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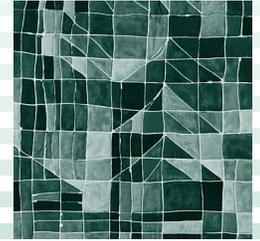
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Introduction



Imagine for a moment you're traveling and you happen to sit next to someone who also is in sales. As you talk, this person tells you her company is seriously thinking of doing away with its sales staff and simply using high-powered print media. Think about your own job and what you bring to it. What are the advantages of selling through personal contact? What do you bring to your job that adds value? As a salesperson, you

- Hear your customer's needs, often clarifying them or bringing them into sharper focus
- Tailor the product or service to meet specific needs
- Create a relationship that endures over time
- Make referrals to support customers in other ways
- Pick up ideas for new products or markets

Why Use a Type Framework for Selling?

Sales are made when needs are met. Your customers have both product/service needs and personal-approach needs. It is often the issues of personal approach that will stall or even stop a sale. If you can understand and predict the different personal-approach needs of your customers, you will increase your sales effectiveness. This guide provides information and exercises to help you apply a type framework to sales interactions. You will learn reliable and effective strategies with which to approach the people side of the selling process. This booklet will

- Build your understanding of your own type preferences and how to apply them to selling

- Reinforce your selling process
- Focus your attention on your customer's personal-approach needs
- Suggest effective ways to interact based on customer behavior cues
- Provide alternatives to your present methods of working with customers, if needed

How Does the Type Framework Affect Sales?

Applying type to a sales interaction will let you do the following:

- *Understand how customers are different.* Customers differ in how they prefer to be approached, gain information, and make decisions. These differences are the primary people issues in any buying process. They are also the main aspects of psychological type preference. Using type to understand these differences is an excellent and reliable way to adapt to your customers in a sales situation.
- *Hear the customers' needs and talk their "language."* The type framework shows you how to talk about a product or service in a "language" or manner to which the customer can best relate. This often uncovers hidden issues and needs. Salespeople with an understanding of type can use their skills to explore these issues, see implications the customer may not be aware of, and cross-sell to meet these overall needs.
- *Build the necessary relationship for action.* Many customers will not talk in depth about their needs to someone they do not know or do not yet trust. A salesperson needs to build a foundation for this trust and for action. You can do this by carefully observing the customer's behavior cues and adapting your selling behaviors to match your customer's. Matching the customer's words, tone, and pace, presenting in a manner best suited for a particular type preference, and listening well and exhibiting good product knowledge are all ways to build

the relationship. When a relationship has been built, there is often a switch in a customer's perception from "This salesperson is thinking of his or her own needs" to "This salesperson is thinking of me and what's in my best interest."

- *Maintain loyalty and long-term customers.* Customers may buy to fulfill short-term or immediate needs. In this situation, a relationship may not be necessary to make an initial sale. However, if the salesperson has begun the process of building a relationship and exploring longer-term needs, there is a greater likelihood of keeping the customer, servicing the customer's related needs, and gaining referrals.

What Are Other Applications for *Introduction to Type® and Selling*?

You may think of *Introduction to Type® and Selling* as a guide specifically about sales transactions. However, the ideas in this guide have wider applicability for you. Any practical influencing situation may be enhanced through an understanding of how to approach an individual in the way he or she prefers. Examples of applications in addition to sales are

- Managing others
- Project management
- Team or work group communication
- Marketing
- Negotiation
- Providing effective customer service
- Training

The Sounds of ST

Factual

States budget; talks in specific dollar amounts; remembers precise dollar amounts or other facts; states specifics from other companies; makes logical comparisons

Sales Rep: *What monthly payment could you handle?*

Buyer: We've looked at the budget and figure our maximum monthly payment to be \$1025.

VS. Buyer: It would really be nice if we didn't go much over our current payment. I think it's around \$900.

[...after walking through the model...]

Buyer: The brochure quotes 200 square feet for the average living room, but all of these models have a square footage under 180.

VS. Buyer: The rooms feel smaller than I'd imagined.

Practical

States specific practical reasons for actions

Sales Rep: *It takes an average of thirty days to complete a company car lease agreement. When do you want to be able to offer this to your employees?*

Buyer: The current lease agreement is up May 30th.

VS. Buyer: We need to do it soon. Our current agreement is up next quarter.

Less Personal Words

Uses impersonal words rather than personal pronouns

Buyer: The lease...

VS. Buyer: Our lease...

Step-by-Step

Describes experiences in sequential order or asks for a step-by-step process

Sales Rep: *So, you've been analyzing your workstation needs. Tell me about how you got started and what you've done so far.*

Buyer: We asked various vendors for basic information on workstations. Then we gathered data from employees. We believe we have a clear picture of our needs and budget. Now we're comparing our needs to the specs from vendors.

VS. Buyer: We're trying to get an overall feel for what best fits us by looking at what vendors have and what our employees need and want.

Less Personalized Expression of Buying Motives

States buying motives in objective terms, not telling much about personal issues

Sales Rep: *What is most important to you in decorating your home?*

Buyer: Value; what's going to last.

VS. Buyer: Creating a warm, inviting place where we feel comfortable and "at home."

Tests the Sales Rep

Asks questions that "test" the Sales Rep's knowledge of facts and details; accurate answers build trust

Sales Rep: *Of the investment options I've listed, what's most important to you?*

Buyer: The government bonds. Besides lowering the risk, what are their other advantages?...[after hearing other specific advantages] I'd like to see the statistics on that. What do you have that's current and verified?

VS. Buyer: Well, the government bonds sound good for us—I'm not much of a risk taker.

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