

BEHAVIORAL SELLING CHART



D = DOMINANT

The D is looking for: Results

- ✓ Be direct and to the point
- ✓ Give alternatives
- ✓ Stay business-like
- ✓ Do not dictate to them
- ✓ Do not try to over promise
- ✓ Disagree with facts, not person
- ✓ Move quickly; they decide fast
- ✓ Allow them to win (you win too)



I = INFLUENCE

The I is looking for: THE EXPERIENCE

- ✓ Be personal; have fun with them
- ✓ Ask questions
- ✓ Show excitement
- ✓ Let them talk; but keep focus
- ✓ Provide minimal info
- ✓ Provide follow up
- ✓ Give them recognition
- ✓ Don't talk down to them
- ✓ "Jump" to close when ready

S = STEADINESS

This S is looking for: SECURITY

- ✓ Slow down
- ✓ Be friendly; earn their trust
- ✓ Introduce them to people
- ✓ Give them facts they need
- ✓ Provide assurances
- ✓ Let them talk; you ask questions
- ✓ Don't control, overcrowd or dominate
- ✓ Don't close fast
- ✓ Follow up after the sale



C = COMPLIANCE

The C is looking for: INFORMATION

- ✓ Keep your distance
- ✓ Be patient, slow
- ✓ Provide data and evidence
- ✓ Do not talk too personally
- ✓ Do direct them, but don't be pushy
- ✓ Be concerned with details
- ✓ Examine positive and negatives
- ✓ Follow through on details
- ✓ Answer all questions; then close

