



BUYING STYLES FOR THE SALES PROFESSIONAL



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The Three Reasons that People Buy:

- 1.
- 2.
- 3.

IDENTIFYING A BUYING BEHAVIOR STYLE

LOGIC ORIENTED DECISION MAKER / HIGH C

Analytical. Needs the data and the evidence. Wants to know the facts. Won't take uncalculated risks. Welcomes reports and statistics.

- This person concentrates deeply and likes to use the expressions “obviously” or “it is clear that.”
- Has a conservative and fastidious appearance.
- Wants communication to be precise and detailed.
- If they feel pressure, they will not get involved.
- They make a decision when they can logically defend it with hard data.
- Has a fear of making mistakes.
- Likes things done “the right way”.
- Needs to follow the rules.

OTHER ORIENTED DECISION MAKER / HIGH S

Needs to be liked and included. Is a team player. Wants others to be happy. They value relationships and want to be supportive and helpful. They tend to be extroverts and are good communicators. They are creative and not as interested in statistics.

- This person uses inclusive language like “we” and “us”.
- Has a relaxed and casual appearance.
- Wants communication to be open.
- If they feel pressure, they may give in.
- They make a decision when it will clearly benefit others.
- Prefers a controlled, deliberate work environment.
- Values security of a situation.
- Fears change.

RESULTS ORIENTED DECISION MAKER / HIGH D

Is goal-oriented. Likes to get things done. Is good at solving problems and looking for opportunities. Demonstrates urgency but is more interested in outcomes than how it is done. They want things to move fast and value efficiency and economy. They like to be in control.

- This person often uses phrases like “let’s get going...”.
- Has a functional and efficient appearance.
- Wants communication to be short and to the point.
- If they feel pressure, they may become domineering.
- They make a decision when they clearly see the outcome.
- Fears being taken advantage of.

PERSONAL ORIENTED DECISION MAKER / HIGH I

Likes to be inspired and motivated. They are intuitive. Likes to be given credit for a job well done. They like to be the center of attention. Needs lots of recognition. Is opinionated and sees things in a black and white manner. May like to talk more than listen.

- This person uses “I” language.
- Has a stylish or flashy appearance.
- Wants dramatic communication.
- If they feel pressure, they may attack.
- They make a decision when the outcome helps them maintain control and a sense of wellbeing.
- Likable and charismatic.
- Fears not being liked.

SIX TYPES OF OBJECTIONS

Sincere Objections are requests for more information in the form of an honest expression of doubt, concern, or a perceived drawback in your product or service.

Test Objections are thinly disguised requests for more information or more reassurance. The customer may be testing your knowledge of the product.

Fake Objections are a cover up for a sincere objection.

Stall Objections are tactics to delay making a buying decision or commitment.

Minor Objections are inconsequential objections thrown out for psychological impact. These sound like off hand attempts at humor.

Hopeless Objections preclude the customer from acting and can never be answered satisfactorily.

HANDLING OBJECTIONS

Step 1 Listen to the entire objection.

Step 2 Pad the Objections
Let it fall softly. Don't push back. Show empathy and understanding.

Step 3 Analyze the Objection

- Clarify and try to see their point of view.
- Ask a question in return.
- Rephrase the objection in your own words.
- Use questions to unmask the REAL objection to eliminate a smoke screen.

Step 4 Answer the objection

For sincere and test objections only.

- The objection will lose impact if you use a question to let the person think about the answer.
- Be certain your answer is understood by asking benefits questions and if this is what they said they wanted.
- Keep going with your presentation. Don't make too much of it. Assume that you still have a sale in the making.