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The Best way to Increase Sales Dollars and Customer Satisfaction!

- ❑ Did you know that people buy from salespeople with behavioral styles like their own?
- ❑ That salespeople tend to sell to customers who have a behavioral style like their own?
- ❑ That salespeople who know their own behavioral style and can “blend” with their customer’s style have phenomenal sales?

The Ford or the Pontiac? (True Story)

A Pontiac salesperson, Joe was showing a new vehicle to a couple. Knowing how to identify their behavioral styles, Joe recognized both the husband and wife’s styles. The couple expressed immediately that their desire was to buy a Ford, but merely wanted some information on a comparable Pontiac model. Joe did not “push” them in any way, since he knew their style, but offered them a variety of information, as they requested. Knowing that they were going to the Ford dealership up the street, Joe recommended them to a Ford salesperson who was the exact opposite style, and did not know about behavioral styles.

Why? The Ford salesperson was “pushy” and tried to close the sale immediately. After a few days of gathering more information, the couple came back and bought the Pontiac from Joe.

- ❑ The point of this true story is: Whether we like it or not, people buy from people they like! They liked Joe’s laid-back, slow-pace and did not like the fast-paced, quick-closing Ford salesperson. How many sales does your staff lose, because of not “behaviorally” treating the customer appropriately?

**The salesperson was more important than the brand of vehicle.
People buy from People they like!
Who do they like?**

- ❑ Some buyers like a salesperson to be direct, others want to have fun, or like new products, proven products, a lot of data, to be touched, personal talk, time to think, to negotiate, showy products, traditional products, and some don’t!
- ❑ Salespeople that don’t understand behavioral styles are missing out on valuable sales dollars.
- ❑ The single, best way to increase sales dollars and customer satisfaction is to train your sales professionals to understand the power of “selling with style” and coach them afterwards to actually implement what they learned.
- ❑ There are three steps to “selling with style”:
 1. Know your own behavioral style.
 2. Know your customers behavioral style.
 3. Blend your sales style to eliminate tension in the sales process.

PS: If a picture is worth 1,000 words then a demo is worth a 1,000 pictures. Request your FREE, personal assessment now!