

Selling Styles

**TASK
FACTS
LOGIC
REASONS**

ANALYTICAL

- Give them all the facts and details.
- Allow plenty of time.
- Don't talk down: get technical.
- They like to learn
- Give information on competitors, for comparison, showing how you are better.
- It covers all the options
- "At the next meeting I'll have some options ready for you to look at"

CONTROLLER

- Don't keep them waiting!
- Give them a short summary of the benefits, especially the fast and visible ones like saving time or money
- Make the process of buying **easy**.
- "At the next meeting I'll have the forms with all the detail filled in ready for you"

**PEOPLE
FEELINGS
EMOTIONS**

AMIABLE

- Get to know them.
- Build a relationship by listening.
- Don't pressurise them.
- Self disclose.
- Feel felt found
- Emphasise safety and after-sales support.
- "This has been very popular, lots of other happy customers"
- Guilt: "I've researched and prepared everything for you"
- "Looking forward to seeing you at the next meeting"

ENTHUSIAST

- * Give them a feel, a picture, a vision.
- * Let them try or touch the product, or have samples.
- * Point out novelty
- * Give references & stories.
- * Make the process fun - meals out etc.
- * Nothing to lose by trying it
- * "At the next meeting I'll bring you some more things to see, perfect for you - and some pictures"
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**Quiet
Careful
Take their time**

**Assertive
Quick
Decisive**

