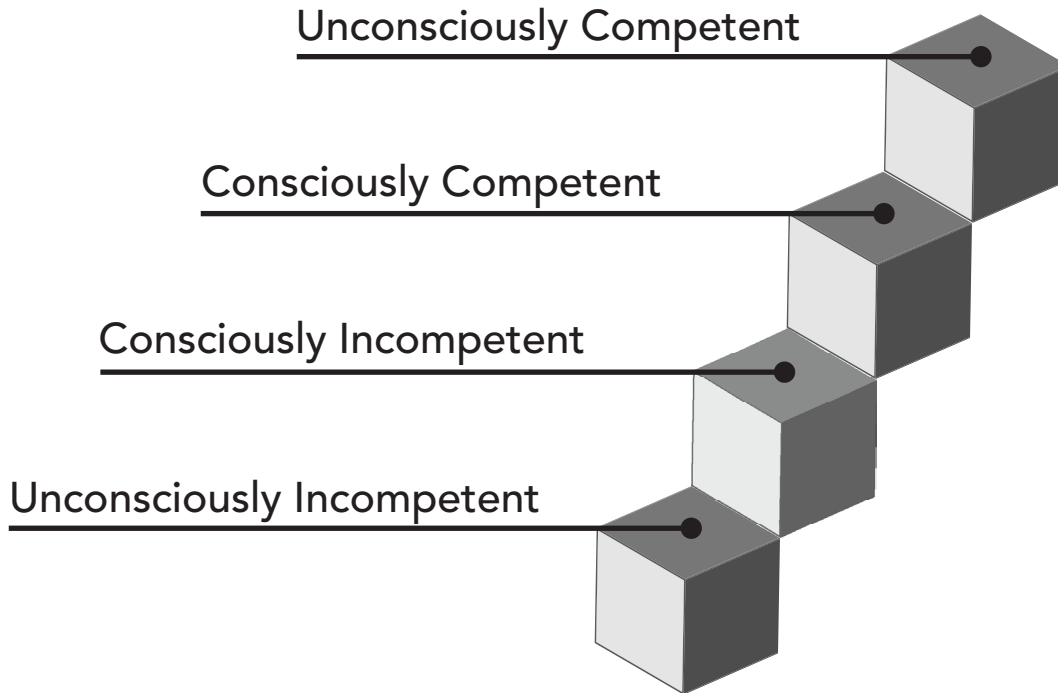


THE FOUR STAGES OF GROWTH



Where are you on the Growth Stage Diagram?



Bryan's Purposes:

- Expand your existing knowledge
- Build better relationships
- Develop confidence as a sales professional
- Identify your behavioral style
- Have fun and enjoy ourselves!

FIRST UNDERSTAND ... THEN BE UNDERSTOOD

In a prospect-centered approach to professional selling, you must understand the needs, issues, and concerns from the other person's perspective!

List three (3) products/services you provide:

1.

2.

3.

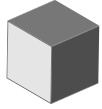
List three (3) things your prospect's want:

1.

2.

3.

YOUR BEHAVIORAL STYLE



In order to determine your Behavioral Style, please complete the following:

For each of the 10 word groups below, select the word that is MOST like you, LEAST like you, and IN BETWEEN. You are to assign 4 points to the word that is most like you, 3 points to the word that is like you, 2 points to the word that is somewhat like you, and 1 point to the word that is least like you. (There should be a 4, a 3, a 2, and a 1 on each line. *See the example.*) Once you have completed this, follow the next set of instructions.

Example:

 3 Determined 4 Convincing 1 Predictable 2 Cautious

- | | | | |
|----------------------------|------------------------|-----------------------|----------------------|
| 1. <u> </u> Determined | <u> </u> Convincing | <u> </u> Predictable | <u> </u> Cautious |
| 2. <u> </u> Strong Willed | <u> </u> Persuasive | <u> </u> Easy-going | <u> </u> Orderly |
| 3. <u> </u> Direct | <u> </u> Expressive | <u> </u> Kind | <u> </u> Analytical |
| 4. <u> </u> Bold | <u> </u> Sociable | <u> </u> Cooperative | <u> </u> Precise |
| 5. <u> </u> Outspoken | <u> </u> Animated | <u> </u> Patient | <u> </u> Logical |
| 6. <u> </u> Decisive | <u> </u> Talkative | <u> </u> Loyal | <u> </u> Controlled |
| 7. <u> </u> Daring | <u> </u> Outgoing | <u> </u> Agreeable | <u> </u> Careful |
| 8. <u> </u> Restless | <u> </u> Enthusiastic | <u> </u> Considerate | <u> </u> Thorough |
| 9. <u> </u> Competitive | <u> </u> Inspiring | <u> </u> Consistent | <u> </u> Detailed |
| 10. <u> </u> Aggressive | <u> </u> Playful | <u> </u> Satisfied | <u> </u> Accurate |

Once you have assigned numbers to all 10 word groups, total the points for each column and write the total in the spaces provided below.

Totals:

Styles:

READING PEOPLE DIFFERENTLY

DOMINANCE

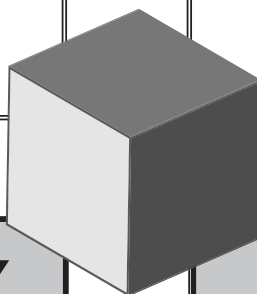
Direct
Competitive
Confident

Primary Orientation:
Results

INFLUENCING

Friendly
Outgoing
Emotional

Primary Orientation:
People



COMPETENCY

Cautious
Analytical
By-the-book

Primary Orientation:
Quality

STEADINESS

Sincere
Loyal
Good Listener

Primary Orientation:
Cooperation

STRENGTHS, WEAKNESSES AND NEEDS

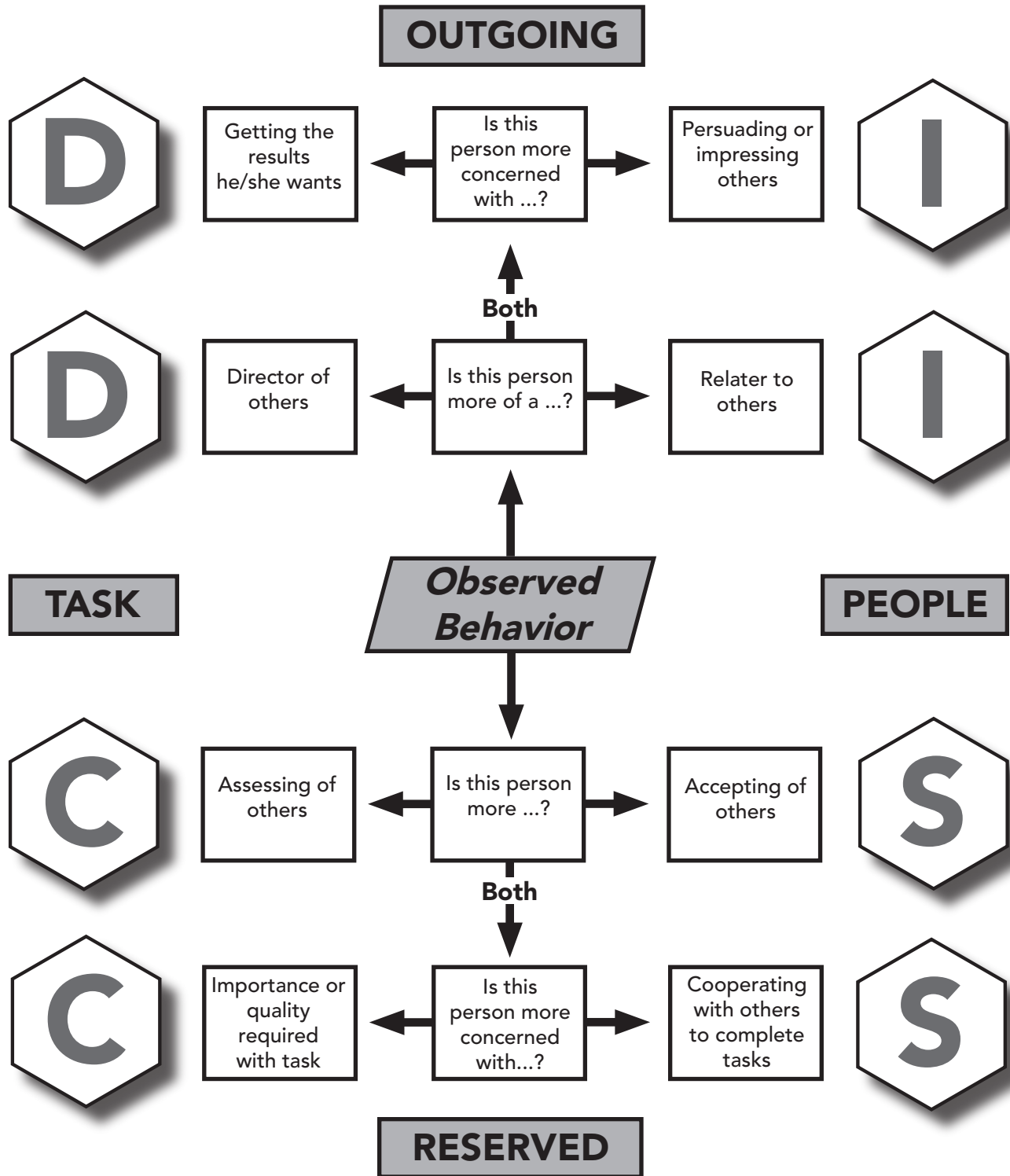
Each style has its own strengths.
A weakness is an "overextension" of a strength.

STYLE	STRENGTHS	WEAKNESSES	NEEDS
D	Problem-Solving Decision Making Goal Achieving	Finds fault Lacks Caution Runs Over People	Control Authority Prestige
I	Communicating Participating Good-Finding	Time Control Follow-through Lack of Objectivity	Recognition Acceptance To Talk
S	Loyalty Listening Patience	Overly Possessive Avoids Risk Taking Avoids Conflict	Appreciation Security Time
C	Analyzing Accuracy High Standards	Rigid Procrastinates Overly Critical	Precision Work Time Facts

DETERMINING ANOTHER'S STYLE

Name: _____

Style: _____



TYPES OF QUESTIONS AND STATEMENTS BY "STYLE"



- Can you prove your claims?
- How much does it cost?
- I want it now or not at all!
- When can I get it? When is it available?
- Have you ever sold anything before?



- What will my partners think?
- Your product is on sale?
- Sorry I'm late, I had another luncheon appointment.
- Let's discuss this over coffee. Where would you like to go?
- Would buying qualify me for a trip?



- Why did you change my salesperson? I was just getting used to her!
- Can I think about this and get back to you later?
- We like the way we are doing things now.
- I always buy from another supplier. What is your current price?
- How can I be sure I'm making the right decision?



- What is the warranty? Do you have it in writing?
- Will you be able to meet my exact requirements and specifications?
- We must follow the guidelines for this transaction.
- Do you have any literature you can leave so I can read/study it?
- How did you arrive at that decision?

HOW TO COMMUNICATE TO DIFFERENT STYLES

DOMINANCE

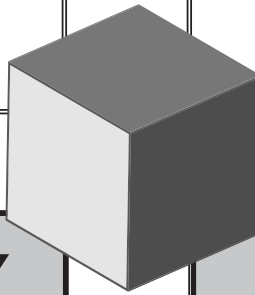
Be Direct
Concise, to the Point
Answer "What"
not "How"
Bottom Line

Suggested Words:

INFLUENCING

Spare the Details
Socialize
Follow Up
Show Excitement

Suggested Words:



COMPETENCY

Proof and Testimonials
Prepared and Structured
Answer "How"
Address disadvantages
early

Suggested Words:

STEADINESS

Earn Their Trust
Slow and Easy
Answer All Questions
Reassure

Suggested Words:

THE SALES PROCESS

Step	Purpose	How
Plan, Prepare, Prospect	Get ready! Establish your call objectives	Research, observe, be open to sales opportunities, initiate contact
Relate	Build trust/rapport	Focus on prospect
Open Dialogue	Determine N-I-C	Ask appropriate questions
Confirm Needs	Gain agreement that a need(s) exists	Upset prospect's "homeostatic" balance
Explain Your Recommendation	Introduce Solution	"Let me recommend..."
Sell the Value	Interpret the value of your solution	Communicate via the Prospect's P-O-V
Simply Ask for the Order	Reach closure	AAFTO: Always Ask For the Objective