



# 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><b>The "D" is looking for: RESULTS</b></p> <ul style="list-style-type: none"> <li>• Be direct</li> <li>• Give alternatives</li> <li>• Make sure you let them win (make sure you win, too)</li> <li>• Disagree with facts</li> <li>• Enjoy the "combat"</li> <li>• Don't try to build a friendship</li> <li>• Do not dictate to them</li> <li>• Move quickly; they decide fast</li> <li>• Do not try to overpower them</li> </ul>		<p><b>The "S" is looking for: SECURITY</b></p> <ul style="list-style-type: none"> <li>• Slow down presentation</li> <li>• Build trust</li> <li>• Focus on people</li> <li>• Give them the facts they need</li> <li>• Provide a logical presentation</li> <li>• Get "little" agreements</li> <li>• Listen carefully</li> <li>• Show sincerity in presentation</li> <li>• Don't control or dominate</li> <li>• Do not close fast</li> </ul>	
"I"	BSM - 2	"C"	BSM - 4
<p><b>The "I" is looking for: "THE "EXPERIENCE"</b></p> <ul style="list-style-type: none"> <li>• Be personal, friendly</li> <li>• Slow down, take time</li> <li>• Joke around and have fun</li> <li>• Allow them to talk</li> <li>• Provide recognition</li> <li>• Don't talk down to them</li> <li>• Talk about people</li> <li>• Follow up often</li> </ul>		<p><b>The "C" is looking for: INFORMATION</b></p> <ul style="list-style-type: none"> <li>• Give them the data</li> <li>• Do not touch them</li> <li>• Be patient, slow</li> <li>• Use flyers with data</li> <li>• Give more info than you'd like</li> <li>• Keep control</li> <li>• Do not talk personally</li> <li>• Do not be pushy</li> </ul>	



# 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><b>The "D" is looking for: RESULTS</b></p> <ul style="list-style-type: none"> <li>• Do not touch</li> <li>• Stay business-like</li> <li>• Be direct and to the point</li> <li>• Do not over-promise</li> <li>• Do not joke</li> <li>• Let them win (you win also)</li> <li>• Confidently close, not allowing them to overpower you</li> </ul>		<p><b>The "S" is looking for: SECURITY</b></p> <ul style="list-style-type: none"> <li>• Give them the facts</li> <li>• Slow down</li> <li>• Be friendly, personal and earn their trust</li> <li>• Provide assurances of your promises</li> <li>• Get "little" agreements</li> <li>• Let them talk; you ask questions</li> <li>• Take necessary time before closing</li> <li>• Follow up after the sale</li> </ul>	
"I"	BSM - 2	"C"	BSM - 4
<p><b>The "I" is looking for: THE "EXPERIENCE"</b></p> <ul style="list-style-type: none"> <li>• Have fun</li> <li>• Don't waste too much time talking</li> <li>• Make sure you close</li> <li>• Give them the recognition</li> <li>• Let them talk more than you</li> </ul>		<p><b>The "C" is looking for: INFORMATION</b></p> <ul style="list-style-type: none"> <li>• Keep your distance</li> <li>• Do not touch them</li> <li>• Give them the facts, figures and proof</li> <li>• Do not waste time</li> <li>• Do not be personal</li> <li>• Be friendly and direct</li> <li>• Answer all questions, then close</li> <li>• Be concerned with details</li> </ul>	



# 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" <span style="float: right;">BSM - 3</span>	"S" <span style="float: right;">BSM - 1</span>
<p><b>The "D" is looking for: RESULTS</b></p> <ul style="list-style-type: none"> <li>• Be confident; don't be intimidated</li> <li>• Close sooner than normal</li> <li>• Disagree with facts, not person</li> <li>• Do not be overpowered by them</li> <li>• Let them win (you win too)</li> <li>• Move faster than normal</li> <li>• Come on as strong as "D" is, but friendly</li> </ul>	<p><b>The "S" is looking for: SECURITY</b></p> <ul style="list-style-type: none"> <li>• Give them the facts</li> <li>• Provide the assurances they need</li> <li>• Be yourself</li> <li>• Close when you feel you have their trust</li> <li>• Assure them of the right decision</li> <li>• Introduce them to managers, service managers, etc.</li> <li>• Follow up after the sale</li> </ul>
"I" <span style="float: right;">BSM - 2</span>	"C" <span style="float: right;">BSM - 1</span>
<p><b>The "I" is looking for: THE "EXPERIENCE"</b></p> <ul style="list-style-type: none"> <li>• Allow them to talk, but keep focus</li> <li>• Provide minimal product info</li> <li>• Provide follow up</li> <li>• Give recognition</li> <li>• Have fun with them</li> <li>• "Jump" to close when ready</li> </ul>	<p><b>The "C" is looking for: INFORMATION</b></p> <ul style="list-style-type: none"> <li>• Answer questions with facts</li> <li>• Do not be too personal</li> <li>• Be direct and friendly</li> <li>• Do not touch them</li> <li>• Give them their space</li> <li>• Do not fear their skeptical nature</li> <li>• Follow through on details</li> <li>• Give information, then close</li> </ul>



## 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:







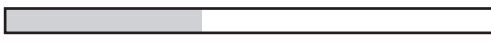
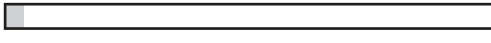
"D" <span style="float: right;">BSM - 4</span>	"S" <span style="float: right;">BSM - 1</span>
<p><b>The "D" is looking for: RESULTS</b></p> <ul style="list-style-type: none"> <li>• Touch upon high points of facts and figures</li> <li>• Do not "over-data"</li> <li>• Move quickly</li> <li>• Be brief, to the point</li> <li>• Satisfy their strong ego</li> <li>• Allow them to "win" (you win, too)</li> </ul>	<p><b>The "S" is looking for: SECURITY</b></p> <ul style="list-style-type: none"> <li>• Move slowly</li> <li>• Provide facts and figures</li> <li>• Do not over-control, be too pushy</li> <li>• Provide assurances</li> <li>• Develop trust</li> <li>• Focus on reliability and service</li> <li>• Personal talk allowed</li> </ul>
"I" <span style="float: right;">BSM - 4</span>	"C" <span style="float: right;">BSM - 1</span>
<p><b>The "I" is looking for: THE "EXPERIENCE"</b></p> <ul style="list-style-type: none"> <li>• Focus on people; be friendly and fun</li> <li>• Listen to them as they talk</li> <li>• Ask questions</li> <li>• Show excitement about products</li> <li>• Close earlier than normal</li> </ul>	<p><b>The "C" is looking for: INFORMATION</b></p> <ul style="list-style-type: none"> <li>• Give data</li> <li>• Remain in control</li> <li>• Examine positives and negatives</li> <li>• Close earlier than you would expect</li> <li>• Follow through on promises</li> <li>• Provide evidence</li> </ul>



# Behavioral Selling Skills - Body Language

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

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

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

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