

IMPROVING PROSPECTING AND  
RELATIONSHIP DEVELOPMENT TO  
INCREASE NEW CUSTOMER ACQUISITION

---

CONYERS, GA | OCTOBER 16, 2025

# artience

## LIOCHEM



*“Customized Training for LioChem, Inc.”*

SALES CONCEPTS

610 HEMBREE PARKWAY, SUITE 407, ROSWELL, GA 30076-3817 USA  
SALESCONCEPTS.COM | 678.624.9229 | 800.229.2328 | INFO@SALESCONCEPTS.COM



# Contents

|                                                     |    |
|-----------------------------------------------------|----|
| Introduction.....                                   | 5  |
| Proactive Prospecting.....                          | 8  |
| What is selling? Why do customers buy? .....        | 22 |
| Developing Messages that Create Engagement.....     | 38 |
| Customer Buying Styles – How do customers buy?..... | 58 |
| Recognizing Customer Buying Styles .....            | 78 |
| Selling to the Styles .....                         | 82 |
| Connect with Sales Concepts.....                    | 87 |

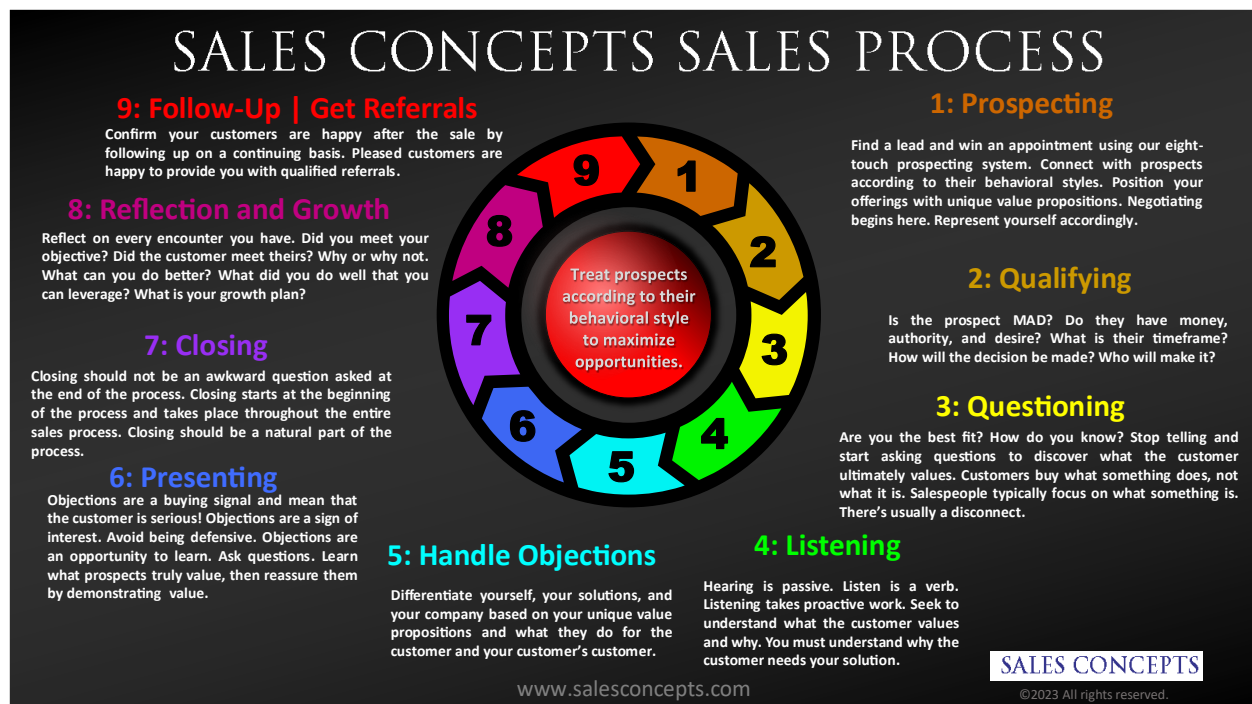


# INTRODUCTION – WHY DO CUSTOMERS BUY?

## Introduction

We're happy you are attending the program today. Please jump in and participate in the discussion as much as you feel comfortable. Our goal is to help you become as successful as possible. With that in mind, let's have some fun. Why not start with a question: How do you see the sales process?

## The Sales Process



## Notes:

---

---

---

---

---

---

---

---

# INTRODUCTION – WHY DO CUSTOMERS BUY?

---

## Questions to Ponder

Why do people buy?

---

---

---

---

---

What are the top three questions you like to ask prospects or customers?

1. 

---

---
2. 

---

---
3. 

---

---

Notes:

---

---

---

---

---

---

# INTRODUCTION – WHY DO CUSTOMERS BUY?

---

## So, you've got a lead! Now what?

A lead is simply an open door, not a guarantee of business. What you do immediately after receiving a lead determines whether it becomes a meaningful opportunity or fades away. The key lies in balancing speed with strategy, moving quickly enough to stay relevant while approaching thoughtfully to earn trust.

The first step is to clarify what the lead represents. Is it an inquiry, a referral, or a qualified prospect? Each requires a slightly different approach. By understanding context, you can avoid wasting effort or making premature assumptions about the customer's readiness to buy.

Most importantly, treat every lead as an opportunity to build a relationship, not just to pursue a transaction. When you focus on creating value for the other person, your likelihood of converting that lead into business dramatically increases.

## Reflection Questions

- How do you currently handle new leads, and what could you improve in your first response?
- What assumptions do you sometimes make about leads that could hurt your chances?
- What specific steps could you take to build trust earlier in the relationship?

## Notes:

---

---

---

---

---

---

---

# Proactive Prospecting



*Win more appointments*

If your life depended on you doubling your sales next year, how would you do it?



**artience**  
by LOECHEM

SALES CONCEPTS

There are really only two ways to grow sales...



1. Add more customers.
2. Sell more to existing customers.

**artience**  
by LOECHEM

SALES CONCEPTS

Notes:

---

---

---

---

---

## *What is prospecting?*



Successful salespeople who consistently meet their quotas set priorities for working at the top of the proverbial sales funnel. Salespeople describe how difficult it is to take time to call The World. Ignoring this action will eventually cause the stream of customers to run dry.

### Notes:

---

---

---

---

---

---

---

---

---

---

---

---

## *The power of potato chips!*

The other day, a coworker was talking about his lunch. He is counting calories and successfully losing weight. He complained that you couldn't eat just one potato chip and said, "Never underestimate the power of potato chips!" As soon as I heard that phrase, I knew it related to prospecting.

We all know you can't eat just one potato chip. They are so delicious! Most of us have been guilty of eating chips and not even thinking about the amount we've consumed. You keep popping them in your mouth. Rarely does a person say, "I am only going to eat one chip." Imagine if you stopped at just one chip. You wouldn't even notice that chip on the scale. Your clothes would not be tighter. You would not feel bloated from the salt. One chip would not change your day or your weight much at all. That is not true for a whole bag of chips. Unfortunately, you would notice it on the scale and in your clothes!

So, what does this have to do with prospecting? Simple — one is not enough! You cannot make just one call to prospects and expect that to change their day or your forecast! Prospects rarely call you back after the first call. Unfortunately, most salespeople make only one or two calls to a prospect, then assume there's no interest and move on. Even more shocking, we hear from attendees in our Prospecting classes that many don't leave messages when prospecting!

At Sales Concepts, we liken prospecting to a lumberjack. Picture a tree. Would a tree ever fall if a lumberjack hit the tree haphazardly with an ax on the trunk? Can you imagine a lumberjack swinging the ax and hitting the tree wherever on the trunk? The tree would never fall. However, if you hit the tree consistently in the same place over and over, the tree WILL fall — approach prospecting in the same manner.

You must be consistently persistent. You cannot make just one call. People are busy. Usually, they will not return your calls.

Statistics show that 48% of salespeople never follow up with a prospect after the first call. 25% of salespeople make a second attempt and never try again. 12% of salespeople make more than three attempts and become the elite group of salespeople who win the business of new prospects and rise to the top of their sales organization.

Statistics also show that less than 2% of sales occur on the first contact, yet 48% of salespeople never reach out again. Less than 3% of sales occur on the second contact. Roughly 5% of sales happen on the third contact, and fewer than 10% of sales close on the fourth contact. A shocking 80% of sales close between the fifth to twelfth contacts to a prospect! If you keep reaching out to your prospects, you will surpass your competition and increase your odds of closing new business!

So, act like a lumberjack who eats potato chips. Be consistently persistent. Treat prospecting like potato chips. Don't stop at just one!



“The reports of my death have been greatly exaggerated.”

-*The Cold Call*

A trendy opinion is that with all of the social media available, cold-calling is no longer necessary or effective. At Sales Concepts, we vehemently disagree.

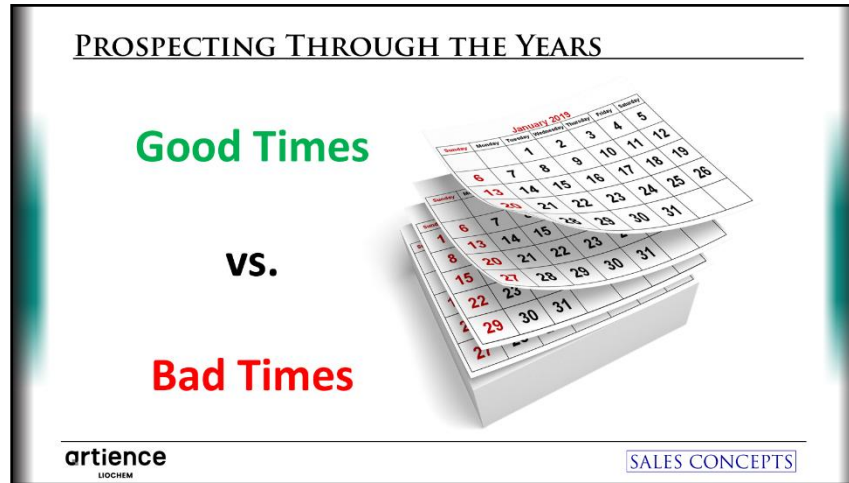
Now, that doesn't mean we don't value all that the Internet has to offer. We believe the Internet and social media have, forever and irreversibly, changed the way we communicate. To that point, we offer a course entitled *Selling in the Digital Age* to ensure that salespeople make the most of the resources available on the Internet.

We are saying that social media should be used in addition to cold calling, not in place of it. Salespeople who choose not to cold call do so at their peril.

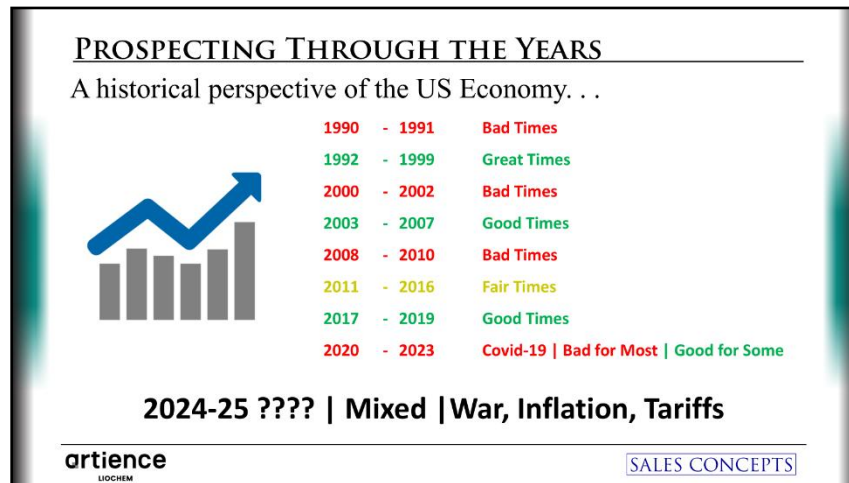
How many cold calls do you make a day, a week, a month? Tasks can be broken down into two categories based on their importance and urgency. Judge everything you do by these two criteria. When faced with a task, ask yourself: “How important is this?” and “How urgent is this?” Instinctively, you focus on tasks that are important and urgent. It is pretty easy to shuffle less important non-urgent tasks to the bottom of the priority list. Most salespeople tend to get into trouble with less important urgent tasks. Many times, we work on these tasks to procrastinate from doing something that is less fun or glamorous, while the important but non-urgent tasks languish quietly in the background. Cold calling is an important task. It does not seem all that urgent unless you make it so. Our advice is to set appointments with yourself. For instance, *this Thursday afternoon, between 2 PM and 4 PM, I will call new prospects*. Look at your schedule and determine what works for you. Do what you must to make yourself accountable.

Hold yourself to daily, weekly, and monthly prospecting goals and become an elite salesperson.

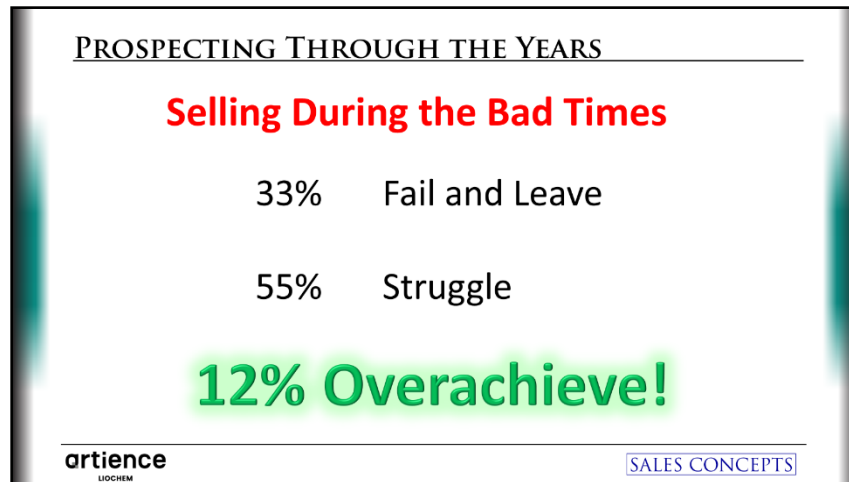
## *A historical perspective of prospecting.*



*Prospecting is the foundation of all successful selling!*



*Prospecting is often the difference between an average salesperson and a top performing salesperson, even in tough economic times.*



Notes:

---

---

---

---

---

---

---

---

---

---



## *Reasons salespeople don't prospect:*

- Fear of rejection.
- Lack of preparation.
- Lack of a perceived need to prospect.
- Lack of an understanding of value.
- Poor assumptions about the customer's attitudes.
- Unable to do it effectively, lack of skill.
- Waiting for something to happen, like a new product introduction.
- Too busy taking care of current accounts.
- Poor time management.
- Think it's outdated.
- Do not believe it works.
- General negative attitude or laziness.
- Think it is beneath them.
- Just don't like doing it.

### *How is prospecting like cabbage?*



We know cabbage is good for us, but that doesn't mean we like to eat it! Prospecting is like cabbage. We tend to push it aside. If it is on our plate, we know we should eat it. However, we often don't. Prospecting is something that most salespeople know they should do, but still put off until later. It's easy to justify why we should do it tomorrow or next week. The problem is that tomorrow is never today.

You need to set aside time each day or week in the office to prospect. Maybe 30 minutes each day at 9:00 AM, two hours on Thursday at 3:00 PM, or call three people before lunch. Set aside a time to prospect and DO IT! Many successful salespeople believe the best time to prospect is on Friday afternoon! What? Are you kidding? No. People are usually in a good mood on Friday afternoons and looking forward to the upcoming weekend. They may not want to work as hard as they could. They may see your call as a welcome break! Think about that the next time you want to slow down on a Friday afternoon. Be different! End the week strong and productive.

We recommend you monitor and track your activities hourly every day for a couple of weeks. Then pick a time that is best for you to prospect. *Your time is expensive!*

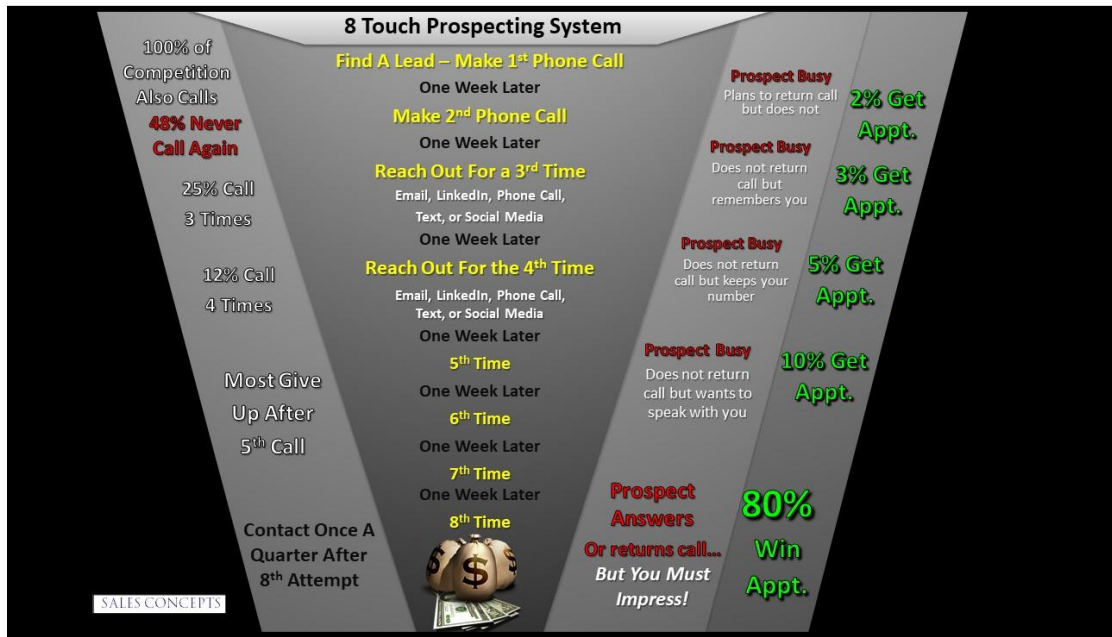
Now that you are making prospecting calls, you will inevitably run into voicemail. Many people in today's world think that leaving voice mail messages for prospects is a waste of time. After our email blast on forecasting, a customer jokingly called to let us know that leaving voicemails is a waste of time if the customer does not return your call. Thanks, Jimmy S. That was funny. All kidding aside, leaving a voicemail is far from a waste of time and may ironically be one of the best uses of it. Look at it as a free advertisement! You've already made the call. Why not leave a message? The problem with voicemail is that it usually takes a while to work. We live in an instant gratification world, and when our calls go unreturned after one or two messages, we quit.

You are going to have an awfully cold winter if you walk into the forest with an ax to chop down a tree for firewood and swing at the tree one or two times and say, "Oh well, this doesn't work. Cold calling is a waste of time." Our research indicates that, on average, you have to leave eight voicemail messages to get a return call. Once you do get a return call after that many messages, the prospect feels a certain amount of remorse for not returning your calls sooner. Usually, they will at least allow you a fair shot at their business. Very few will shout, "Stop calling me!" They are few and far between. The new customers you win are worth one or two resisting a bit. So, confirm that appointment with yourself and make the calls. Sooner rather than later, you will be able to yell "Timber!"

A very wise man once said, "If I knew that I had eight hours to chop down a tree, I would spend the first six sharpening my ax." Welcome to Prospecting! Let's sharpen that ax. Let's get started!



## *The 8-Touch Proactive Prospecting System*



Start small if you must, and put five prospects a day on your 8-Toouch system. That's 25 a week. Reach out to them once a week for eight weeks. By the end of that time, odds are that you will have created a meaningful engagement with 20 of them. Repeat this process for a year, and you will have acquired meaningful interaction with 120 new prospects.

What would this mean for you financially if I told you that by this time next year, you could have 120 meaningful interactions with qualified prospects?

Notes:

---

---

---

You wouldn't want to sit on a two-legged stool, would you?

Proactive prospecting requires the consistent use of all resources available to salespeople. Do not just rely on one type of communication, such as email. This program works best with a mix of consistent phone calls, followed up with emails, texts, and social media.



*For this system to work, you must consistently use the phone and leave compelling voicemail messages.*

Notes:

---

---

---

---

*“A journey of a thousand miles begins with a single step.”*

Lao Tzu

**TAKE THE FIRST STEP**  
Create the messages.

-  8 Voice Mail Messages
-  8 Email Messages
-  1 LinkedIn Connection Request

Send them to: [asharp@salesconcepts.com](mailto:asharp@salesconcepts.com)

**artience**  
UOCHEM

**SALES CONCEPTS**



**HOW DO YOU PRIORITIZE YOUR DAY?**

- You have to take the time to do it!*
- For this to be effective you have to set time aside to prospect.*

**artience**  
UOCHEM

**SALES CONCEPTS**



Notes:

---

---

---

*Use your calendar and book an appointment  
with yourself.*

**IT'S ALL ABOUT PRIORITIES!**

*We all have the same amount of time.*



**Calendar**

**We suggest you set appointments with yourself and put it on your calendar.**

*How will you use yours?*

**artience**  
UOCHEN

**SALES CONCEPTS**

Notes:

---

---

---

---

---

---

---

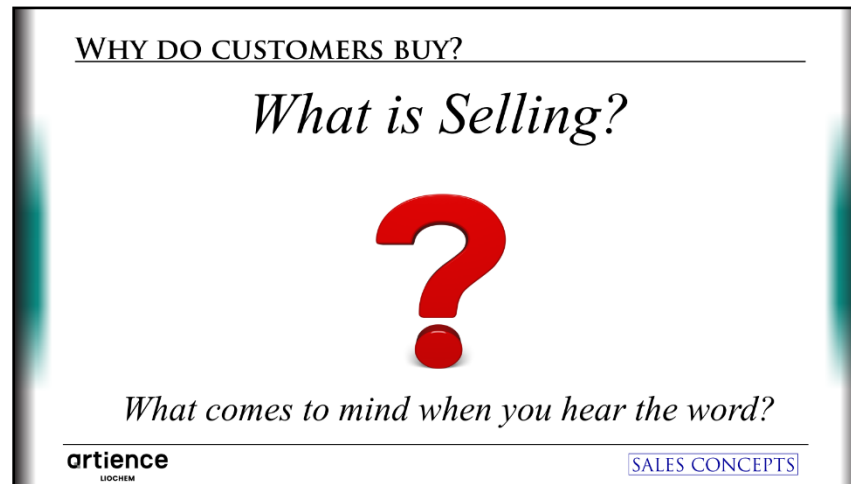
---

---

---

# WHAT IS SELLING? WHY DO CUSTOMERS BUY?

---



## What is Selling?

Selling is often misunderstood as convincing someone to buy what they don't need. In reality, genuine selling is the process of helping people make decisions that improve their lives or businesses. It's about uncovering problems, providing clarity, and delivering solutions that matter.

The definition of selling includes persuasion, but not manipulation. Persuasion rooted in empathy enables you to guide prospects in recognizing the potential benefits of change. Manipulation, however, is selfish, breaks trust, and usually prevents long-term relationships.

The best salespeople view themselves as consultants or resources for their customers and prospects, not peddlers. They focus less on *pushing* and more on *guiding*, making the buying decision easier and less risky for their customers.

## Reflection Questions

- How does your definition of selling compare to the one described here?
- Have you ever felt like you were 'pushing' rather than 'guiding'? What happened?
- What can you do to ensure your selling approach is rooted in empathy?

# WHAT IS SELLING? WHY DO CUSTOMERS BUY?

---



## Why Do Customers Buy?

At the heart of every purchase lies an emotional trigger. Customers buy either to pursue pleasure or avoid pain. This could mean achieving recognition, reducing stress, saving money, or gaining peace of mind. Identifying which force is stronger for your prospect allows you to tailor your approach.

There are both individual and organizational dimensions to buying. An individual may seek career advancement or convenience, while the organization may focus on revenue growth or cost reduction. Successful selling requires speaking to both dimensions at once.

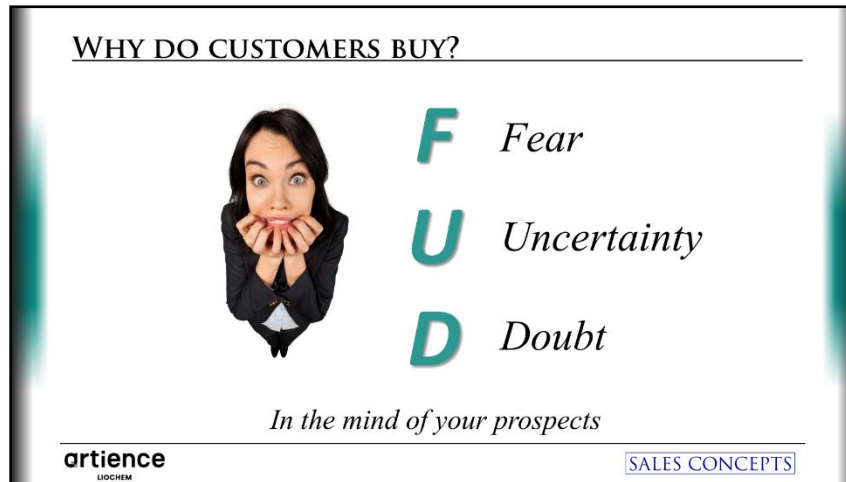
Even though emotions drive decisions, customers rationalize them with logic. They'll justify their choice by citing ROI, quality, or efficiency, even if their initial attraction was emotional. Salespeople must connect the dots between feelings and facts.

## Reflection Questions

- Think of a recent purchase you made. Was it driven more by pursuing pleasure or avoiding pain?
- How do you typically uncover emotional drivers in your sales conversations?
- How can you balance addressing both the individual's needs and the organization's needs?

# WHAT IS SELLING? WHY DO CUSTOMERS BUY?

---



## FUD – Fear, Uncertainty, Doubt

Fear, uncertainty, and doubt are natural parts of decision-making. Prospects worry about whether they're making the right choice, what could go wrong, and whether they'll regret their decision later. These emotions stall deals unless salespeople address them head-on.

Effective selling involves identifying the specific source of FUD. Is the fear financial, technical, or personal? Is the uncertainty about implementation, or about whether competitors might offer something better? Naming the concern is the first step in addressing it.

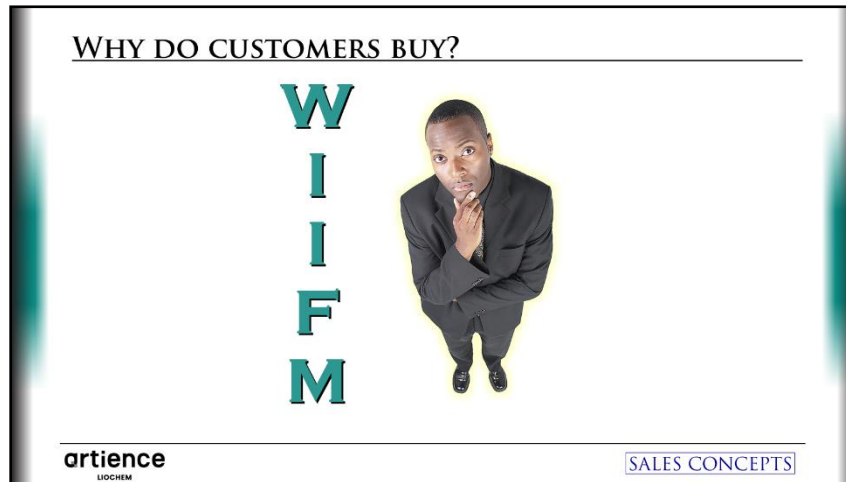
Providing testimonials, case studies, risk-mitigation strategies, and clear next steps are potent ways to reduce FUD. The more confident your customer feels in you and your solution, the faster they'll move forward..

## Reflection Questions

- What types of FUD do you encounter most often in your sales process?
- How do you currently address customer uncertainty, and how effective is it?
- What new strategies could you implement to identify and reduce fear and doubt earlier?

# WHAT IS SELLING? WHY DO CUSTOMERS BUY?

---



## WIIFM – What’s In It For Me

Every buyer listens through the filter of *What’s in it for me?* If your message doesn’t clearly address their personal or professional benefit, they will ignore it. Customers care more about outcomes than specifications, and this is why feature-heavy pitches often fail.

Shifting the focus from what your product *is* to what it *does* bridges the gap. For example, instead of saying ‘This software has automated reporting,’ you could say ‘This software will save you three hours a week on reporting.’

The more specifically you can link your solution to the customer’s goals, the stronger your case. Always translate features into personal relevance for your audience.

## Reflection Questions

- How do you ensure your presentations emphasize benefits rather than features?
- Can you think of an example where you reframed a feature into a clear benefit?
- What are the top three benefits your customers consistently care about?

## Notes:

---

---

---

*“Mistakes made at the beginning of the process reveal themselves at the end of the process.”*

## Reflection Questions

- What habits or shortcuts do I tend to take early in a sales process that often create issues later in the process?
- How can I improve my planning, qualification, or discovery phase to prevent downstream problems or rework?
- When things go wrong near the end of closing a deal or project, how often do I trace those issues back to the very beginning, and what do I learn when I do?

## Something to consider:

- Every ending carries the fingerprints of its beginning. Excellence isn't built at the close; it's crafted in the opening steps when attention, curiosity, and discipline matter most.

## Notes:

---

---

---

## ESTABLISHING VALUE AND SELLING BENEFITS

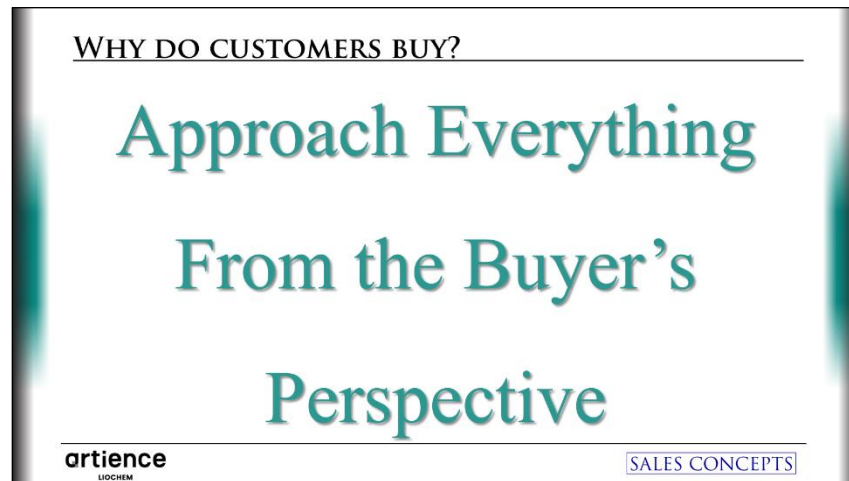


*“What’s in it for the customer? Why should they care?”*

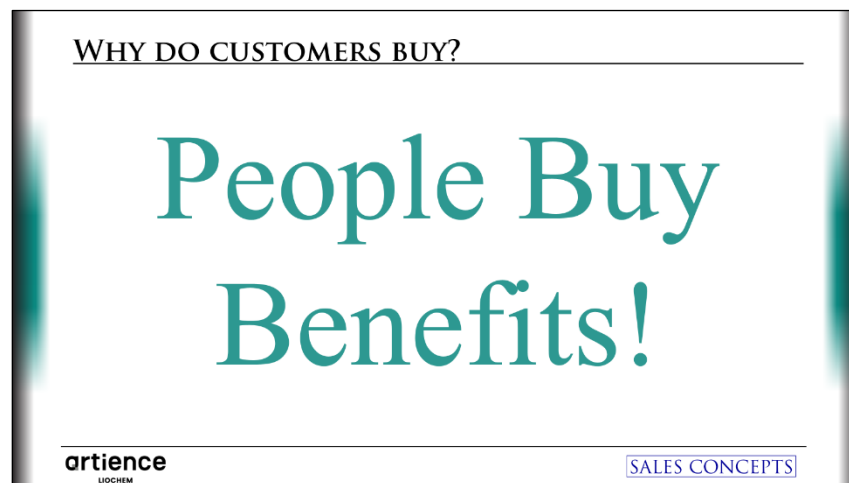
# WHAT IS SELLING? WHY DO CUSTOMERS BUY?

---

The one thing you must always do to be successful in selling is.



Salespeople typically sell what something is; customers typically buy what something does. This creates an inherent disconnect between salespeople and customers. Salespeople typically discuss the features and advantages of their products and services but seldom mention what they do for their customers.



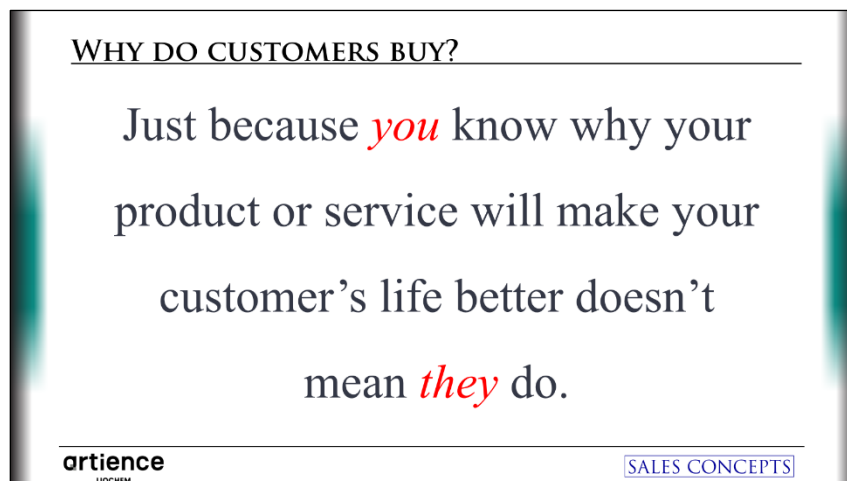
Customers buy for their reasons, not ours. This makes it difficult for us to sell to them the way they want to be sold, or more importantly, to help them buy the way they want to buy. Helping customers buy the way they want to buy is critical for any meaningful success in selling and is a recurring theme throughout all our workshops.

# WHAT IS SELLING? WHY DO CUSTOMERS BUY?

---



Your customers did not go to customer school, and they may not know what they don't know. It's your job to help them understand, but you can't do it until you know what they don't know. You learn by asking questions and having open and engaging conversations.



*Customers buy benefits, but what is a benefit?*

# WHAT IS SELLING? WHY DO CUSTOMERS BUY?

---

WHY DO CUSTOMERS BUY?

People Buy *What They Perceive as* Benefits!

artience UOICHEM SALES CONCEPTS

As simple as this seems, most salespeople do not sell benefits. We only have the perspective to see things our way, not the way of the customer. It takes desire and practice to see things from the customer's point of view.

WHY DO CUSTOMERS BUY?

Why don't most salespeople sell benefits?

- We are selfish and don't think about things from the customer's perspective.
- It's not natural for us to see things from the customer's point of view.
- We assume customers can make the mental leap.
- We haven't actively listened to what the customer truly wants and don't fully understand their objectives and motivations.
- We feel rushed or pushed for time.
- We don't truly understand the benefits ourselves.
- We don't know how.

artience UOICHEM SALES CONCEPTS

Notes:

---

---

---

---

# WHAT IS SELLING? WHY DO CUSTOMERS BUY?

# WHY DO CUSTOMERS BUY?

## Four Main Categories of Benefits



|         |        |
|---------|--------|
| Time    | Money  |
| Comfort | Health |

**artience**  
L'ORÉAL PARIS

SALES CONCEPTS

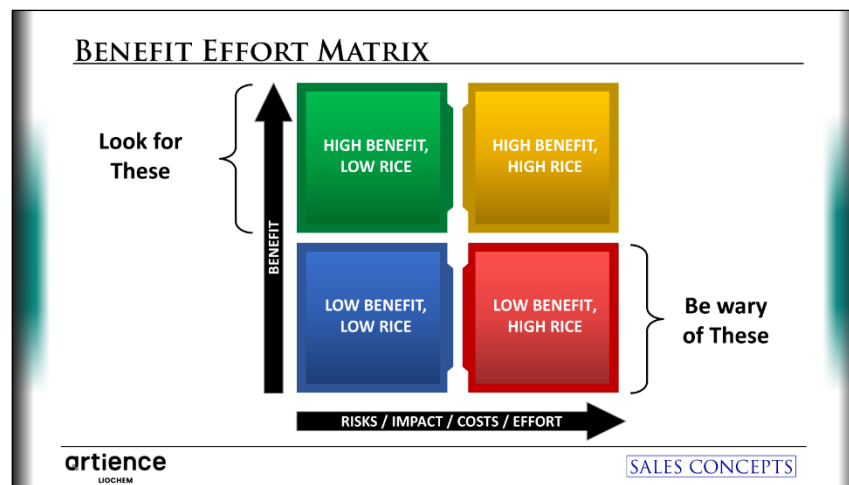
Notes:

[illegible]

# WHAT IS SELLING? WHY DO CUSTOMERS BUY?

---

Salespeople frequently find themselves in a situation where they present a benefit(s) to a customer, and the customer understands the benefit, but they still do not buy. Why? Often the customer does not see the benefit as worth the effort to change or they are uncertain about the anticipated results. Customers must have a full understanding of what's in it for them and how they stand to win. The more effort it takes on their part to buy from you or make a change, the more resistance you will face in compelling them to do it. This effort matrix demonstrates this point.



*People Buy What They Perceive As  
**Worthwhile** Benefits!*

Notes:

---

---

---

---

# WHAT IS SELLING? WHY DO CUSTOMERS BUY?

---

Have you ever felt you presented the perfect solution for a client, and they still would not buy? Frustrating, isn't it? Many of us overlook the level of commitment, effort, or perceived risk on the part of our customers that our solutions require. We often assume that once our customers understand the benefits, they will buy, but this is not always true.

We must address four things in our customers' minds before we can fully understand their perspectives. They are risks, impact, cost, and effort. Any benefit for the customer must outweigh the perceived risks our customer has about our solution. We call this FUD. FUD is an acronym for fear, uncertainty, and doubt. Customers don't always tell us about their FUD. We need to create an environment where they feel comfortable sharing it with us, or we may lose the business, wondering why.

Another thing to consider about our customers' perspective is our solution's impact on the customer or their organization. The higher the impact, the bigger the benefit needs to be to offset the potential risks.

Generally speaking, we all understand how perceived costs impact our ability to win business from a customer. We realize there must be some form of financial return on investment before we can make a business case to move forward with a purchasing decision.

We also must consider how much effort the customer will put into making changes. Staples got it right with the easy button. Customers will shy away from complicated processes and procedures to buy from you. We must help them understand what they get as a benefit, and it must be worth the effort, or they won't buy.

### WHY DO CUSTOMERS BUY?

## Four things to remember. Think about rice!



|               |                                                                                                                        |
|---------------|------------------------------------------------------------------------------------------------------------------------|
| <b>Risk</b>   | What does the customer perceive as risks?<br>What is their FUD?                                                        |
| <b>Impact</b> | The greater or broader the impact, the more significant the possible risks.                                            |
| <b>Cost</b>   | The higher the cost, the higher the potential return or reward needs to be to justify the expenditure.                 |
| <b>Effort</b> | Staples got it right with the easy button!<br>Make things as easy as possible. Customers resist complicated processes. |

**artience**  
LIQCHEM

SALES CONCEPTS

One way to remember this is with the acronym RICE. The next time you are in the discovery phase with a customer, think about rice and ask questions about risks, impact, cost, and effort. The best way to understand the customer's perspective is to ask questions early in the process to determine what they perceive as the possible risks, impact, cost, and effort on their part, and address them.

# WHAT IS SELLING? WHY DO CUSTOMERS BUY?

---

All too often, salespeople assume prospects make the mental leap between what we are offering and what they have in the way of needs. Simply put, the greater the match between need and solution, the more satisfying the result for all parties. This exercise guides you through the process to arrive at a system for matching what we offer to what they need.

1. What are the fundamental needs of every customer?
2. What are the needs that are unique to our industry?
3. What are the unique needs for this specific prospect?
4. How are these needs currently being met? By whom?
5. Where is the opportunity to make a difference?
6. Who are the best prospects for the unique benefits we provide?  
Why? What impact will our solution have on them?
7. What advantages do we have over our competitors?
8. What advantages do they have over us?
9. Attach a critical importance grade to each? Prioritize each need  
and determine how well you meet the essential requirements.
10. How do we leverage our advantage?
11. How do we compensate for our disadvantage?
12. Develop a chart for the best prospects for each of our advantages.
13. Develop a chart for answering each of our disadvantages.

# WHAT IS SELLING? WHY DO CUSTOMERS BUY?

---

## How to sell using benefits:

Step 1 – List all the features of what you sell.

Step 2 – For each feature, list all the possible benefits the feature provides.

Step 3 – Write questions you can ask your prospect or customer to determine if they care about that benefit.

Step 4 – Develop follow-up questions to determine how much it matters to the customer and whether they would be likely to change what they are currently doing to acquire the benefit.

## Notes:

---

---

---

---

---

---

---

---

---

# WHAT IS SELLING? WHY DO CUSTOMERS BUY?

---

Feature: \_\_\_\_\_

Possible Benefit: \_\_\_\_\_

Questions to ask:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Buy-in Questions:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

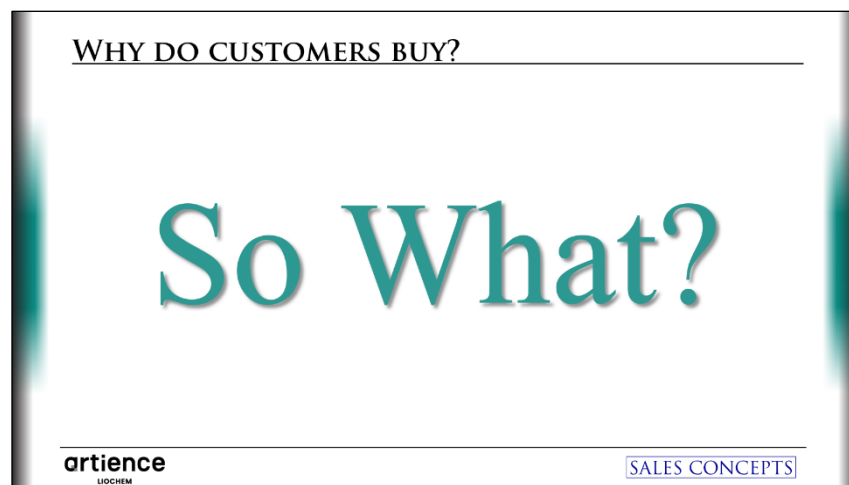
5. \_\_\_\_\_

# WHAT IS SELLING? WHY DO CUSTOMERS BUY?

---

*Key points to remember:*

- Question and address your customer's needs.
- What your people design into a product or service is only one-half of the story. The other half is what the customer gets out of it. The benefit.
- You cannot define the benefit for prospects and customers. You must ask questions to determine the benefit to them. They tell you what the benefit is. Customers look for solutions. They each have personal benefits.
- Relate the benefit to value.
- What is the benefit of what you sell? The benefit is different for every customer.

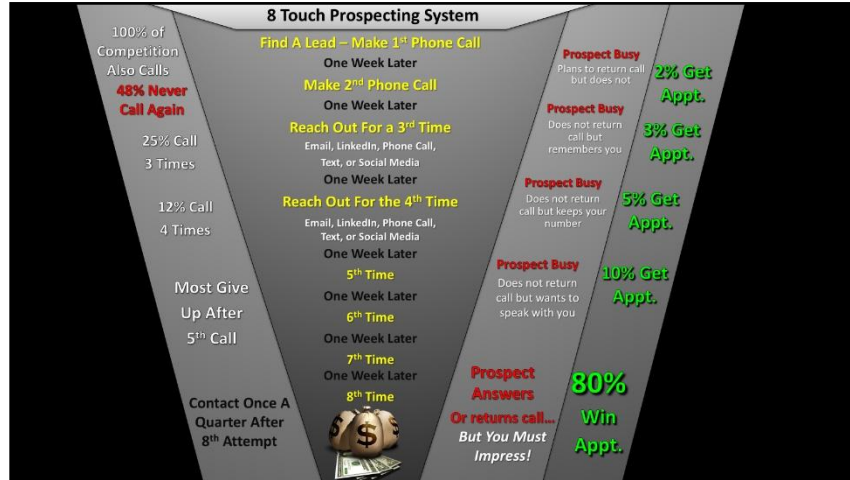


Benefits answer the *so what* question.  
If prospects and customers are thinking or saying,  
*“So what?”*  
they perceive no benefit to what you are selling.



## *Developing Messages that Create Engagement*

## 8-Touch Prospecting System



Notes:

---

---

---

---

---

---

## What do you do better?



Write it! What do you do better than anyone else?

---

---

---

---

---

---

---

## What can you say?



Write it! What can you say that no one else can say?

---

---

---

---

---

---

---

## How does that help?



Write it! How does that help your customer?

---

---

---

---

---

---

## Your Message

DEVELOPING MESSAGES TO CREATE ENGAGEMENT  
Your value proposition should...

- Include your personality.
- Be unique.
- Be repetitive – 8 call system.
- Be concise, one thought or concept.
- Answer the question “So what?”
- Not sound like “salesy”.
- Lead to something quantifiable.
- Establish value.

**artience**  
LLC/CHEN

[SALES CONCEPTS](#)

---

---

---

---

---

## Writing Statements First Call

WRITE HERE:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

## Writing Statements Second Call

WRITE HERE:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

## Writing Statements Third Call

WRITE HERE:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

## Writing Statements Fourth Call

WRITE HERE:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

## Writing Statements Fifth Call

WRITE HERE:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

## Writing Statements Sixth Call

WRITE HERE:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

## Writing Statements Seventh Call

WRITE HERE:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

## Writing Statements Eighth Call

WRITE HERE:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

---

TRY AGAIN:

---

---

---

## Writing a LinkedIn introduction

WRITE HERE:

---

---

---

---

---

---

TRY AGAIN:

---

---

---

---

---

---

TRY AGAIN:

---

---

---

---

---

---

## Key points to remember

**DEVELOPING MESSAGES TO CREATE ENGAGEMENT**  
Remember...

- It's all about them, not you.
- Make a personal connection.
- What are you really offering?
- Be specific.
- Help them make the leap.
- Put the most important thing first.

**Don't Forget**

**artience**  
by LEOCHEM

**SALES CONCEPTS**

Notes:

---

---

---

---

---

---

---

---

## Revision guidelines

DEVELOPING MESSAGES TO CREATE ENGAGEMENT  
Revision Guidelines...



- What's your most important point?
- Where is it?
- Take your name out; put theirs' in.
- Is the statement still true?
- What can you say that no one else can?
- What can you do that no one else can?
- Sound like a human being!

**artience**  
LIOCHEM

SALES CONCEPTS

Notes:

---

---

---

---

---

---

---

---

## Making the Call

DEVELOPING MESSAGES TO CREATE ENGAGEMENT

Your phone call should...



- Command Attention
- Introduce You
- Involve Prospect
- Have a Reason
- Ask a Question
- Call For Action

**artience**  
LIQCHEM

SALES CONCEPTS

Whom do you call? What do you say?

Notes:

---

---

---

---

---

---

---

## Appointment

The primary goal of prospecting is to secure an appointment or some form of further engagement. While prospecting, sales representatives encounter various obstacles, roadblocks, and other deterrents to achieving their objectives. The principle of *Prospecting is NOT Selling* applies here. You must be ready to speak directly to the prospect, to his/her administrative assistant, or leave a voicemail. Each encounter requires a different approach, all based on a well-crafted value statement. The objective is to compel the prospect to say yes to the appointment request.



Notes;

---

---

---

---

---

---

---

---

## Prospecting Resource Page

All the material from this program and the manual are available on our Sales Concepts Prospecting Resource page located here:

<https://www.salesconcepts.com/lionchem-resources>



We hope you find the resources on the page to be of help. Should you have any questions, please contact us at your convenience. We are always happy to help you and wish you great success in your prospecting efforts.

## Customer Buying Styles



*Buying Styles is a method of relating to different types of people to meet their buying expectations better.*

*Buying Styles is behavior. It is not personality.*

*Personality is the reason you behave the way you do.  
Behavior is what you let others see of you.*

Notes:

---

---

---

---

---

---

---

---

---

---

## Customer Buying Styles

How do you define behavior?

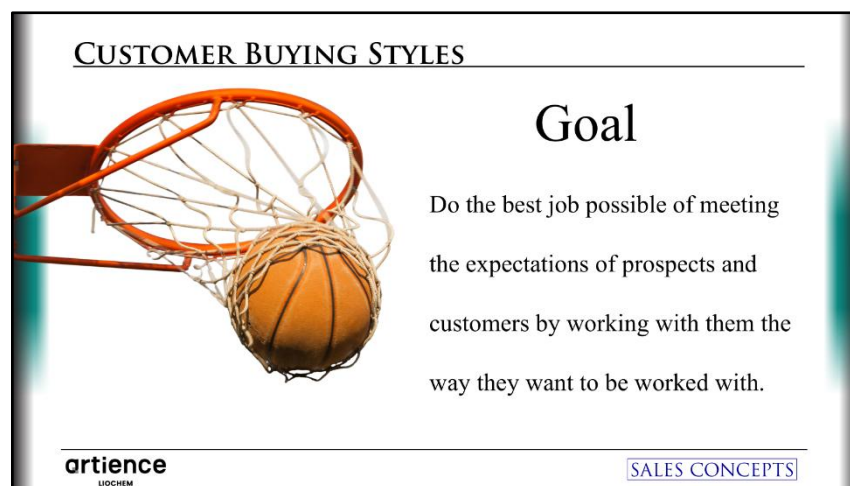
---

---

---

---

Buying Styles increases your awareness of other people's behavior, your effectiveness in communications and teamwork. By using this method, you'll be more effective at understanding and meeting the expectations of prospects and customers. You also see where potential conflicts may arise. Customer Buying Styles is only what you see of someone on the surface. It's not rocket science. It is what is observable. Two research psychologists and one research assistant from Stanford University developed this model, although it has roots going back to the time of Aristotle and Plato.



Notes:

---

---

---

## Customer Buying Styles

CUSTOMER BUYING STYLES

***What is a buying style?***

- Surface Behavior
- Observable
- Nonverbal
- Habitual and Repetitive
- Place of Refuge

artience LUDCHEM SALES CONCEPTS

CUSTOMER BUYING STYLES

***It's how a person does things.***

It's a particular *pattern of actions* that others can observe and agree upon for describing a person's usual behavior.

artience LUDCHEM SALES CONCEPTS

Buying Styles has nothing to do with morals or values. It is simply a way to describe one's *usual* behavior—how a person behaves most of the time. At various times, anyone can exhibit all forms of behavior. We are talking about *usual* and *consistent* behavior over time. This also relates to the first few minutes of an encounter.

Notes:

---

---

---

# CUSTOMER BUYING STYLES

---

## Customer Buying Styles



What does the rear wheel on a motorcycle do?

---

---

What does the front wheel do?

---

---

If you put your communication cycle on autopilot and treat everyone the same way, eventually you are going to crash.

### PLATINUM RULE

*“Do unto others the way they like.”*

It works.

Notes:

---

---

---

# CUSTOMER BUYING STYLES

---

## Customer Buying Styles

To determine a person's behavior style, you must evaluate two dimensions of their behavior. Pace and Priority.

**CUSTOMER BUYING STYLES**

***How to determine someone's style...***

We evaluate two dimensions of human behavior:

- ***Pace***
- ***Priority***

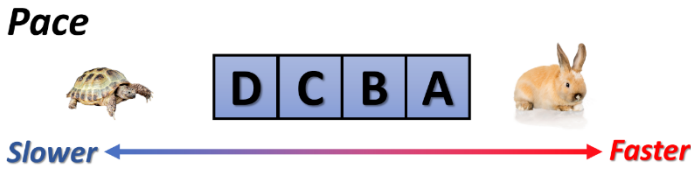
**artience**  
LUDCHEM

**SALES CONCEPTS**

The first dimension of human behavior: Pace

**CUSTOMER BUYING STYLES**

***Pace***



A = Faster paced than at least 75% of the population  
B = Faster than half but slower than a quarter of the population  
C = Slower than half but faster than a quarter of the population  
D = Slower than at least 75% of the population

**artience**  
LUDCHEM

**SALES CONCEPTS**

### C and D people:

Do things by asking questions.  
Prolong decisions.  
Tend to be more cautious.

### A and B people:

Do things by telling.  
Make quick decisions.  
Tend to take more risks.

Notes:

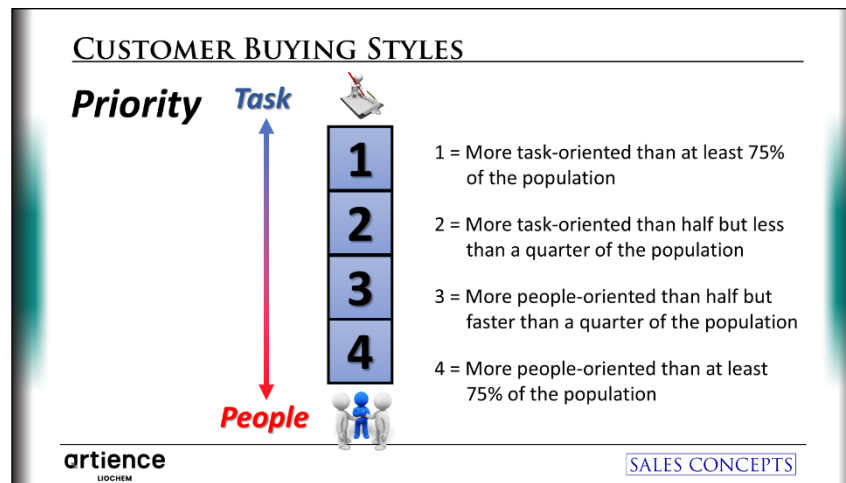
---

---

# CUSTOMER BUYING STYLES

## Customer Buying Styles

The Second Dimension of human behavior: Priority



### 1 and 2 people:

Show little facial expression.  
Are private—hard to tell what they think.  
Are not comfortable showing their feelings.

### 3 and 4 people:

Easy to read.  
Share their emotions.  
Extremely outgoing.

Notes:

---

---

---

---

---

---

---

---

---

---

---

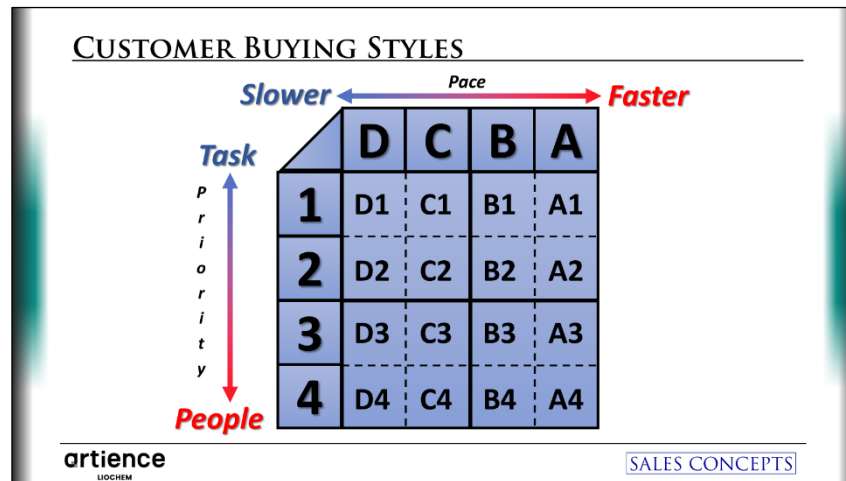
---

# CUSTOMER BUYING STYLES

## Customer Buying Styles

Now combine the two axes.

On the axes circle your letter and number.



Where do they intersect? \_\_\_\_\_

This means I am a: \_\_\_\_\_

Analyticals are C1, C2, D1, D2.

Assertives are A1, A2, B1, B2.

Amiables are C3, C4, D3, D4.

Animateds are A3, A4, B3, B4.

*There is no right style to be.*

*Successful people  
are found everywhere in business.*

# CUSTOMER BUYING STYLES

---

## Customer Buying Styles

### THE FOUR STYLES

| CUSTOMER BUYING STYLES |                   |   |                  |   |
|------------------------|-------------------|---|------------------|---|
|                        | D                 | C | B                | A |
| 1                      | <b>Analytical</b> |   | <b>Assertive</b> |   |
| 2                      |                   |   |                  |   |
| 3                      | <b>Amiable</b>    |   | <b>Animated</b>  |   |
| 4                      |                   |   |                  |   |

**artience**  
LUDCHEM

SALES CONCEPTS

### Adjectives that describe Assertives:

Positive Adjectives

---

---

---

---

Negative Adjectives

---

---

---

---

### Adjectives that describe Animateds:

Positive Adjectives

---

---

---

---

Negative Adjectives

---

---

---

---

Notes:

---

---

## Customer Buying Styles

### Adjectives that describe Analyticals:

Positive Adjectives

---

---

---

---

Negative Adjectives

---

---

---

---

### Adjectives that describe Amiables:

Positive Adjectives

---

---

---

---

Negative Adjectives

---

---

---

---

Notes:

---

---

---

---

---

---

---

---

---

---

# CUSTOMER BUYING STYLES

## Customer Buying Styles

### Sub-Styles

You are a combination of two styles  
You have a major style and a minor style, or sub-style

| CUSTOMER BUYING STYLES |                   |                  |                  |                 |
|------------------------|-------------------|------------------|------------------|-----------------|
|                        | D                 | C                | B                | A               |
| 1                      | D1<br>Analytical  | C1<br>Assertive  | B1<br>Analytical | A1<br>Assertive |
| 2                      | <b>Analytical</b> | <b>Assertive</b> |                  |                 |
| 3                      | D3<br>Analytical  | C3<br>Assertive  | B3<br>Analytical | A3<br>Assertive |
| 4                      | <b>Amiable</b>    | <b>Animated</b>  |                  |                 |
|                        | D4<br>Amiable     | C4<br>Animated   | B4<br>Amiable    | A4<br>Animated  |

artience  
LUDCHEM

SALES CONCEPTS

#### Analyticals

If you are a D-1 your major style is analytical and your sub style is analytical.

If you are a D-2 your major style is analytical and your sub style is amiable.

If you are a C-1 your major style is analytical and your sub style is assertive.

If you are a C-2 your major style is analytical and your sub style is animated.

#### Assertives

If you are a B-1 your major style is assertive and your sub style is analytical.

If you are a B-2 your major style is assertive and your sub style is amiable.

If you are an A-1 your major style is assertive and your sub style is assertive.

If you are an A-2 your major style is assertive and your sub style is animated.

Notes:

---

---

---

---

# CUSTOMER BUYING STYLES

---

## **Amiables**

If you are a D-3 your major style is amiable and your sub style is analytical.

If you are a D-4 your major style is amiable and your sub style is amiable.

If you are a C-3 your major style is amiable and your sub style is assertive.

If you are a C-4 your major style is amiable and your sub style is animated.

## **Animateds**

If you are a B-3 your major style is animated and your sub style is analytical.

If you are a B-4 your major style is animated and your sub style is amiable.

If you are an A-3 your major style is animated and your sub style is assertive.

If you are an A-4 your major style is animated and your sub style is animated.

Notes:

---

---

---

---

---

---

---

---

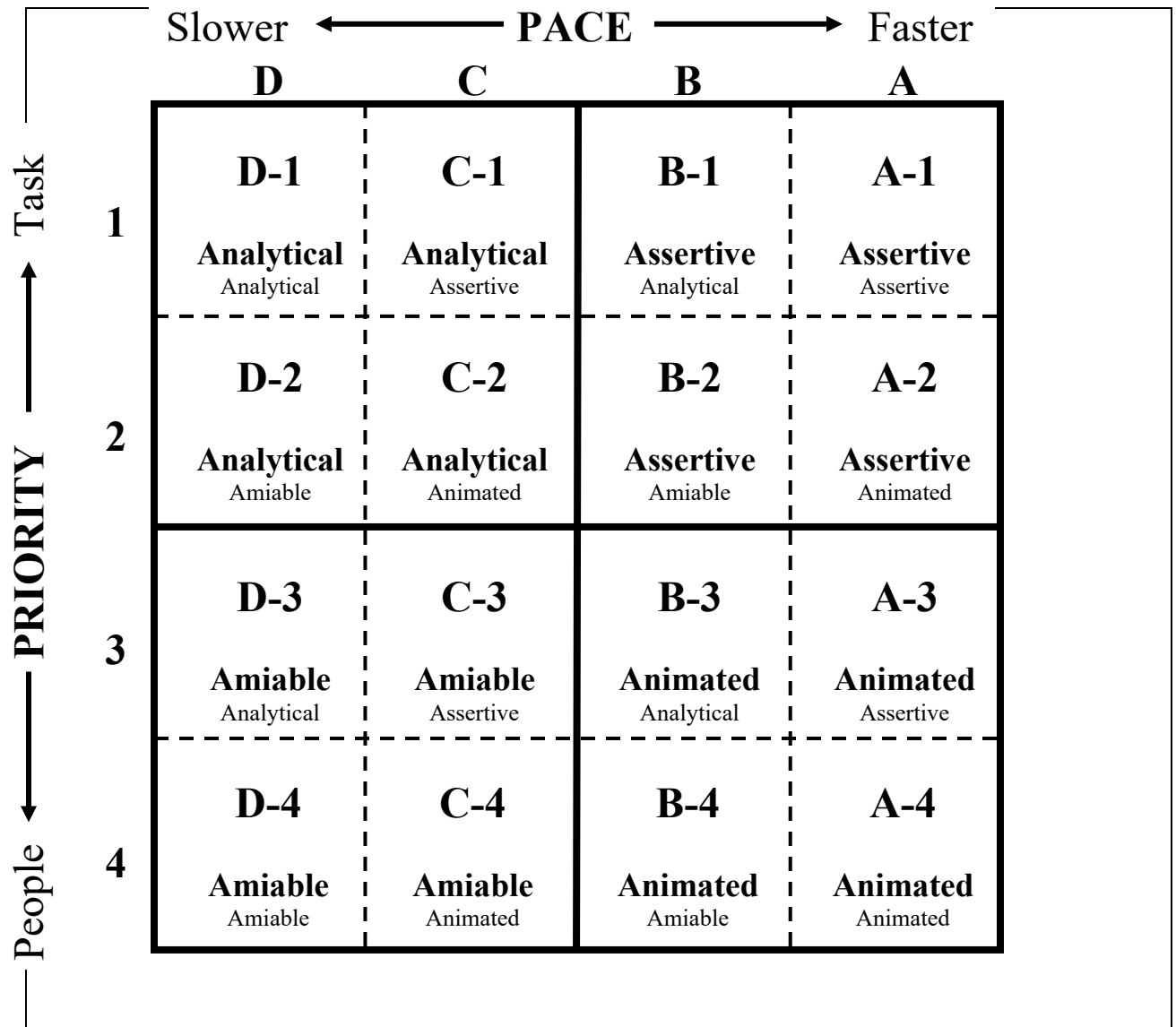
---

---

---

---

# BEHAVIOR STYLE MINI QUADRANTS



Notes:

---



---



---



---

# WHAT IS SELLING, WHY DO PEOPLE BUY?

---

Within the four major style quadrants there are sixteen specific mini-quadrants. They may be summarized as follows.

## THE ASSERTIVE QUADRANTS (A-1, A-2, B-1, B-2)

### **Assertive-Assertive (A-1)**

People with this style are strongly assertive and controlling. They are goal oriented and think in an immediate time frame. They want to achieve... now! Assertive-assertives make decisions quickly and must be allowed to do so. Others often view them as insensitive since they devote maximum effort to accomplishment and minimum effort understanding the feelings of others.

### **Animated-Assertive (A-2)**

This style combines strong assertiveness with a mild charismatic style. People with this style take command of a situation. They are comfortable directing others, and influence others by their personal forcefulness. The animated-assertive is often perceived by others as too aggressive and ambitious, even too authoritarian. Recognition and praise will move this person to achieve.

### **Analytical-Assertive (B-1)**

This is a moderately assertive and strongly controlled style. Others view people having this style as exhibiting accuracy and dependability in performance. The analytical-assertive is seldom seen as too overbearing. People who have this style appreciate a challenging situation that depends upon their technical skills. While analytical-assertives tend to avoid emotional involvement, they can work well with others because they inspire confidence through example. This style tends to want to control situations, does not delegate authority or responsibility easily, and tends to analyze efforts rather than feelings.

### **Amiable-Assertive (B-2)**

Also known as an adaptable-assertive, people with this style are both moderately assertive and mildly responsive. Their behavior is a balance of ambition and relationship orientation. They need to achieve, but they need to be liked. This sometimes causes others to see them as indecisive. The amiable-assertives may not make a maximum effort to press their point unless they are sure of their position with others. People with this style will capitalize on their ability to influence the thinking and behaviors of others.

# WHAT IS SELLING, WHY DO PEOPLE BUY?

---

## THE ANIMATED QUADRANTS (A-3, A-4, B-3, B-4)

### **Assertive-Animated (A-3)**

This style combines strong assertiveness with added responsiveness. People with this style are accomplished at influencing others by sheer personal force and charisma. They are comfortable directing others, and their socially active behavior is often effective. They need recognition and reward to stimulate them to achieve. Others may view them as too aggressive and ambitious, often not professional, needing to win no matter what the cost.

### **Animated-Animated (A-4)**

Perhaps the most creative of all the styles. This style combines strong assertiveness with intense responsiveness. People with this style are extroverted and intensely ambitious. Their energy level is extraordinary. They display a confident demeanor. They rely heavily upon their intuition to guide their actions rather than cold, hard facts. Less assertive people may view the animated-animated as too ambitious, too egotistical and too impulsive. Their enchantment with “great things to come in the future” tends to hamper their effectiveness in dealing with present necessities. Their lack of focus on details is often offset by their eccentric creativity and view of the big picture.

### **Analytical-Animated (B-3)**

Also known as the adaptable-animated, this style combines moderate assertiveness with moderate responsiveness. People with this style are concerned with others and are adept at maintaining harmony among individuals of a group. This concern with others includes the willingness to listen to their ideas and viewpoints. People with this style receive the trust and confidence of others to do their bidding. People tend to view them at times as too willing to change direction to avoid conflicts. At times, in situations where tasks need to be accomplished, some people will see them as relying too much on their persuasive skills and too little on fact and logic.

### **Amiable-Animated (B-4)**

This style combines moderate assertiveness with intense responsiveness. This style is closely akin to the animated-amiable style with slightly stronger assertive behavior.

## THE AMIABLE QUADRANTS (C-3, C-4, D-3, D-4)

### **Assertive-Amiable (C-3)**

This style combines mild assertiveness with moderate responsiveness. People with this style evoke confidence and trust from others through friendly persuasion rather than force. They can, when the need arises, be direct and confrontational to maintain the support needed by others in an endeavor. Others tend to view the assertive-amiable as supportive and helpful. The assertive-amiable does not always see it necessary to take a strong stand.

### **Animated-Amiable (C-4)**

This style combines mild assertiveness with intense responsiveness. People with this style are people oriented and effective in promoting relationships. Others view the animated-amiable as forthright but moderately so. Their candor is tempered by their people skills. They seek approval, but may be lacking in detailed planning and fact-gathering skills. This being so, others may see them at times as inaccurate and superficial in their work while admiring their concern with relationships.

### **Analytical-Amiable (D-3)**

This style combines limited assertiveness with moderate responsiveness. People with this style are friendly and they like people. However, they work best by themselves on clearly defined tasks. The analytical-amiable is a good listener, and functions effectively in a group by listening and asking questions for clarification. People view the analytical-amiable as being uncomfortable with giving directions to others or correcting others. Highly assertive people often do not remember the names of analytical-amiables.

### **Amiable-Amiable (D-4)**

Perhaps the most loyal of all the styles. This style combines limited assertiveness with intense responsiveness. People with this style have a strong social drive, and they depend on others more than fact or necessity when making decisions. Others often view them as very friendly and accepting. They are successful team players. Highly assertive people see them as “easy marks,” lacking in strength of will and vacillating when difficult decisions need to be made.

## THE ANALYTICAL QUADRANTS (C-1, C-2, D-1, D-2)

### **Assertive-Analytical (C-1)**

This style combines strong control of emotions with mild assertiveness. This style is closely akin to the analytical-Assertive style, different primarily with respect to a lesser degree of assertiveness and a lesser tolerance for risks than the B-1.

### **Animated-Analytical (C-2)**

This style combines mild assertiveness with mild responsiveness. People who have this style have the tendency to depend upon themselves to get the job done rather than on others. However, they do seek personal relationships that can be built on a solid foundation. They tend to avoid conflict with others. They are diplomatic, but use facts and logic to back them up in their diplomacy. Animated-analyticals need approval from others — they desire approval based upon their competency in “doing an exceptional job.” In this respect, they are more achievement oriented than acceptance oriented, though they need both. They will take a firm stand at times, but often will depend upon themselves to complete a job when others fail to follow through with their part. They will exercise authority over others when they have to, but they find it difficult to sustain this over a long period of time if the others involved are incompetent or lazy.

### **Analytical-Analytical (D-1)**

This task-oriented style combines limited assertiveness with strong control of emotions. People with this style are in the lowest quartile of assertiveness and the lowest quartile of responsiveness. They do not like to assert themselves or to give vent to their emotions or opinions. They are task oriented and prefer using their skills alone or in small groups. People with this style rely upon facts, logic and process. They intend to explore all avenues of a situation before making a decision. Perfection usually trumps urgency. They are skilled thinkers, planners and organizers. When in leadership roles they lead by example and competence, not personal force. More assertive people often view the analytical-analytical as unenthusiastic, too slow and deliberate, unable to make a decision and act on it. Of all the styles, this one is most likely to hold a grudge.

### **Amiable-Analytical (D-2)**

This style combines limited assertiveness with mild responsiveness. This style is closely akin to the analytical-amiable style, different primarily with respect to a greater degree of emotional control and professionalism than the D-3.

# WHAT IS SELLING, WHY DO PEOPLE BUY?

---

## How They React Under Stress or Pressure

### **Assertive < > Dictate**

When Assertives are confronted with individuals who do not conform to their wishes, their tension increases and they revert to their back-up style. They want to control the situation and will use their position of power. If they do not have a high position they will insert their physical or vocal presence. They minimize emotional display and tend to dominate with facts. They cut off conversations and issue edicts. They will tolerate but not respect “yes people” because they believe they have mastered them. They directly confront those who oppose them until they win. Assertives will not accept being subordinate to anyone since that is admitting defeat. Their approach is “I win, you lose.” They become selfish in their actions and approach. Under tension they become very dictatorial and non-emotional.

### **Animated < > Attack**

Like Assertives, Animateds are very competitive. When their tension reaches the level where they cannot cope, they attack. They express feelings very openly in an emotional and hostile way. They can whip others along with emotional display. They will attack verbally and personally with emotions and opinions. For those who are supportive, they are friendly, pleasant and even gracious. They are competitive. They like risk and challenge, they have difficulty sustaining long-term goals. They become impatient with those who drag their feet on decisions, cannot see the big picture or are knee deep in facts and details. They want to lead the parade. They attack personally and will use the word “you” strongly and sometimes offensively. Once they have verbalized their frustration, they will tend to apologize or “mend the fence,” since they are very aware of relationships. Under tension they become extremely self-centered, loquacious, and vociferous. Although they can get angry quickly, they don’t stay angry for long and tend to be the most forgiving of all the styles.

### **Amiable < > Acquiesce**

When Amiables are confronted by tension of others, they acquiesce. Amiables want to be accepted, approved and even loved by others. They do not like conflict; therefore, when an assertive or animated revert to their back-up behavior, the amiable will acquiesce. S/he will “go along with the situation”. This does not mean they agree, approve, or accept it. They will not strongly voice their disapproval. They will not buy in, and may resist in other non-confrontational ways. They will make a shallow agreement to keep the peace since they want to meet their need of acceptance. They are afraid others will withhold their affections or approval. They seek the support of others. Their self-confidence can appear hinged on this. When tension confronts them, they seek reassurance from others... preferably another amiable. Under tension they feel intense pressure and have difficulty expressing themselves.

### **Analytical < > Avoid**

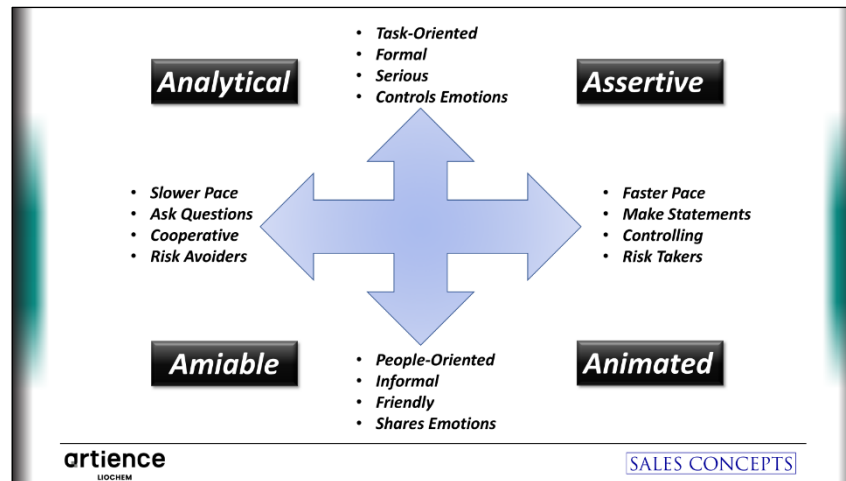
Analyticals are individuals who dislike anyone attacking or strongly questioning their system, method, or process of doing things. They pride themselves on accuracy, logic, order, and perfection. They feel safe in their system. They can be confronted personally since that has less affect due to their relationship orientation; but their system, logic and method are sacred. They avoid fighting, but won’t easily give in either. Their solution is to avoid tension and conflict. They want to be independent of others and not to be under obligation or influenced while involved. They rarely express feelings and put their confidence in facts, rational and critical thinking. They can be indecisive and overly concerned with details.

# WHAT IS SELLING, WHY DO PEOPLE BUY?

---

## Customer Buying Styles

### *Summary*



Analyticals are detail oriented, task oriented, quiet, take longer to decide, ask, and show little emotion.

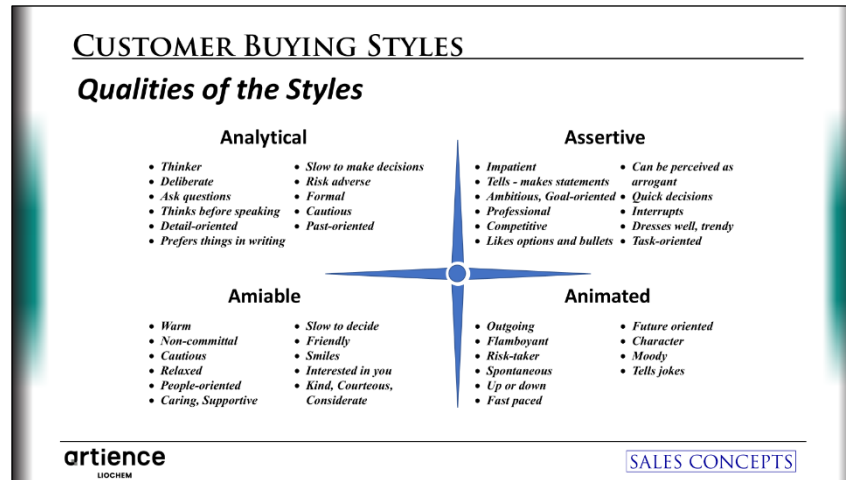
Assertives are tough, task-oriented, go-getters, always on the go, finger-pointers, make statements, and show little emotion.

Amiables are sociable, nice, warm, supportive of others' ideas, easy to be around, ask, and share emotions.

Animateds move fast, tell jokes and stories, big picture oriented, make statements, and share their emotions.

# WHAT IS SELLING, WHY DO PEOPLE BUY?

## Customer Buying Styles



### *Key points to remember:*

- This is what you let the outside world see of you. Most of us are, whether we know it or not, already using a categorization of this kind. A lot of this really is just common sense! However research had revealed that your success interacting with others is greatly enhanced when you use it deliberately and not by accident.
- A and B people tell. They act on decisions quickly.
- C and D people ask. They act on decisions over a longer period of time.
- 1 and 2 people share little emotion. They are task oriented.
- 3 and 4 people share facial expression, gestures, and emotion. They are people oriented.
- There is no right style. No one style is better or worse than any other. People all four quadrants are successful and people from all four quadrants struggle.

*If you put your communication cycle on autopilot and treat everyone the same way, eventually you are going to crash.*

### Notes:

---

---

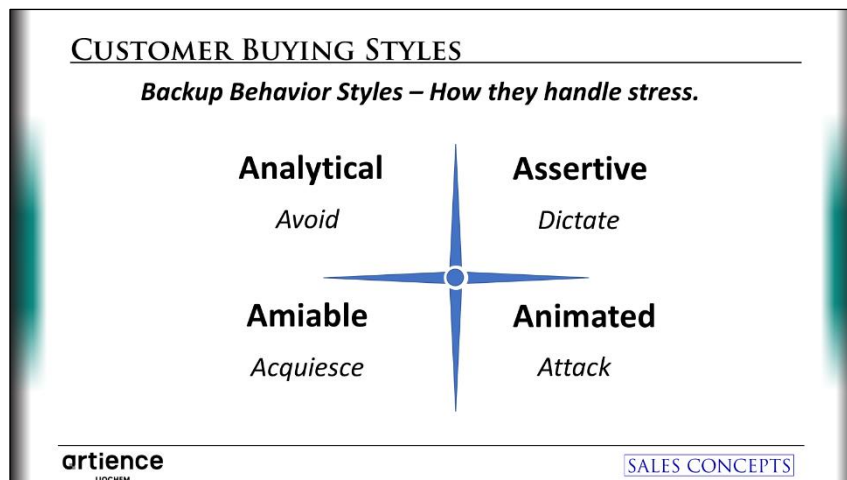
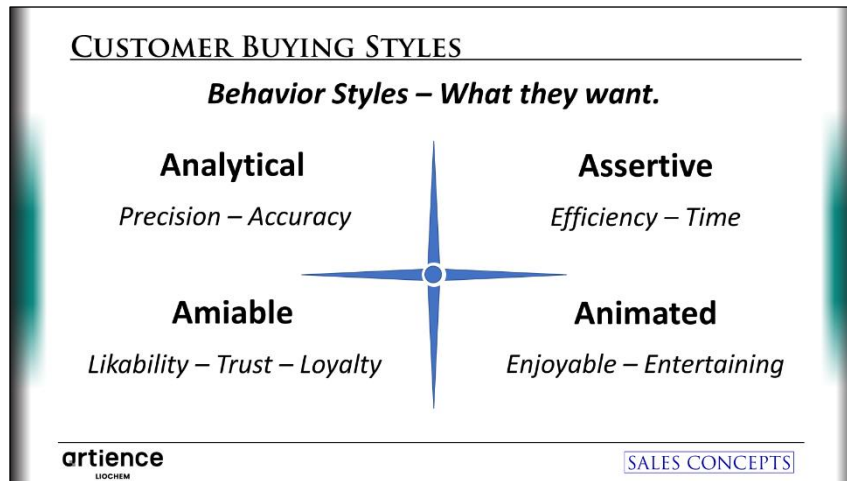
---

---

---

# WHAT IS SELLING, WHY DO PEOPLE BUY?

---



Notes:

---

---

---

---

---

## Recognizing Customer Buying Styles



*Recognizing a person's style can be accomplished quickly over the phone, by e-mail, on the Internet or in person.*

*The same procedure is used.*

Notes:

---

---

---

---

---

---

---

---

---

## Recognizing Customer Buying Styles

George

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

J. K.

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Lara

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Kevin

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# Recognizing Customer Buying Styles

### **First, look at priorities.**

Does this person show many facial expressions, express emotion, and sound friendly? If yes, this person is people (social) oriented most of the time. S/he is a 3 or 4.

Does this person show little facial expression or emotion and sound guarded? If yes, the person is task-oriented most of the time. S/he is a 1 or 2.

### **Next, look at pace.**

Does this person ask questions and make decisions slowly most of the time? If you think the person asks questions and makes decisions slowly, most of the time, he is a C or D.

Does this person make statements and make decisions fast? If you think the person moves fast and tells most of the time, she is an A or a B.

### **Now, combine the two dimensions.**

If you think a person emotes and asks questions most of the time, she would be an amiable.

If you think a person is task-oriented and makes statements most of the time, he is an assertive.

If you think a person emotes and makes statements most of the time, she is an animated.

If you think a person is task-oriented and asks questions most of the time, he is an analytical.

The closer one gets to the center of the grid, the more one exhibits traits of all the styles. This is the 5th style and consists of the four middle squares. These people are adaptable. These people are near the center of the grid. They may exhibit traits of each style. Adaptables can be what they want to be whenever they want. Some people think this is an excellent place to be. The negative is that no one knows where they stand. They can come off as manipulative.

## Recognizing Customer Buying Styles

| CUSTOMER BUYING STYLES |                  |                 |                  |                 |
|------------------------|------------------|-----------------|------------------|-----------------|
|                        | D                | C               | B                | A               |
| 1                      | D1<br>Analytical | C1<br>Assertive | B1<br>Analytical | A1<br>Assertive |
| 2                      | Amiable<br>D2    | Animated<br>C2  | Amiable<br>B2    | Animated<br>A2  |
| 3                      | D3<br>Analytical | C3<br>Assertive | B3<br>Analytical | A3<br>Assertive |
| 4                      | Amiable<br>D4    | Animated<br>C4  | Amiable<br>B4    | Animated<br>A4  |

artience  
LUDCHEM

SALES CONCEPTS

*Key points to remember:*

- An analytical is task oriented and asks questions.
- An assertive is task oriented and makes statements.
- An amiable is people oriented and asks questions.
- An animated is people oriented and makes statements.
- It is not what is said, but how it is said.

Does the person speak quickly or slowly?

Does the person ask questions?

Does the person give concise or long-winded answers?

Does the person show a lot of facial expression or a little?

*This is Easy. This is not Rocket Science.  
Just Think.*

*Do they move **quickly** or **slowly**?*

*Are they **task**-oriented or **people**-oriented?*

## Selling to the Styles



*Use different strategies for each style.*

*If you use the same strategy with all of your customers,  
you are going to crash.*

Notes:

---

---

---

---

---

---

---

---

---

---

### Selling to the Styles

What should you do for an assertive?

---

---

---

---

---

---

---

---

What should you do for an animated?

---

---

---

---

---

---

---

---

### Selling to the Styles

What should you do for an amiable?

---

---

---

---

---

---

---

---

What should do for an analytical?

---

---

---

---

---

---

---

---

## Selling to the Styles

RECOGNIZING CUSTOMER BUYING STYLES  
Working with an Assertive



- ***Make an Appointment***
- ***Be on Time***
- ***Get Down to Business***
- ***Control Your Emotions***
- ***No Stories***
- ***Be Specific***
- ***Use Proposals***
- ***Give Options***

artience  
LUCHEM

SALES CONCEPTS

RECOGNIZING CUSTOMER BUYING STYLES  
Working with an Animated



- May Be Up or Down - Why?
- Allow Plenty of Time
- Expect Them to Change Minds
- Record Details
- Talk About Others' Successes
- Get Involved in Their Dreams

artience  
LUCHEM

SALES CONCEPTS

RECOGNIZING CUSTOMER BUYING STYLES  
Working with an Amiable



- Be Friendly and Interested
- Don't Jump to Business Too Quickly
- Make Suggestions to Get Ideas
- Be Aware of Feelings
- Show How YOU will Support Them
- Confirm Commitment
- Don't Push
- Reduce Risk of Failure

artience  
LUCHEM

SALES CONCEPTS

RECOGNIZING CUSTOMER BUYING STYLES  
Working with an Analytical



- Expect Questions
- Present and Validate Facts
- Additional Meetings for Details
- Take Your Time
- Low Key
- Don't Push or Interrupt
- Accept More Responsibility
- Emphasize Technical Support

artience  
LUCHEM

SALES CONCEPTS

## Behavioral Points to Remember

- A doorway to communication – uniqueness extends far beyond the Buying Styles model.
- Use to create win-win relationships.
- There is no good, bad, right or wrong behavioral style.
- Your behavioral design is a combination of the two dimensions of priority and pace.
- Every person can adapt.
- Treat people the way they want to be treated.

## Notes:

---

---

---

# Selling to the Styles

### ***Key points to remember:***

- Sell to people the way they like.
- This is about strategy—plan accordingly.
- Using this method sets you apart from your competition.
- There are no right or wrong ways; however, there are some better ways.

### Notes

---

---

---

---

---

---

---

---

---

---

---

---

# CONNECT WITH US!

---



<http://www.salesconcepts.com>



<http://www.facebook.com/SalesConceptsTraining>



<http://www.twitter.com/SalesConcepts>



<https://www.linkedin.com/company/sales-concepts-incorporated/>



[info@salesconcepts.com](mailto:info@salesconcepts.com)



<http://salesconcepts.com/category/training/blog/>



800.229.2328 or 678.624.9229

©2024 All rights reserved Sales Concepts, Inc. – February 2024