



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