



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>The 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” • Don’t try to build a friendship • Do not dictate to them • Move quickly; they decide fast • Do not try to overpower them 		<p>The S is looking for: SECURITY</p> <ul style="list-style-type: none"> • Slow down presentation • Build trust • Focus on people • Give them the facts they need • Provide a logical presentation • Get “little” agreements • Listen carefully • Show sincerity in presentation • Don’t control or dominate • Do not close fast 	
I	BSM - 2	C	BSM - 4
<p>The 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>The C is looking for: INFORMATION</p> <ul style="list-style-type: none"> • Give them the data • Do not touch them • Be patient, slow • Use flyers with data • Give more info than you’d like • Keep control • Do not talk personally • Do not be pushy 	