

Buyer's Agent Coaching™

Session 17

Behavioral Selling Strategies on the Buyer Presentation



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Understand your behavioral style
- Learn the truths of behavioral selling
- Learn to recognize your prospect's behavior style over the phone and in person
- Discover how to adapt your style to your prospects' to put them at ease

THREE TRUTHS OF BEHAVIORAL SELLING

Three truths of behavioral selling

1. People tend to buy from salespeople who have behavioral styles similar to their own.
2. Salespeople tend to sell to customers who have a behavioral style similar to their own.
3. Salespeople who understand their behavioral style and are able to adapt or blend with the prospect's style will dramatically increase their sales.

UNDERSTANDING YOUR BEHAVIORAL STYLE

- **D = Dominance – Challenge:**

How you respond to problems and challenges.

- **I = Influence – Contact**

How you influence others to your point of view.

- **S = Steadiness – Consistency**

How you respond to the pace around you.

- **C = Compliance – Constraints**

How you respond to rules and procedures set by others.

Percentages:

- 18% of the world's population is Dominant
- 24% of the world's population is Influencer
- 40% of the world's population is Steady
- 14% of the world's population is Compliant

DISC STYLES

DOMINANT

INFLUENCER

STEADY

COMPLIANT

USING YOUR NATURAL BEHAVIORAL STYLE TO INCREASE SALES

Adapting your behavioral style:

Work on connecting behaviorally with the prospect.

Make the presentation in the behavioral style of the prospect.

Review the charts before you go on your listing presentations.

Controlling your natural tendencies:

Awareness

Recognize your amalgams of behavioral styles (Primary and secondary styles)

D	Behavioral Selling Skills	D							
<p>Dominant/Driver/Choleric (Using DISC Model)</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Step A: Know Yourself: "D" Salesperson</p> <ul style="list-style-type: none"> ● 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 </div>	<p style="text-align: center;">Dominant</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Step B: Read the Person You are Speaking With:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Extroverted:</p> <p>Friendly – I</p> <p>Direct – D</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Introverted:</p> <p>Cooperative – S</p> <p>Analytical - C</p> </td> </tr> </table> </div> <div style="border: 1px solid black; padding: 5px;"> <p>Behavioral Style Match (BSM):</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">1 – Excellent</td> <td style="width: 50%;">3 – Fair</td> </tr> <tr> <td>2 – Good</td> <td>4 – Poor</td> </tr> </table> </div>	<p>Extroverted:</p> <p>Friendly – I</p> <p>Direct – D</p>	<p>Introverted:</p> <p>Cooperative – S</p> <p>Analytical - C</p>	1 – Excellent	3 – Fair	2 – Good	4 – Poor		
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Behavioral Selling Skills											
<p>Influencer/Expressive/Sanguine (Using DISC Model)</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Step A: Know Yourself: "I" Salesperson</p> <ul style="list-style-type: none"> ● 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 </div>	<p style="text-align: center;">Influencer</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Step B: Read the Person You are Speaking With:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Extroverted:</td> <td style="width: 50%;">Introverted:</td> </tr> <tr> <td>Friendly – I</td> <td>Cooperative – S</td> </tr> <tr> <td>Direct – D</td> <td>Analytical - C</td> </tr> </table> </div> <div style="border: 1px solid black; padding: 5px;"> <p>Behavioral Style Match (BSM):</p> <table style="width: 100%; border: none;"> <tr> <td>1 – Excellent</td> <td>3 – Fair</td> </tr> <tr> <td>2 – Good</td> <td>4 – Poor</td> </tr> </table> </div>	Extroverted:	Introverted:	Friendly – I	Cooperative – S	Direct – D	Analytical - C	1 – Excellent	3 – Fair	2 – Good	4 – Poor
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S

Behavioral Selling Skills

S

Steadiness/Amiable/Phlegmatic (Using DISC Model)

Steadiness

Step A: Know Yourself: "S" Salesperson

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

Step B: Read the Person You are Speaking With:

Extroverted:	Introverted:
Friendly – I	Cooperative – S
Direct – D	Analytical - C

Behavioral Style Match (BSM):

1 – Excellent	3 – Fair
2 – Good	4 – Poor

Step C: Use This Chart When You Are Selling To:

"D"

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

"S"

BSM - 1

"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 direction
- Introduce them to managers, service managers, etc.
- Follow up after the sale

"I"

BSM - 2

"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

"C"

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, then close

C	Behavioral Selling Skills	C
Compliant/Analytical/Melancholic (Using DISC Model)		Compliance
<p>Step A: Know Yourself: “S” Salesperson</p> <ul style="list-style-type: none"> ● 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 	<p>Step B: Read the Person You are Speaking With:</p> <p>Extroverted: Introverted:</p> <p>Friendly – I Cooperative – S</p> <p>Direct – D Analytical - C</p>	
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<p style="text-align: center;">“D” BSM - 4</p> <p>“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 style="text-align: center;">“S” BSM - 1</p> <p>“S” is looking for: SECURITY</p> <ul style="list-style-type: none"> ● Move slowly ● Provide facts and figures ● Do no over-control, be too pushy ● Provide assurances ● Develop trust ● Focus on reliability and service ● Personal talk allowed 	
<p style="text-align: center;">“I” BSM - 4</p> <p>“I” is looking for: THE EXPERIENCE</p> <ul style="list-style-type: none"> ● People focus, friendly and fun ● Listen to them as they talk ● Ask questions ● Show excitement about products ● Close earlier than normal 	<p style="text-align: center;">“C” BSM - 1</p> <p>“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 	

RECOGNIZING A PROSPECT'S BEHAVIORAL STYLE

Over the phone:

Keying in on the tonality:

Behavioral Style	Tone of Voice
Dominant	Strong, loud, clear, direct, confident
Influencer	High and low modulation, warmth or friendliness, enthusiasm, energy level is high
Steady	Soft, warm, low volume, steady pace
Compliant	Direct, deep questioning, low modulation, controlled, thoughtful

Listen for the clues:

Behavioral Style	Words and Content
Dominant	Win, new, challenge, results, now, lead the field, compete
Influencer	Cutting edge, exciting, fun, make me look good, I feel . . .
Steady	Guarantee, promise, commitment, service, step-by-step, help me out
Compliant	Proven, standardized, no risk, analysis, due diligence, here are the facts

BREAKOUT SESSION

BREAKOUT SESSION 17

Centering on an initial prospecting contact to a prospect, choose the behavioral style most unlike you and assign that style to the agent who will be role-playing with you. Your goal is to set an appointment.

BREAKOUT DEBRIEF

ACTION PLANS – WEEK 17

1. Watch at least two interview shows this week. Watch for behavioral style.
2. Focus on behavioral style on each call.
3. Put up your chart and key words at your call station.