

Expired Mastery™

Session 5

Increasing Your Expired Sales through Behavioral Selling Strategies



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 behavioral style over the phone
- Discover how to adapt your style to your prospects' to put them at ease

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.

DOMINANT

INFLUENCER

STEADY

COMPLIANT

USING YOUR NATURAL BEHAVIORAL STYLE TO INCREASE SALES

Controlling your natural tendencies:

D	Behavioral Selling Skills	D				
Dominant/Driver/Choleric (Using DISC Model)		Dominant				
<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 	<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> <ul style="list-style-type: none"> Friendly – I Direct – D </td> <td style="width: 50%; vertical-align: top;"> <p>Introverted:</p> <ul style="list-style-type: none"> Cooperative – S Analytical - C </td> </tr> </table>	<p>Extroverted:</p> <ul style="list-style-type: none"> Friendly – I Direct – D 	<p>Introverted:</p> <ul style="list-style-type: none"> Cooperative – S Analytical - C 			
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Step C: Use This Chart When You Are Selling To:						
“D”	BSM - 2	“S”				
<p>“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” (good match) ● Don’t try to build a friendship ● Do not dictate to them ● Move quickly; they decide fast ● Do not try to overpower them 		<p>“S” is looking for: SECURITY</p> <ul style="list-style-type: none"> ● Slow down the presentation ● Build trust ● People focus ● Give them the facts they need ● Logical presentation ● Get “little” agreements ● Listen carefully ● Show sincerity in presentation ● Don’t control or dominate ● Do not close fast 				
“I”	BSM - 2	“C”				
<p>“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>“C” is looking for: INFORMATION</p> <ul style="list-style-type: none"> ● Give them data ● Do not touch ● Be patient, slow ● Use flyers with data ● Give more info then you’d like ● Keep control ● Do not talk personally ● Do not be pushy 				

<h1 style="margin: 0;">Behavioral Selling Skills</h1>							
Influencer/Expressive/Sanguine (Using DISC Model)	Influencer						
<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 	<p>Step B: Read the Person You are Speaking With:</p> <table style="width: 100%; border: none;"> <tr> <td style="padding: 5px;">Extroverted:</td> <td style="padding: 5px;">Introverted:</td> </tr> <tr> <td style="padding: 5px;">Friendly – I</td> <td style="padding: 5px;">Cooperative – S</td> </tr> <tr> <td style="padding: 5px;">Direct – D</td> <td style="padding: 5px;">Analytical – C</td> </tr> </table>	Extroverted:	Introverted:	Friendly – I	Cooperative – S	Direct – D	Analytical – C
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<p>“D” BSM - 2</p>	<p>“S” BSM - 3</p>						
<p>“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>“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 						
<p>“I” BSM - 2</p>	<p>“C” BSM - 4</p>						
<p>“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>“C” is looking for: INFORMATION</p> <ul style="list-style-type: none"> ● Keep your distance ● Do not touch ● Give them 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	Behavioral Selling Skills	S						
Steadiness/Amiable/Phlegmatic (Using DISC Model)		Steadiness						
<p>Step A: Know Yourself: “S” Salesperson</p> <ul style="list-style-type: none"> ● 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 	<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;">Extroverted:</td> <td style="width: 50%; vertical-align: top;">Introverted:</td> </tr> <tr> <td>Friendly – I</td> <td>Cooperative – S</td> </tr> <tr> <td>Direct – D</td> <td>Analytical – C</td> </tr> </table>	Extroverted:	Introverted:	Friendly – I	Cooperative – S	Direct – D	Analytical – C	
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Step C: Use This Chart When You Are Selling To:								
“D”	BSM - 3	“S”						
<p>“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 a strong as “D” is, but friendly 		<p>“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 direction ● Introduce them to managers, service managers, etc. ● Follow up after the sale 						
“I”	BSM - 2	“C”						
<p>“I” is looking for: THE EXPERIENCE</p> <ul style="list-style-type: none"> ● 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 		<p>“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 ● 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> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;">Extroverted:</td> <td style="width: 50%; vertical-align: top;">Introverted:</td> </tr> <tr> <td>Friendly – I</td> <td>Cooperative – S</td> </tr> <tr> <td>Direct – D</td> <td>Analytical – C</td> </tr> </table>	Extroverted:	Introverted:	Friendly – I	Cooperative – S	Direct – D	Analytical – C		
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RECOGNIZING A PROSPECT'S BEHAVIORAL STYLE

It's not about manipulating the sale.

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.**

Facts:

- 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

RECOGNIZING AN EXPIRED'S BEHAVIORAL STYLE OVER THE PHONE

Keying in on the tonality of an Expired prospect

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

Your speed can kill that sale with an Expired

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

ACTION PLANS – WEEK 5

1. 10 contacts a day to Expired Prospects. Call Expireds from newest to oldest.
2. Study the words, content and tone of voice clues to help you recognize the behavioral style of the contacts you make, as well as your current clients.