

Your customers are on information overload. If they don't make a connection with you, they will walk away before the deal is made. To secure that sale, you need to get into their buying psyche!



## Understand Your Customers' Motivations To Buy

# Buying Behavior Styles for Salespeople

In this engaging presentation, *Buying Styles for the Salespeople*, Ruth Schwartz will show you how to make an emotional connection with your customer by understanding their hopes and fears, behavior, drives, motivations, and emotional style.

### In this presentation, you will learn to:

- Recognize primary behavior styles using a DISC methodology
- Read and understand behavior and motivational cues
- Mirror behaviors to build rapport
- Understand buying hopes and fears
- Positively influence your sales relationships
- Build an emotional connection with your prospects by giving them what they want, even when they don't know what they want.
- Embrace your own behavior style and how to turn it into your genius.

### You will walk away with:

- An understanding of the hopes and fears of your customers
- The ability to solve problems, gain respect, and make customer's dreams come true with ease
- A way to stop selling and telling but teach and engage.
- Verified, tested and proven tools to make you a sales genius.

This is an interactive and fun presentation designed to give you insights into your own style, so that you can recognize the needs of your prospective clients and how you can personally make the best connection.



**Presenter Info:** Ruth Schwartz spent 25 years in the music industry and built a \$10 Mil distribution company called Mordam Records. Today, Ruth is an ICF certified, PCC Executive and business leadership coach, motivational speaker, and author of the book, *The Key to the Golden Handcuffs: Stop Being a Slave to Your Business*. She owns High Performance Advocates, a management and leadership development company, is certified in over four assessment sciences and is the creator of the Fail Proof Hiring Program.