



BEHAVIORAL SELLING SKILLS - S

S - STEADINESS

STEP 1

Know Yourself: S Salesperson

- Natural salesperson, personable
- Steady and dependable
- Easily discouraged, low confidence
- Great on follow-through (may over service)
- May give away \$\$\$ under pressure
- More enthusiasm may be needed
- May over use facts
- May wait too long to close

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 - 3	S	BSM - 1
<p>The D is looking for: RESULTS</p> <ul style="list-style-type: none"> • Be confident; don't be intimidated • Close sooner than normal • Disagree with facts, not person • Do not be overpowered by them • Let them win (you win too) • Move faster than normal • Come on as strong as "D" is, but friendly 		<p>The S is looking for: SECURITY</p> <ul style="list-style-type: none"> • Give them the facts • Provide the assurances they need • Be yourself • Close when you feel you have their trust • Assure them of the right decision • Introduce them to managers, service managers, etc. • Follow up after the sale 	
I	BSM - 2	C	BSM - 1
<p>The I is looking for: THE EXPERIENCE</p> <ul style="list-style-type: none"> • Allow them to talk, but keep focus • Provide minimal product info • Provide follow up • Give recognition • Have fun with them • "Jump" to close when ready 		<p>The C is looking for: INFORMATION</p> <ul style="list-style-type: none"> • Answer questions with facts • Do not be too personal • Be direct and friendly • Do not touch them • Give them their space • Do not fear their skeptical nature • Follow through on details • Give information, then close 	