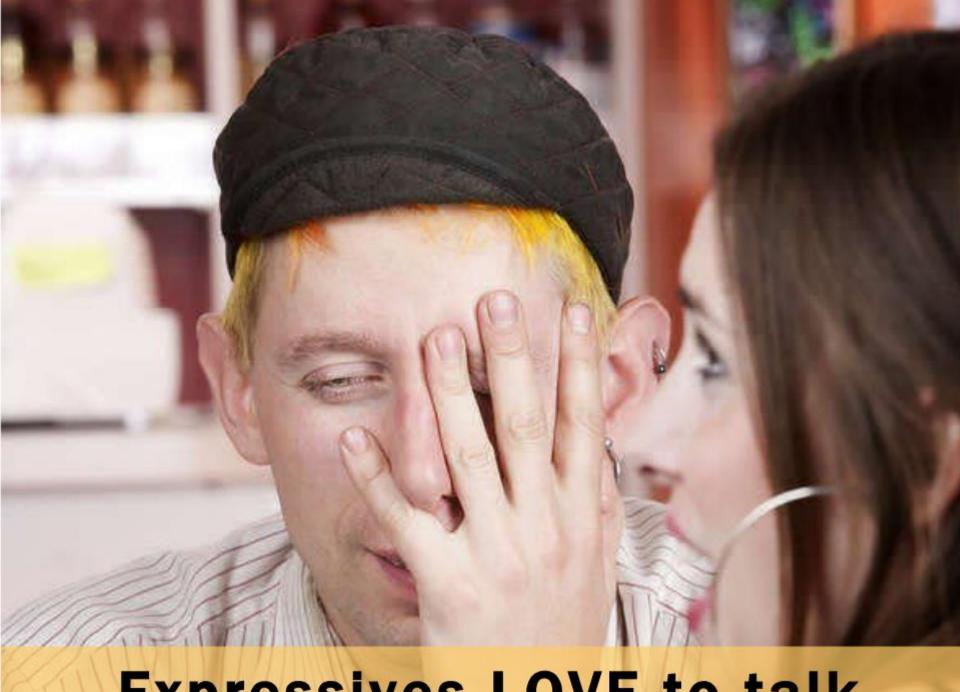


The Beware Aggressive Drivers







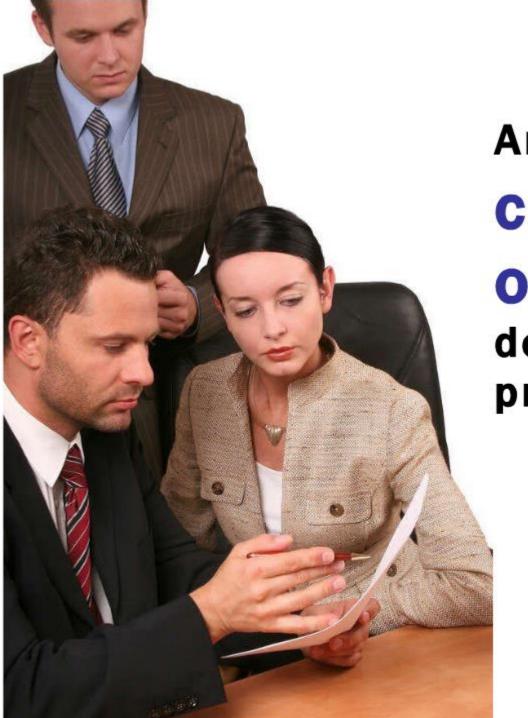


Expressives LOVE to talk





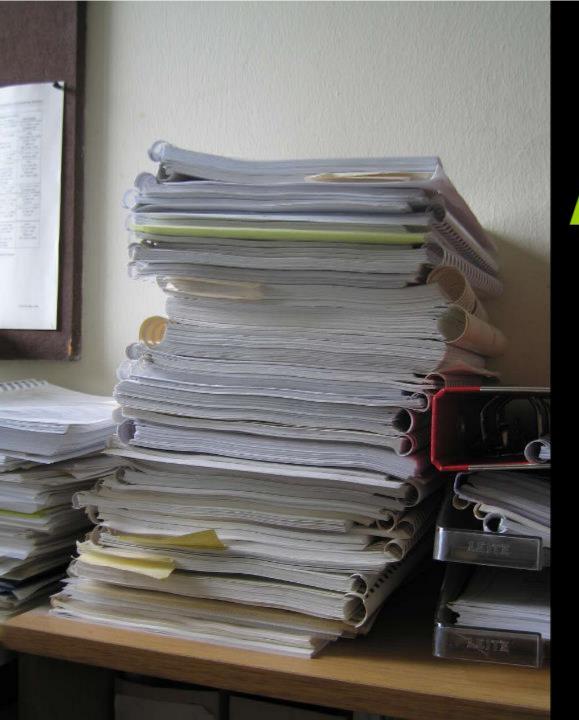




And Will consider others in the decision-making process

The Analytica





Analytical

LOTS of information

Adapt your style to more closely match your customer/prospect's



and you will better connect with them





which means...

you will close more sales.



THANK YOU

