

Focusing Your Sales Approach

☆ Four Behavioural Styles

– Understanding others using the DISC Model

🕒 Six Fundamental Attitudes

– Understanding inner motivation

🕒 Four Steps to Sales Success

– *AIDA*

🕒 Summary

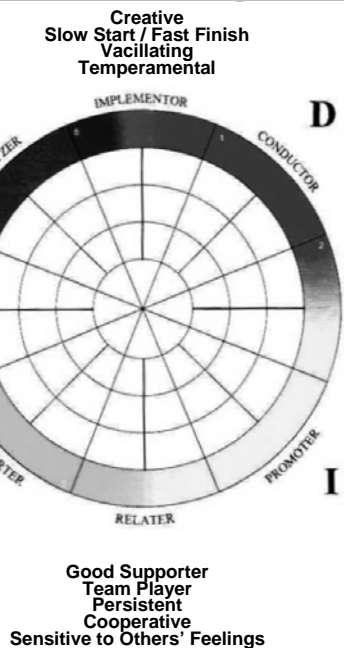
DISC Behavioral Insight Wheel

QUESTIONS TOO MUCH
 Precise
 Accurate
 Concern for Quality
 Evaluate - Investigate
 Critical Listener
 Non-Verbal Communicator
 Attention to Detail
 Information - Oriented
 Connect the plan
 Goal: To get it right

Product-Oriented
 Slow to Change
 Self-Disciplined
 Pessimistic
 Implement &
 Fine tune the plan

Accommodating
 Dislikes Confrontation
 Persistent
 Controls Emotion
 Adaptable
 Observing - Reflecting
 Good Listener
 Security -Oriented
 Implement the plan
 Goal: To get along

AGREES TOO MUCH



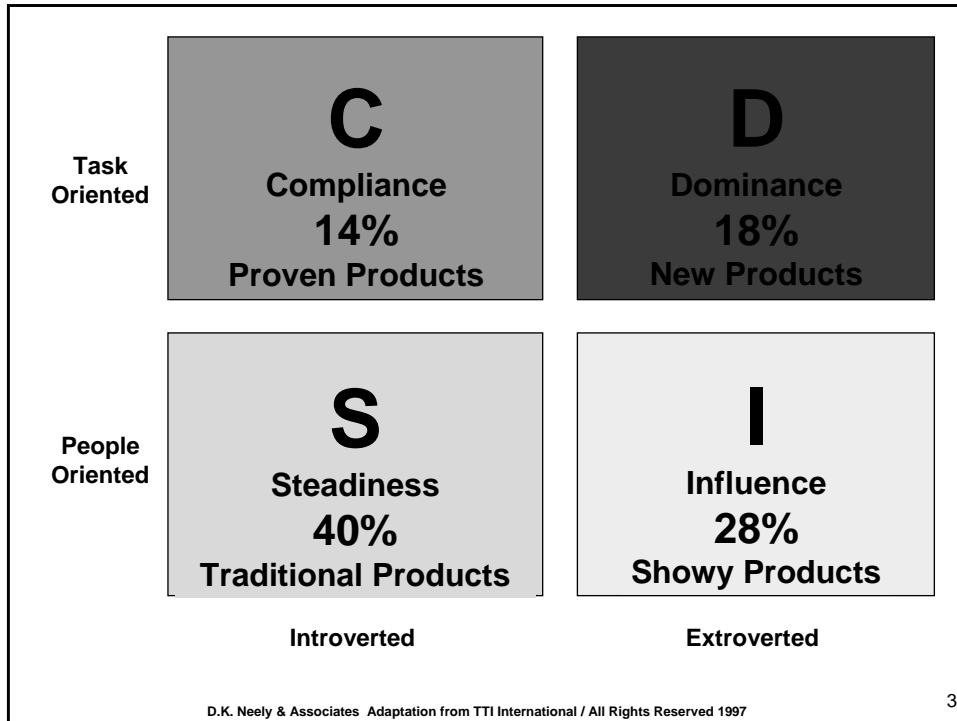
DIRECT TOO MUCH
 Competitive
 Confrontational
 Direct - Decide
 Sense of Urgency
 Change Agent
 Results-Oriented
 Launch the idea
 Goal: To get it done

Process-Oriented
 Quick to Change
 Independent
 Optimistic
 Get results
 Through People

High Trust Level
 Not Fearful of Change
 Contactability
 Rather Talk than Listen
 Verbal Skills
 Promotes ideas - support
 Projects Self-Confidence
 Experience -Oriented
 Promote the idea
 Goal: To stimulate

Good Supporter
 Team Player
 Persistent
 Cooperative
 Sensitive to Others' Feelings

TALKS TOO MUCH



Focusing Your Sales Approach

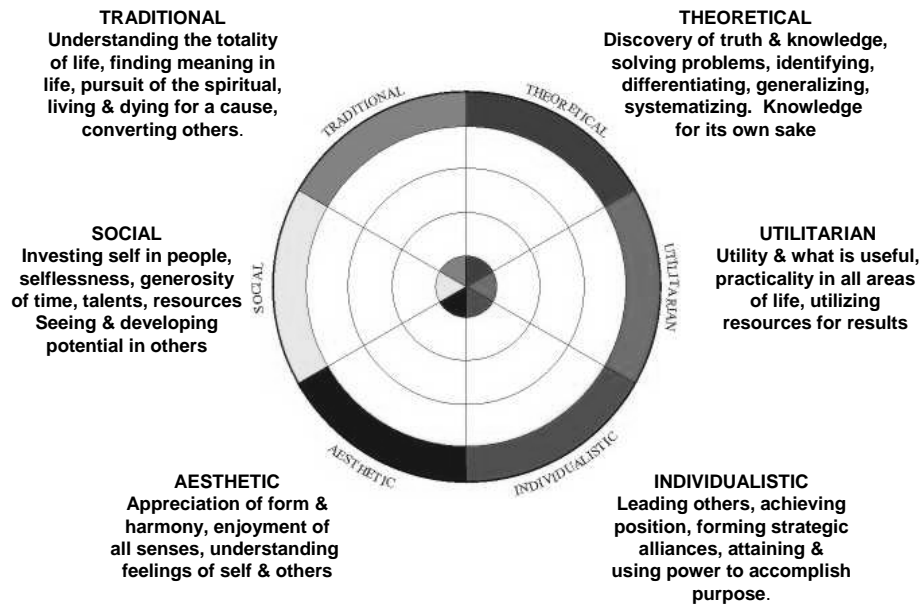
☆ Four Behavioural Styles

– Understanding others using the *DISC* Model

🕒 Six Fundamental Attitudes

– Understanding inner motivation

Personal Interest, Attitudes & Values Insight Wheel



5

Focusing Your Sales Approach

- Think about your “real” audience
 - Where are they on the DISC Wheel?
 - Where are they on the PIAV Wheel?

6

AIDA

4 STEPS TO PERSUADE OTHERS

☆ Catch Attention

🕒 Arouse Interest

🕒 Stimulate Desire

🕒 Motivate Action

7

High D - Buying Style Characteristics

Type of Sales Presentation Required

- Don't *waste* time, hit the high points and get to the bottom line
- You and your product must appear *credible*
- Can be difficult to switch suppliers but will be loyal as long as you provide *service*
- Does *not* want a lot of testimonials, research and data
- Will be impressed by efficient, *businesslike* approach, don't waste time, get to the point and solve problems fast
- Will take interest in *new* products

8

High I - Buying Style Characteristics

Type of Sales Presentation Required

- Hit the *high points* with limited details, they won't want to hear them. Will be a quick buyer but follow-up service required or competitor can steal them away
- “I” likes to try new things. Present innovative and *showy* products
- Allow time for *socializing*, perhaps over lunch
- Have *fun*, tell stories, OK to touch (upper forearm/back)

High S - Buying Style Characteristics

Type of Sales Presentation Required

- Take it *slow* and easy, go too fast and you lose the sale
- Provide lots of *proof* and statistics
- Earn their *trust* and friendship, discuss family & hobbies
- May require more visits for *reassurances* before the sale
- Use facts and figures, *answer* all their questions

High C - Buying Style Characteristics

Type of Sales Presentation Required

- Needs lots of proof, background info and *proven results* before making a purchase
- Needs *time* to absorb details and facts prior to next step
- Suspicious of new/unproven products, need to use *testimonials* or research info
- Testimonials must be from *another "C"*
- Don't rush, *no small talk*, get to the point with lots of facts and figures. Answer all questions

A - Catch Attention

- **W.I.I.F.M.?**
 - as early as possible
 - as often as practical

- **D.I.S.C. Differences**
 - How will you grab each of them?

I - Arouse Interest

- ☆ **Understand Needs & Motivation**
 - Do they match your product/service?

- 🕒 **Present the Benefits (*FBR*)**

- One at a time
- W.I.I.F.M. ?

D.I.S.C. Differences

- what will you have to keep in mind?

13

D- Stimulate Desire

- **Deal with Objections**
 - “If I could show you... would you?”
- **Offer Proof**
 - statistics
 - testimonials

D.I.S.C. Differences

- what will you have to keep in mind?

14

A- Motivate Action

- **Ask for the Commitment**
- **The Ben Franklin Close**
 - outweigh the negatives
 - (2 X)+ 1
- **Puppy Dog ... try it, you'll like it**

D.I.S.C Differences

- what will you have to keep in mind?

15

Focusing Your Sales Approach

- ☆ **Four Behavioural Styles**
 - Understanding others using the *DISC* Model
- 🕒 **Six Fundamental Attitudes**
 - Understanding inner motivation
- 🕒 **Four Steps to Sales Success**
 - *AIDA*
- 🕒 **Summary – What have you learned?**

For more info about our customized processes
Teambuilding, Work Relationships, Customer Service etc.
(613)546-6532 dneely10@cogeco.ca <http://www.neely-training.com>

16