

Ever Met a Salesperson You Instantly Disliked?



When was the last time that this happened to you? You need to make a purchase, so you identify a reputable company with products and services that meet your needs, and call or visit them to learn more.

As you speak with the company's representative, you find yourself beginning to get very uncomfortable. Within a minute of them opening their mouth, you're completely turned off, and you are desperately searching for the quickest way to get away from them.

If you are like most people, there is a strong chance that this kind of disconnect with another person would cause you to look elsewhere.

Why does this disconnect happen? What was said or done by the salesperson that created an impediment to having a productive discussion?

Trust and Likeability

It is almost impossible for you to buy something from someone you **don't like** or **don't trust**. Your feelings of liking or trusting someone begin the very moment you meet them, and it is based largely on how their natural behavioral style meshes with yours. Over time, your experience with them either validates your initial feelings, or causes you to have a change of heart about them. Either way, all productive customer relationships require a solid foundation of trust and likeability.

The ability to build trust and likeability, then, is an essential ingredient for any successful sales professional, and for every company that employs a sales function.

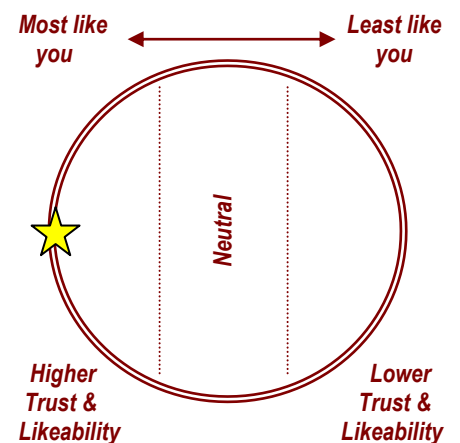
Behavioral experts point out that people's natural behavioral style will either complement one another, or be in conflict with one another. Trust and likeability are a direct result of this complement-or-conflict outcome.

How well do you understand the makeup of your own behavioral style? While it's fairly easy to see the outcome when interacting with others, precisely *how* behavioral style works to complement or conflict with others is not commonly understood.

Sell in *Their* Buying Style

People tend to buy in their own natural behavioral style. For example, if you make purchase decisions by going through a systematic and detailed evaluation before you decide, then you are more likely to feel comfortable with (and trust) the salesperson who presents detailed information in a systematic way. On the other hand, if the salesperson made broad sweeping statements that had little detail, you would not be nearly as trusting of what the salesperson said or did.

Picture your natural buying style (the star) on the circle below. People who sell to you in the same or similar style will be more successful because you will tend to like and trust them. People who sell to you in a distant or opposite style from yours will struggle with trust and likeability because their style is more in conflict with yours.





Simple, Powerful Solution

For over 40 years, more than 30 million people across the globe have taken DiSC® to learn about themselves and how to improve both their personal and interpersonal effectiveness. A brief online assessment provides a wealth of information to improve personal selling effectiveness, regardless of the industry, product, service or state of the economy.

A set of comprehensive DiSC® reports from Boyer Management Group will provide you with:

- The individual's specific behavioral strengths that can be developed,
- How to create the best environment in which to develop the individual,
- Specific strategies for increasing personal selling effectiveness, and
- How to most effectively manage the individual in his or her specific selling role.

The same set of DiSC® reports will also help you evaluate the suitability of candidates for employment in sales and customer contact roles. They will also allow you to accelerate the individual's on-boarding process by up to a third (e.g., 2 months instead of 3)!

People-SmartSM Selling

Boyer Management Group offers a two-day program for your organization that will teach your sales and customer contact professionals:

- How to best leverage their natural selling strengths,
- How to identify the predominant buying style of each customer or prospect by what they say and do,
- How to adjust their approach in order to increase trust and likeability, and
- How to close more sales at higher margins with happier customers.

This program will transform the sales productivity of your organization!

1,000%-Plus ROI!

Consider the financial benefits of:

- Increased productivity per person
- Increased sales and margins
- Improved customer satisfaction

What investment can you make that will pay for itself in less than a month? DiSC® from Boyer Management Group is cost effective and will pay for itself in days, returning an ROI greater than 1,000%!

For more than a decade, Boyer Management Group has worked with businesses and organizations to help them get the very best out of their people, and with senior managers to improve their effectiveness.

Example of one section of the How to Manage in Sales Environment Report:

How to Manage Gail to Gain Commitments from Customers:

- ❑ Tends to move quickly and directly to gaining a commitment from a customer
- ❑ May aggressively pursue a commitment, considering "No" a temporary obstacle
- ❑ Her natural approach to gaining commitment tends to be most effective with customers who are results-oriented and make quick decisions, as long as the customer does not become defensive as a result of experiencing loss of control of the buying decision
- ❑ Her natural style may require modification to be effective with customers who prefer to take time to gather and review information and who resist making a decision before they have had time to analyze
- ❑ Tends to move toward gaining commitment systematically, subtly leading the customer to the logical conclusion that it would make sense to buy her product or service
- ❑ May tend to expect that after presenting all the benefits of the product or service, the customer would logically make the decision to buy
- ❑ May experience frustration with the customer's indecision after she has presented all the obvious reasons to buy

A better solution is just a phone call or email away! If you're ready to bring your organization's sales effectiveness to a whole new level of productivity, please email us today at hank@boyermanagement.com or call us at **215-942-0982**.



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