

# COURSE 5

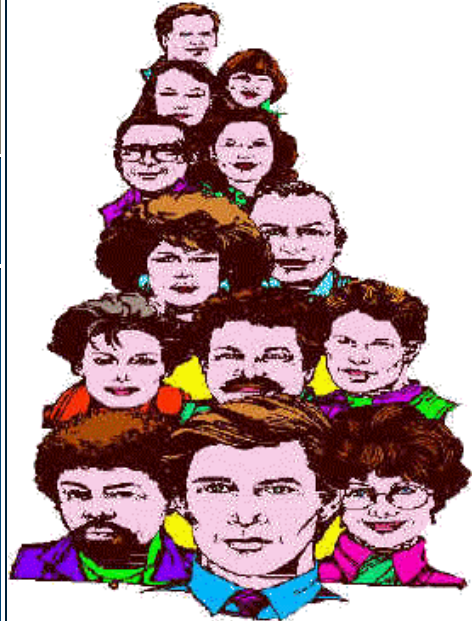
## FINDING YOUR SELLING STYLE

### A DIFFERENCE IN SOCIAL STYLE

Failure to understand styles can cause lost sales, frustration

Success and Behavioral Styles

- Understanding styles leads to better communication
- Style analysis was started by Jung and modified by others.



### THE BEHAVIORAL OR SOCIAL STYLES MODEL

Four basic styles based on four functions of human personality

Function		Characteristic
<b>Driver</b>	[Sensor]	Quick reactions to here and now sensory input
<b>Expressive</b>	[Intuitive]	Imagination and thought
<b>Amiable</b>	[Feeling]	Emotional and personal reactions to experiences
<b>Analytical</b>	[Thinking]	Logically organizing and analyzing data

**Are You A Director, Thinker, Relater, or Socializer?**

- Try the Kiersey Temperament Sorter
- Here is the Watchword Technique

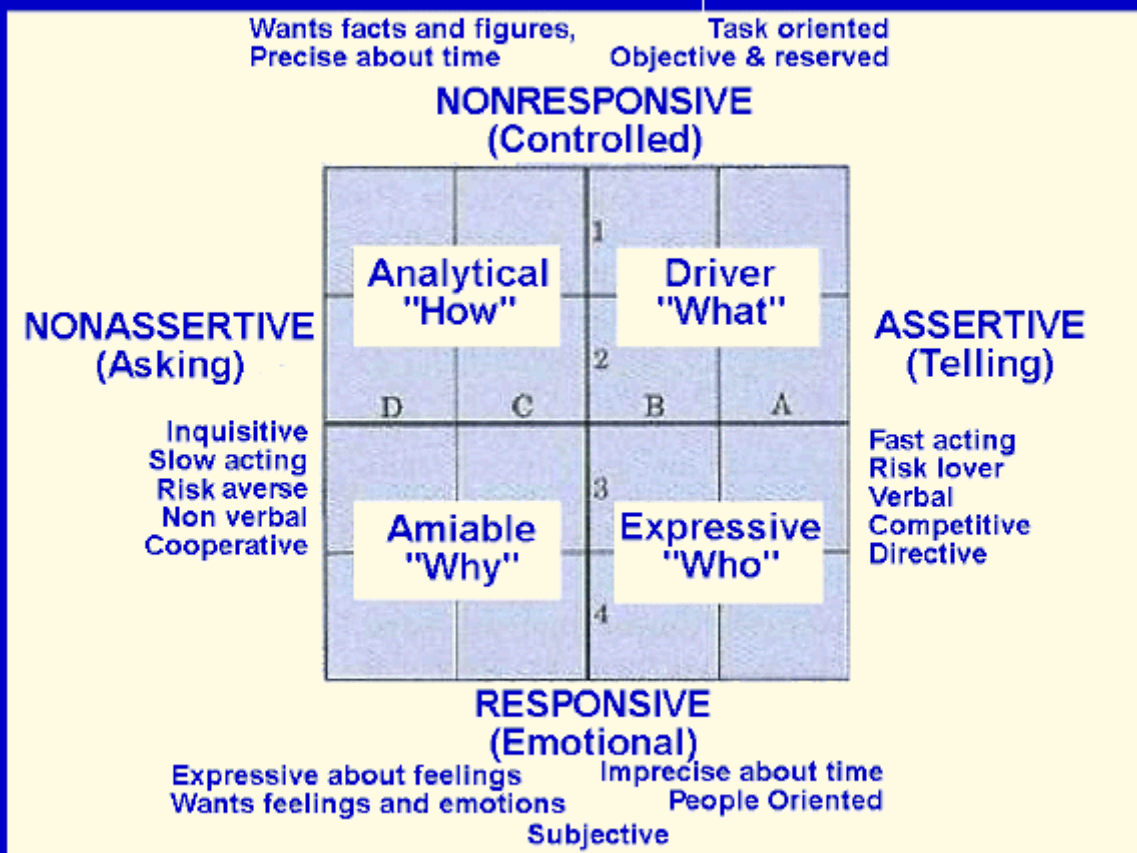
# Basic Concepts

Primary style	the favorite
Back up style	used sometimes (stress)
Clues to style	manner of speech use of time, etc
We respond to a style similar to our own.	Don't overuse your style
Behavioral Styles in Selling	<ul style="list-style-type: none"> <li>○ We use one or two styles in selling</li> <li>○ Know your own style well</li> <li>○ Style predicts surface behavior.</li> <li>○ It is not an in-depth personality analysis.</li> </ul>

# Dimensions of Behavior

## Dominance Scale

Sociability Scale



Sociability Scale

## Dominance Scale

<b>Assertiveness [dominance]</b>	The degree to which a person attempts to control situations or the thoughts and actions of others.
<b>Responsiveness [Sociability]</b>	The readiness with which a person outwardly displays emotions or feelings and develops relationships.
<b>Versatility</b>	Individual's ability to adjust personal pace and priorities to help interaction with a person of another style.
<b>Recognizing Social Styles</b>	Use the grid which plots assertiveness vs. responsiveness.  Each quartile in the grid represents levels of intensity

## Identifying the Four Behavioral Styles

<b>Analytical</b>	<p><b>Low assertiveness</b></p> <p><b>Low responsiveness</b></p> <p><b>Reserved technical specialists.</b></p>	<b>Drivers</b>	<p><b>High assertiveness</b></p> <p><b>Low responsiveness.</b></p> <p><b>Control freaks.</b></p>
<ul style="list-style-type: none"> <li>○ <b>Cautious in decisions and action</b></li> <li>○ <b>Likes organization and structure</b></li> <li>○ <b>Dislikes involvement</b></li> <li>○ <b>Asks specific questions</b></li> <li>○ <b>Prefers objective, task-oriented, intellectual work</b></li> <li>○ <b>Wants to be right, so collects much data</b></li> <li>○ <b>Works slowly, precisely, and alone</b></li> <li>○ <b>Seeks security and self-actualization</b></li> <li>○ <b>Has good problem-solving skills</b></li> </ul>		<ul style="list-style-type: none"> <li>○ <b>Decisive in action and decision making</b></li> <li>○ <b>Likes control; dislikes inaction</b></li> <li>○ <b>Prefers maximum freedom to manage self and others</b></li> <li>○ <b>Cool, independent, and competitive with others</b></li> <li>○ <b>Low tolerance for feelings, attitudes, and advice of others</b></li> <li>○ <b>Works quickly and impressively alone</b></li> <li>○ <b>Seeks esteem and self-actualization</b></li> <li>○ <b>Has good administrative skills</b></li> </ul>	

<b>Amiables</b>	<ul style="list-style-type: none"> <li>○ Low assertiveness</li> <li>○ High responsiveness.</li> <li>○ Support specialists</li> </ul>	<b>Expressives</b>	<ul style="list-style-type: none"> <li>○ High assertiveness</li> <li>○ High responsive.</li> <li>○ Social specialists</li> </ul>
<ul style="list-style-type: none"> <li>○ Slow in making decisions or taking actions</li> <li>○ Likes close, personal relationships</li> <li>○ Dislikes interpersonal conflict</li> <li>○ Supports and actively listens to others</li> <li>○ Weak in goal setting and self-direction</li> <li>○ Seeks security and identification with a group</li> <li>○ Has good counseling and listening skills</li> </ul>		<ul style="list-style-type: none"> <li>○ Spontaneous actions and decisions</li> <li>○ Likes involvement</li> <li>○ Exaggerates and generalizes</li> <li>○ Tends to dream and get others caught up in those dreams</li> <li>○ Jumps from one activity to another</li> <li>○ Works quickly and excitedly with others</li> <li>○ Seeks esteem and group identification</li> <li>○ Has good persuasive skills</li> </ul>	

## Versatility as a communication tool

- Conflict can happen if we use our own styles
- One person must adapt

<b>Behavior Flexibility or Versatility</b>	The willingness to control personal behavior and adapt.
<b>The Law of Psychological Reciprocity</b>	<i>Human beings are instinctively impelled to return to others the feelings and emotions they give to us.</i>
	<ul style="list-style-type: none"> <li>○ When we move toward their style then they are compelled to move toward our style.</li> <li>○ Called mirroring and matching</li> <li>○ You can impact the thoughts, actions and feelings of others by modeling what you want to have happen</li> </ul>
<b>Identifying Pace and Priority</b>	<ul style="list-style-type: none"> <li>○ How fast are decisions made?</li> <li>○ How competitive?</li> <li>○ How much feeling is displayed?</li> </ul>
<b>Style Clues in the Prospect's Environment</b>	<ul style="list-style-type: none"> <li>○ Office decorations</li> <li>○ Furniture</li> <li>○ Pictures, diplomas etc</li> </ul>

# The Interaction of Styles

Style flexing is the ability to adjust your style to meet that of your prospect

Styles		Shared Dimension	Source of Conflict	Area of Agreement	
Analytical	v	Amiable	Low Assertiveness	Priorities	Pace
Driver	v	Expressive	High Assertiveness	Priorities	Pace
Analytical	v	Driver	Low Responsiveness	Pace	Priorities
Amiable	v	Expressive	High Responsiveness	Pace	Priorities
Analytical	v	Expressive		Both	
Amiable	v	Driver		Both	

## Style Summary

	Driver	Expressive	Amiable	Analytical
<b>Backup Style</b>	Autocratic	Attacker	Acquieser	Avoider
<b>Measures Personal Values By:</b>	Results	Applause	Security	Accuracy "Being Right:"
<b>For Growth Needs to</b>	Listen	Check	Initiate	Decide
<b>Needs climate that</b>	Allows to build own structure	Inspires to reach goals	Provides Details	Suggests
<b>Takes time to be</b>	Efficient	Stimulating	Agreeable	Accurate
<b>Support their</b>	Conclusions and actions	Dreams and Intuition	Relationships and feelings	Principles and thinking
<b>Present benefits that tell</b>	What	Who	Why	How
<b>For decisions give them</b>	Options and probabilities	Testimonials and incentives	Guarantees and assurances	Evidence and service
<b>Their specialty is</b>	Controlling	Socializing	Supporting	Technical

# THE EMERGENCE OF NEUROLINGUISTIC PROGRAMMING (NLP)

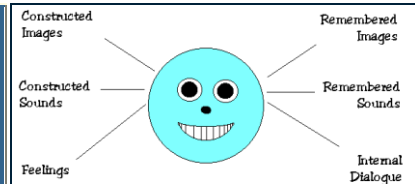
Perceptual fields are the ways in which people perceive the world

- Use these as another way to observe and understand people.
- Separate from style analysis
- The science of how the brain learns

Modes of Perception Most of us favor one mode	Auditory	Sound
	Visual	Sight
	Kinesthetic	Touch

- ✚ Tapping into the Prospect's System of Perception
- ✚ Certain clues tell us which representational mode a person favors.
- ✚ NLP can help you develop the ability to identify a prospect's traits

## Interpreting Eye Cues



Visual Perception	Look-ing	up	&	left	Visualizing or picturing the past.	 Visual recall
	Look-ing	up	&	right	Constructing a visual image	 Visual construct
Kinesthetic Perception	Look-ing	down	&	right	Remembering past feelings	 Kinesthetic Touch/taste/smell Emotions
Auditory perception	Look-ing	Side-ways	&	left	Hearing sounds from the past.	 Auditory recall
	Look-ing	Side-ways	&	right	Constructing a future conversation	 Auditory construct
	Look-ing	down	&	left	Talking to self	 Internal dialogue 'tape loops'

Left handed people may reverse



## Interpreting Predicate Words: Listen for word cues

<b>Visual</b>	I am <u>watching</u> developments in that particular stock; before I buy, I want to <u>see</u> the progress it makes this quarter and get a <u>picture</u> of what to expect in the future.
<b>Auditory</b>	There is so much <u>noise</u> in here I can't <u>hear</u> myself think
<b>Kinesthetic</b>	The atmosphere was heavy and damp; there was an oppressive stillness, thick with apprehension.

Match word cues with eye cues for accuracy.

## Using Perceptual Field Information

- Adapt your mode of selling to their mode of learning.
- Adapt demonstrations as well as your verbiage.

Perceptual Field	What to bring	What to do
<b>Visual</b>	diagrams, pamphlets, graphs, videos	Show the buyer how the product works
<b>Auditory</b>	tapes, videos with sound	Be well prepared to explain verbally
<b>Kinesthetic</b>	samples, the actual product	Let the buyer hold the product, let them try it out

**Learn NLP**

## Ethics of employing Style analysis or NLP.

- Are they are simply used as tools to obtain information that will aid in serving the client?
- Are they are used to satisfy personal greed?