

CONTACT, CONNECT, AND COMMUNICATE WITH CUSTOMERS.

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“Meet and surpass customer expectations their way.”

Program review notes

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Customer Buying Styles



Customer Buying Styles is a method of relating to different types of people to better meet their expectations. It is about working with people the way they want, not the way you want.

Customer Buying Styles is about behavior. It is not about personality.

Personality is why you do what you do.

Behavior is how you do what you do.

Customer Buying Styles focuses on HOW one does things, not WHY.

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Goal

Do the best job possible of meeting the expectations of prospects and customers by working with them the way they want to be worked with.

[SALES CONCEPTS](#)

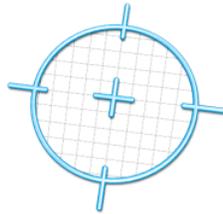
Customer Buying Styles

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.

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Objective



- Increase your awareness and understanding of different buying styles.
- Explain how they impact effective communications and teamwork.

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Strategy



- Classify and categorize ourselves and others into behavioral styles.
- Understand important information about each group.
- Recognize potential conflict.
- Develop more effective communication strategies based on this knowledge.

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Customer Buying Styles

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What is a buying style?

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

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What is not a buying style?

- Personality
- Judgmental
- Moralistic
- Psychological
- Value System

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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.

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Personality vs. Behavior

- | | |
|--|---|
| <ul style="list-style-type: none">• What people are.• Who they are.• Why they do things.• Motivation and Desire | <ul style="list-style-type: none">• What people do.• How people do things.• How quickly people do things. |
|--|---|

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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.

PLATINUM RULE

“Do unto others the way they like.”

It works!

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

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How to determine someone's style...

We evaluate two dimensions of human behavior:

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

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The First Dimension of human behavior: Pace

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Pace



Relaxed ← → Quick

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Relaxed people:

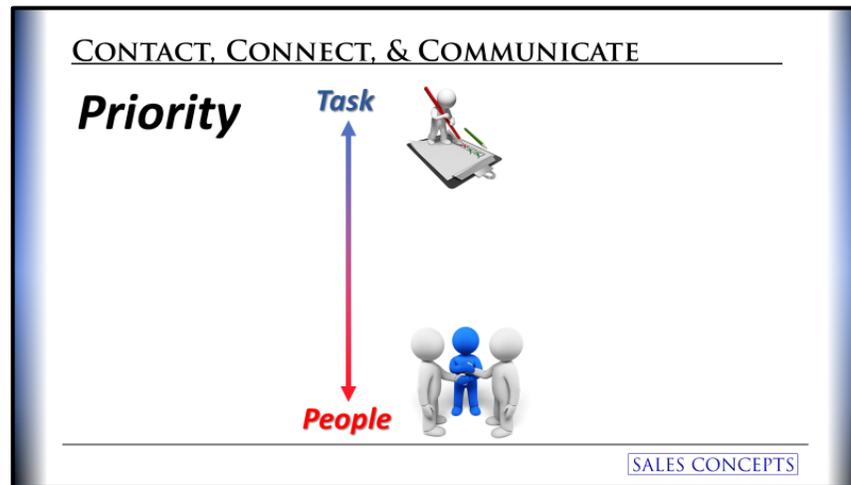
Do things by asking questions.
Prolong decisions.
Tend to be more cautious.

Quick people:

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

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The Second Dimension of human behavior: Priority



Task oriented people:

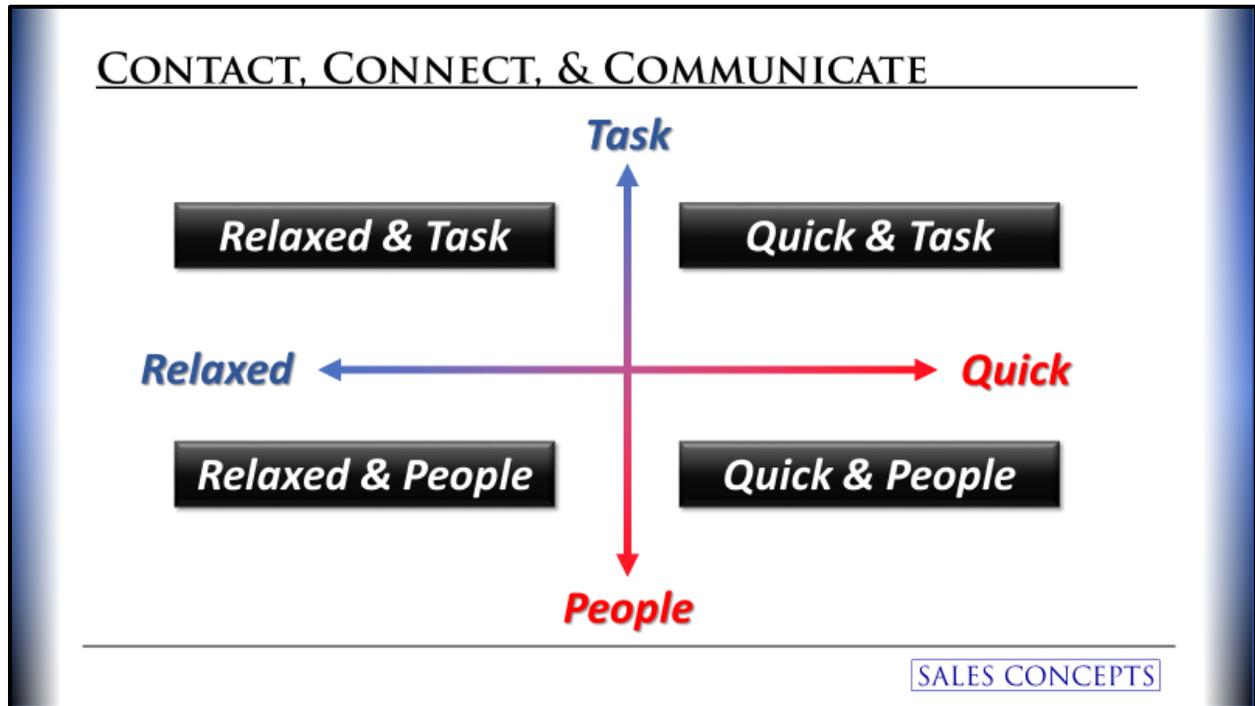
- Show little facial expression.
- Are private—hard to tell what they think.
- Are not comfortable showing their feelings.

People oriented people:

- Easy to read.
- Share their emotions.
- Extremely outgoing.

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Now combine the two axes.



Where do they intersect for you? _____

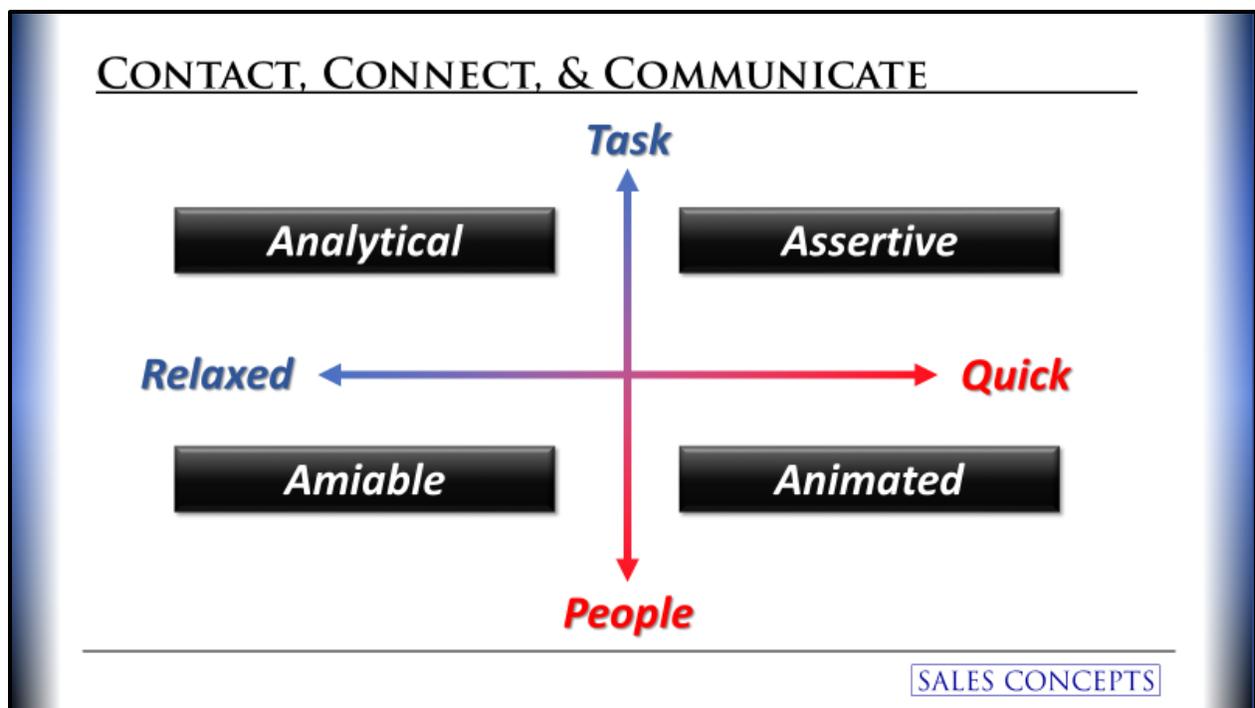
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We give these boxes names and call them human behavioral styles, and when people are buying, we refer to them as *customer buying styles*.

There is no right style.

People of all styles are successful in business and otherwise.

The four styles



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Customer Buying Styles

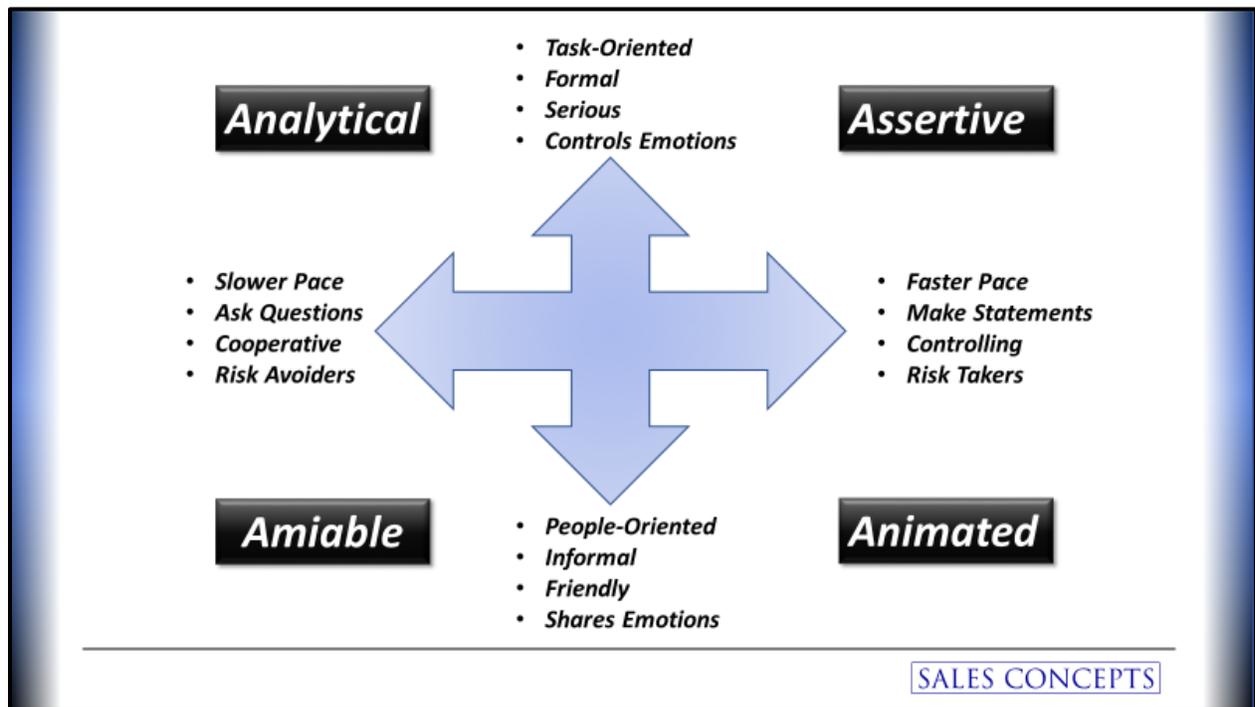
Summary

Analyticals are detail oriented, task oriented, quiet, make decision fairly slow, ask, and show little emotion.

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

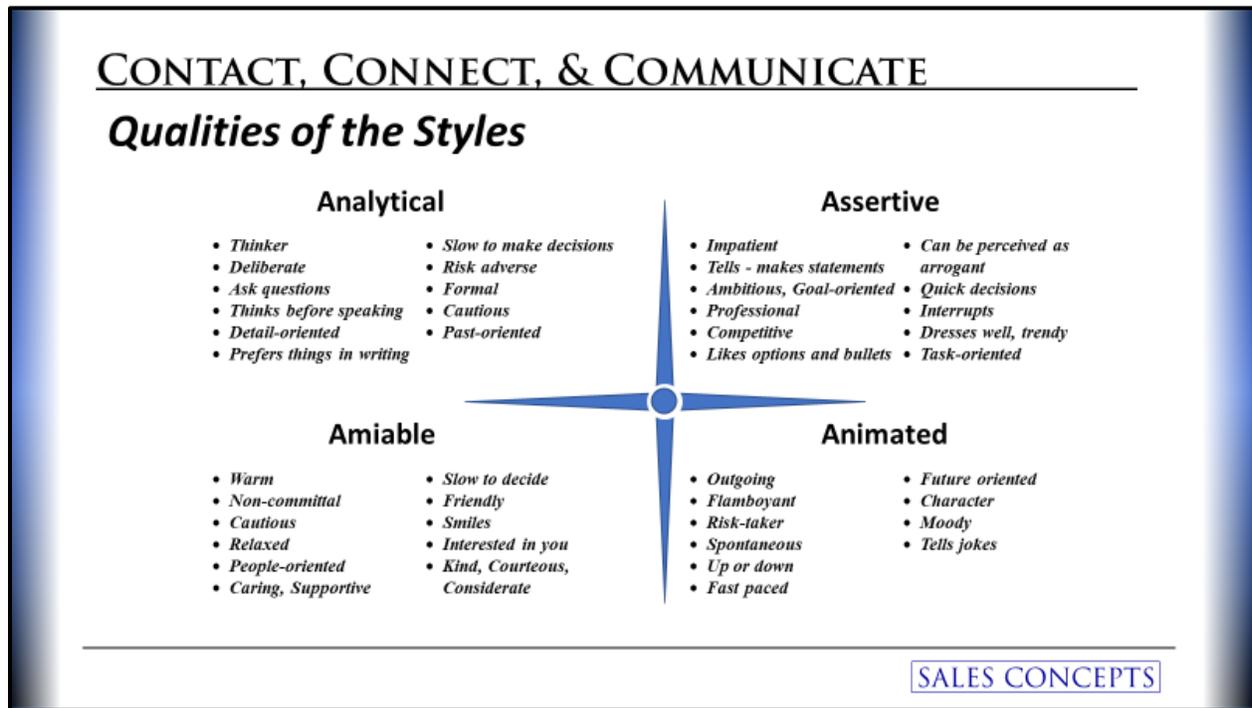
Amiables are sociable, nice, warm, supportive of ideas, easy to be around, and ask and share their emotions.

Animateds move fast, like to tell jokes and stories, want to see the big picture, and tell and share their emotions.



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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 common sense! However, research had revealed that your success interacting with others is greatly enhanced when you use it deliberately and not by accident.
- Quick people tell. They act on decisions quickly.
- Relaxed people ask. They act on decisions over a longer period.
- Task oriented people share little emotion. They are task oriented.
- People oriented 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.

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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.

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Recognizing Customer Buying Styles

First, look at priorities.

Does this person show lots of facial expression, express emotion, sound friendly?
If you say yes, the person is people (social) oriented most of the time. S/he is people oriented.

Does this person show little facial expression, emotion, and sound guarded?
If you say yes, the person is task oriented most of the time. S/he is task oriented.

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, S/he is relaxed.

Does this person make statements and make decisions fast?
If you think the person moves fast and tells most of the time, S/he is quick.

Now, combine the two.

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

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

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

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

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This is Easy. This is not Rocket Science.

Just Think.

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

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

Make a jingle out of it in your head if you want...

Every time you meet someone ask:

“Fast, Slow, Task, People”

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Selling or working with the Styles

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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***

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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***

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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*

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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*

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Behavioral Points to Remember



- *A doorway to communication – uniqueness extends far beyond the Buying Styles model.*
- *Used 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 has the ability to adapt.*
- *Treat people the way they want to be treated.*

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Checklist for Working with Assertives

Do	Don't
<ol style="list-style-type: none">1. Be clear, specific, brief, and to the point.2. Stick to business.3. Come prepared with all requirements, objectives, and support material in well-organized package.4. Present the facts logically, plan your presentation efficiently.5. Ask specific, preferably <i>what</i> questions.6. Provide alternatives and choices for making decisions.7. Provide facts and figures about probability of success or effectiveness of options.8. If you disagree, take issue with the faces, not the person.9. If you agree, support results, not the person.10. Motivate and persuade by referring to objectives and results.	<ol style="list-style-type: none">1. Don't ramble on, or waste their time.2. Don't try to build personal relations.3. Don't forget or lose things, don't be disorganized or messy, don't confuse or distract their mind from business.4. Don't leave loopholes or cloudy issues — if you don't want to be zapped.5. Don't ask rhetorical questions or useless ones.6. Don't come with a ready-made decision, and don't make it for them.7. Don't speculate wildly or offer guarantees and assurances where there is a risk in meeting them.8. If you disagree, don't let it reflect on them personally.9. If you agree, don't reinforce with "I'm with you."10. Don't try to convince by personal means.

Checklist for Working with Animateds

Do	Don't
<ol style="list-style-type: none">1. Plan interaction that supports their dreams and intentions.2. Leave time for relating, socializing.3. Talk about people and their goals, opinions they find stimulating.4. Put details in writing, pin them to modes of action.5. Ask for their opinions/ideas regarding people.6. Provide ideas for implementing action.7. Use enough time to be stimulating, fun-loving, fast moving.8. Provide testimonials from people they see as important, prominent.9. Offer specials, immediate, and extra incentives for their willingness to take risks.	<ol style="list-style-type: none">1. Don't legislate or muffle.2. Don't be curt, cold, or tight-lipped.3. Don't drive on to facts and figures, alternatives, abstractions.4. Don't leave decisions hanging in the air.5. Don't waste time trying to be impersonal, judgmental, and task-oriented.6. Don't dream with them or you will lose time.7. Don't kid around too much, or stick to the agenda too much.8. Don't talk down to them.9. Don't be dogmatic.

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Checklist for Working with Analyticals

Do	Don't
<ol style="list-style-type: none">1. Prepare your case in advance.2. Approach in a straightforward, direct way, stick to business.3. Support their principles, use thoughtful approach, and build your credibility by listing pros and cons to any suggestion you make.4. Make an organized contribution to their efforts, present specifics and do what you say you can do.5. Take your time, give them time to be thorough, but be persistent.6. Draw up a scheduled approach to implementing action with step-by-step timetable; assure them that there won't be surprises.7. If you agree, follow through.8. If you disagree, make an organized presentation of your position.9. Give them time to verify reliability of your actions, be accurate, realistic.10. Provide solid, tangible, practical evidence.11. Minimize risk by providing guarantees over a period of time.	<ol style="list-style-type: none">1. Don't be disorganized or messy.2. Don't be giddy, casual, informal, and loud.3. Don't rush the decision-making process.4. Don't be vague about what is expected of either of you, don't fail to follow-through.5. Don't dilly-dally.6. Don't leave things to chance or luck.7. Don't provide special personal incentives.8. Don't threaten, cajole, wheedle, coax, or whimper.9. Don't use testimonies of others or unreliable sources, don't be haphazard.10. Don't use the opinion of just anyone as evidence.11. Don't use gimmicks or clever, quick manipulations.12. Don't push too hard or be unrealistic with deadlines.

Checklist for Working with Amiables

Do	Don't
<ol style="list-style-type: none">1. Start, however briefly, with a personal comment. Break the ice.2. Show sincere interest in them as people, find areas of common involvement; be candid and open.3. Patiently draw out personal goals and work with them to help achieve these goals, listen, and be responsive.4. Present your case softly, nonthreateningly.5. Ask <i>how</i> questions to draw their opinions.6. Watch carefully for possible areas of early disagreement of dissatisfaction.7. If you disagree, look for hurt feelings, personal reasons.8. Define clearly (preferably in writing) individual contributions.9. Provide guarantees that their decision will minimize risk, and give assurances that provide them with benefits.10. Provide personal assurances, clear, specific solutions with maximum guarantees.	<ol style="list-style-type: none">1. Don't rush headlong into business or the agenda.2. Don't stick coldly or harshly to business, on the other hand, don't lose sight of goals by being too personal.3. Don't force them to respond quickly to your objectives. Don't say, "Here is how I see it."4. Don't be domineering or demanding. Don't threaten with position power.5. Don't debate about facts and figures.6. Don't manipulate or bully them into agreeing because they probably won't fight back.7. Don't patronize or demean them by using subtlety or incentive.8. Don't be abrupt and rapid.9. Don't be vague, don't offer opinions and probabilities.10. Don't offer assurances and guarantees you cannot fulfill.11. Don't keep deciding for them or they will lose initiative, don't leave them without backup support.

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For you Analyticals, more information is available on this YouTube video here: [Customer Buying Styles](#)



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