



# 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><b>The D is looking for: RESULTS</b></p> <ul style="list-style-type: none"> <li>• Touch upon high points of facts and figures</li> <li>• Do not "over-data"</li> <li>• Move quickly</li> <li>• Be brief, to the point</li> <li>• Satisfy their strong ego</li> <li>• Allow them to "win" (you win, too)</li> </ul> |         | <p><b>The S is looking for: SECURITY</b></p> <ul style="list-style-type: none"> <li>• Move slowly</li> <li>• Provide facts and figures</li> <li>• Do not over-control, be too pushy</li> <li>• Provide assurances</li> <li>• Develop trust</li> <li>• Focus on reliability and service</li> <li>• Personal talk allowed</li> </ul> |         |
| I   | BSM - 4 | C  | BSM - 1 |
| <p><b>The I is looking for: THE EXPERIENCE</b></p> <ul style="list-style-type: none"> <li>• Focus on people; be friendly and fun</li> <li>• Listen to them as they talk</li> <li>• Ask questions</li> <li>• Show excitement about products</li> <li>• Close earlier than normal</li> </ul>                            |         | <p><b>The C is looking for: INFORMATION</b></p> <ul style="list-style-type: none"> <li>• Give data</li> <li>• Remain in control</li> <li>• Examine positives and negatives</li> <li>• Close earlier than you would expect</li> <li>• Follow through on promises</li> <li>• Provide evidence</li> </ul>                             |         |