

Selling

To Different personalities

Selling to Different Personalities





**We all have
customers who
seem **difficult**
to sell to.**

Some are **demanding**



**Others never seem to make a
decision**



Some just love to

hear themselves

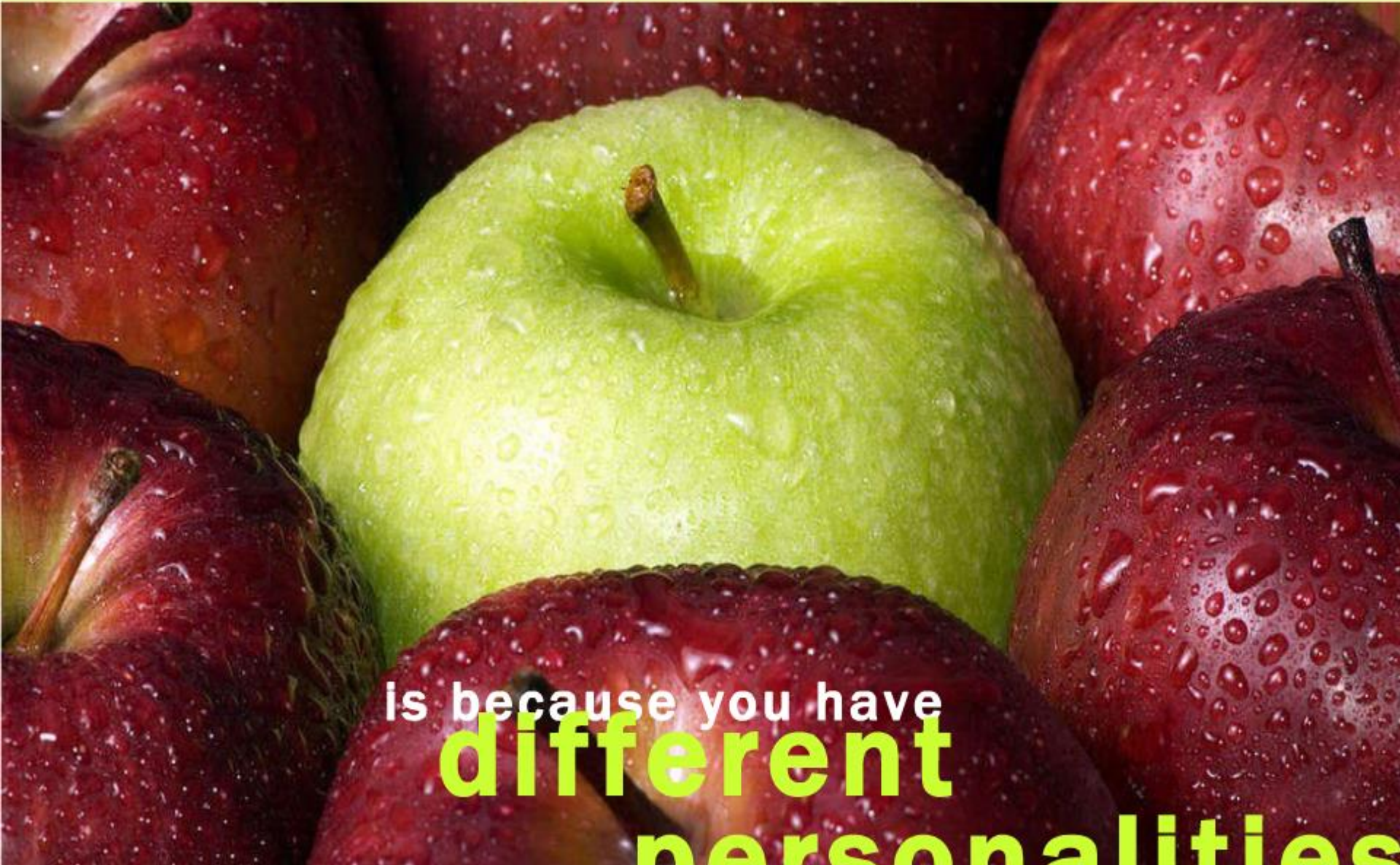
talk



**The reason it's difficult to sell
to some people**



**The reason it's difficult to sell
to some people**



is because you have

different

personalities



**these differences
mean**





**you don't naturally
connect with each
other**





**When you
don't
connect**

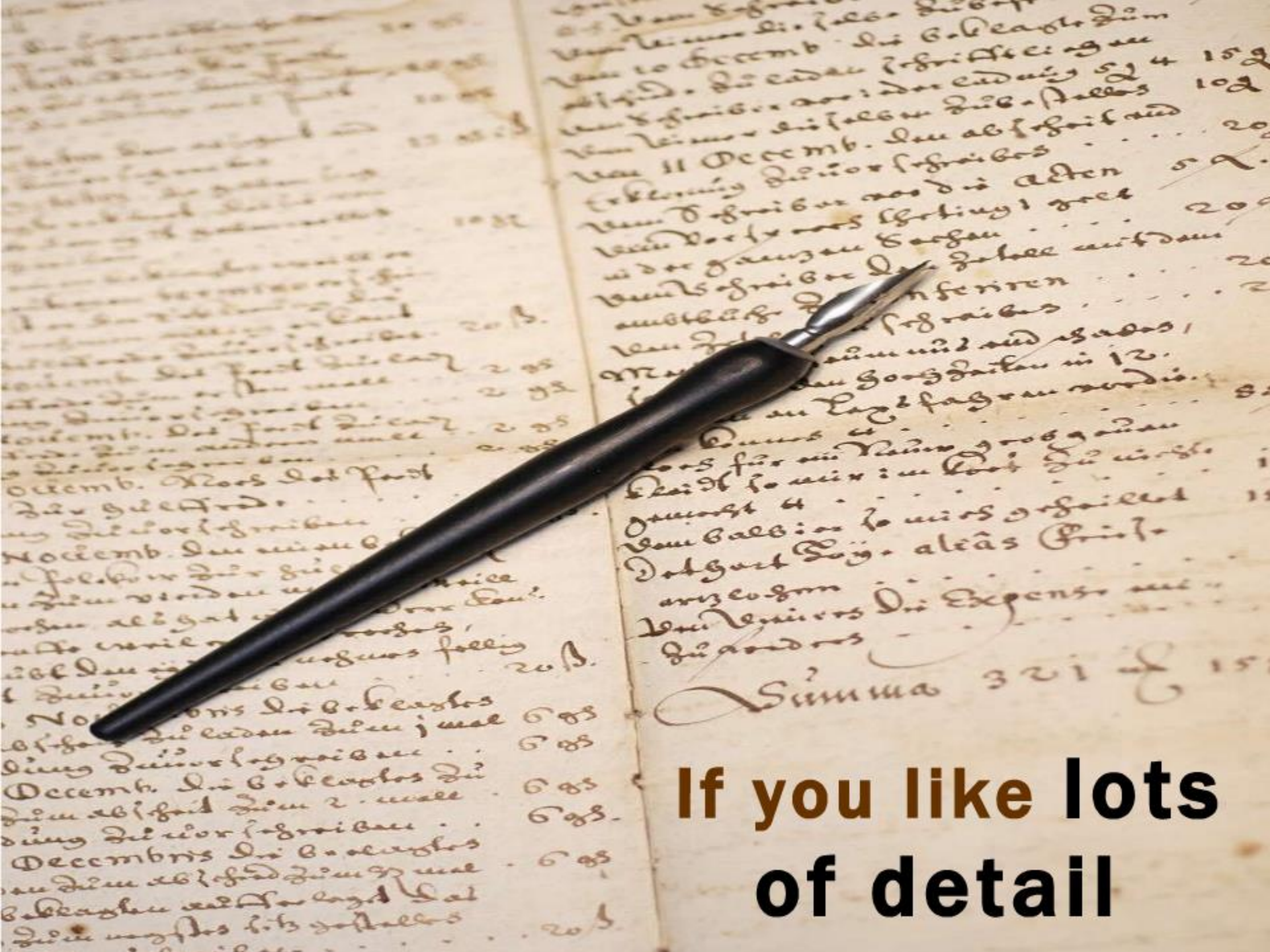
it's more difficult to reach a **mutual agreement**





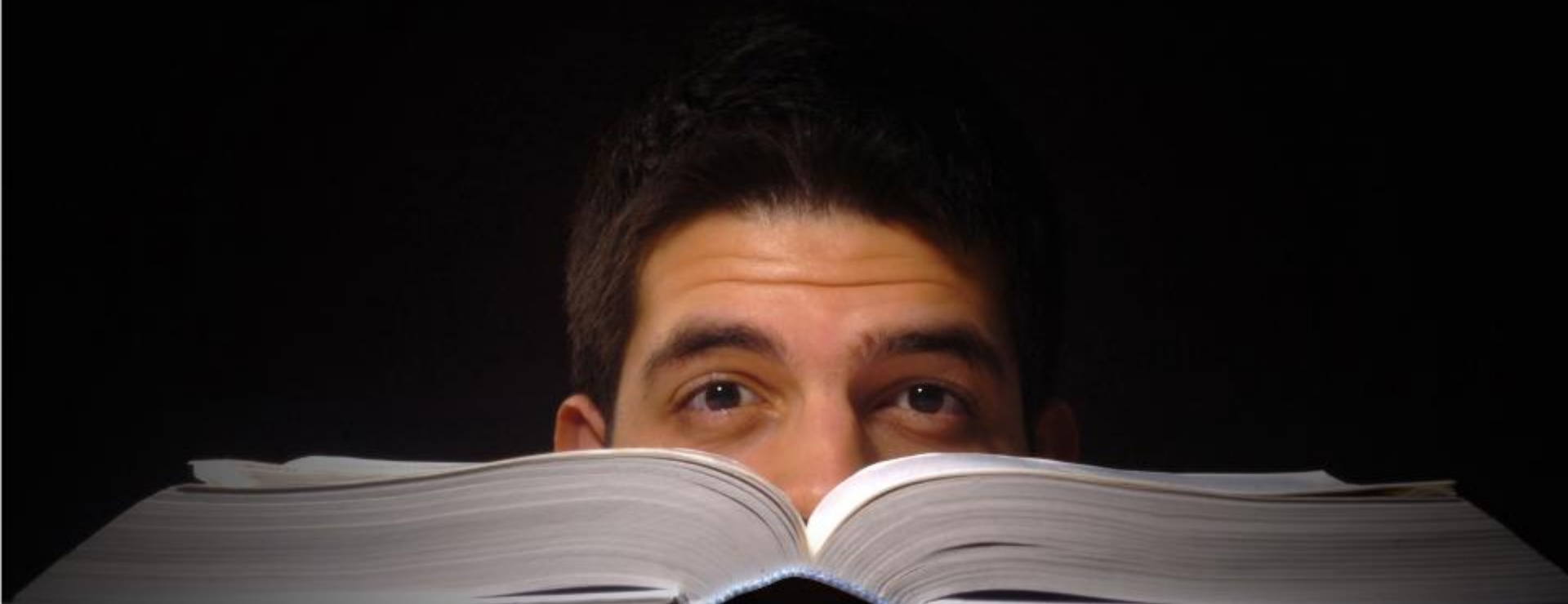
because you
communicate
differently

for example...



**If you like lots
of detail**

you may give your customer **too**
much information



**But if your prospect
does NOT
like detail...**



They will quickly
**tune you
out.**



**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





**The
key?**

adapt your approach



to match other person's style

**In theory,
the concept is
simple**



The practical application is much more challenging

**You need to consider your
approach BEFORE your
meeting**

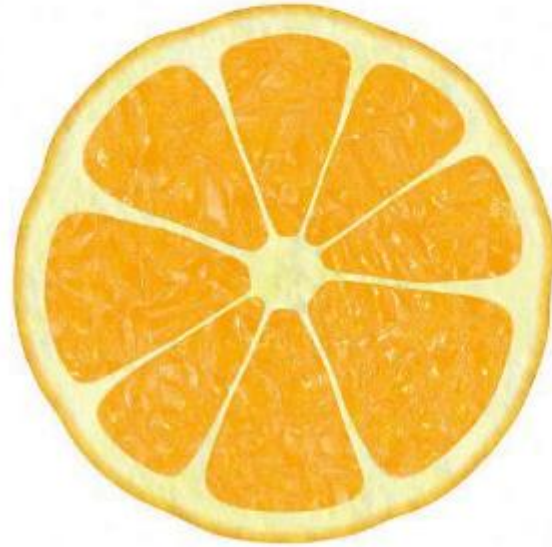
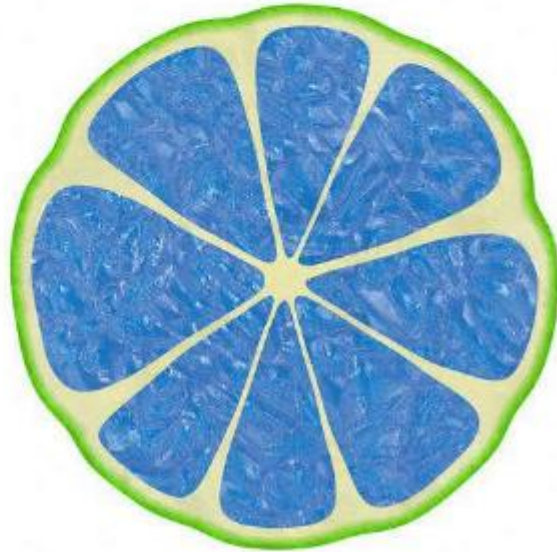


This means...

**you need to know the natural style
of your customer**



There are **4 personality** **styles**



**The
Driver**

**Beware of
Aggressive
Drivers**

**Drivers are direct,
assertive and to
the point**



The Expressive or Influencer





Expressives LOVE to talk



usually about themselves



The Amiable



**These people
are great
team
players**

And **will**
consider
others in the
decision-making
process



The Analytica I





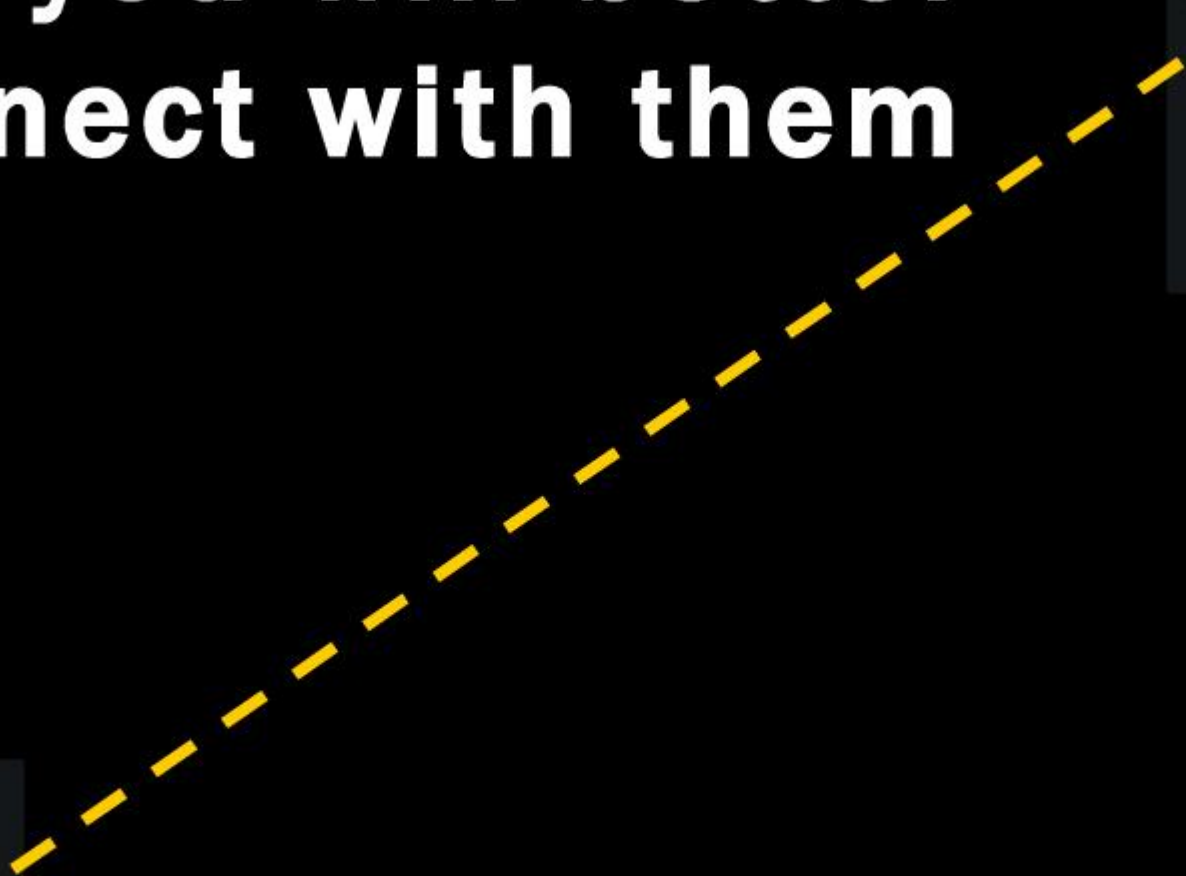
Analytical

**LOTS of
information**

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

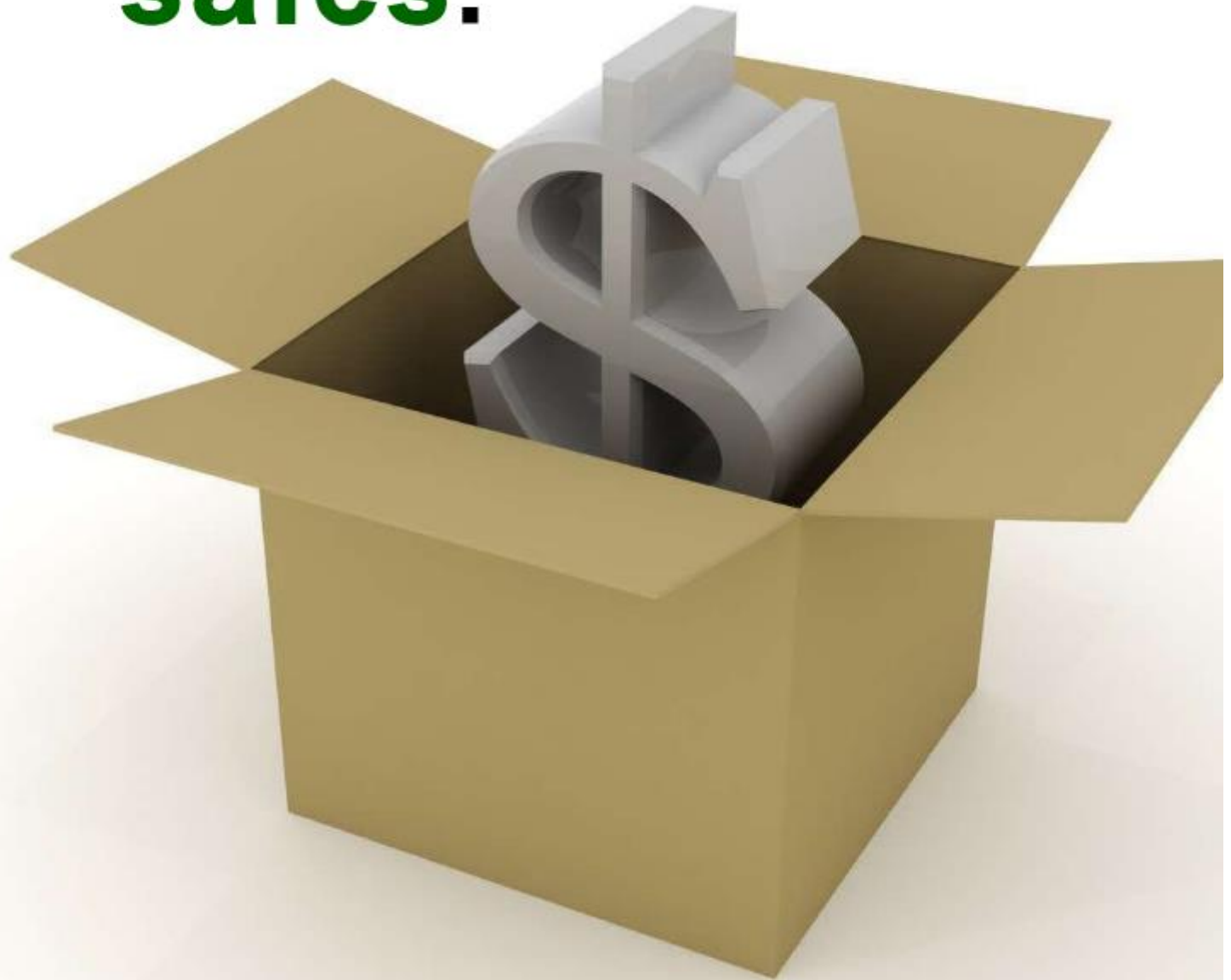


**and you will better
connect with them**



which means...

**you will close more
sales.**



THANK YOU



@ Amir_harby