



BEHAVIORAL SELLING SKILLS - C

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	BSM - 4	S	BSM - 1
<p>The 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>The S is looking for: SECURITY</p> <ul style="list-style-type: none"> • Move slowly • Provide facts and figures • Do not over-control, be too pushy • Provide assurances • Develop trust • Focus on reliability and service • Personal talk allowed 	
I	BSM - 4	C	BSM - 1
<p>The I is looking for: THE EXPERIENCE</p> <ul style="list-style-type: none"> • Focus on people; be friendly and fun • Listen to them as they talk • Ask questions • Show excitement about products • Close earlier than normal 		<p>The 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 	