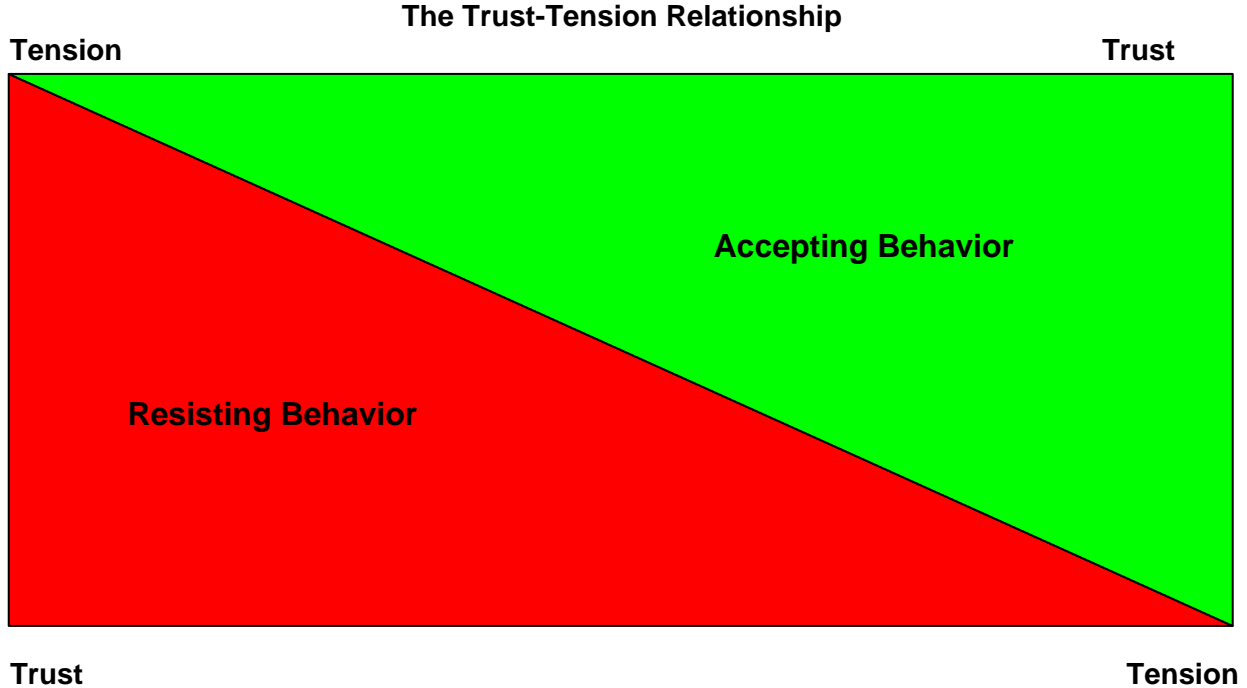


Becoming a Successful Sales Communicator

Volume 1, Lesson 3

Lesson Thesis: Effective communication is the lubrication to successful sales relationships. People buy from people they like, and trust.

In every sales conversation, there are two factors that are always at work. Managing these, is the key to short and long-term High Trust Relationships with your prospects and clients.

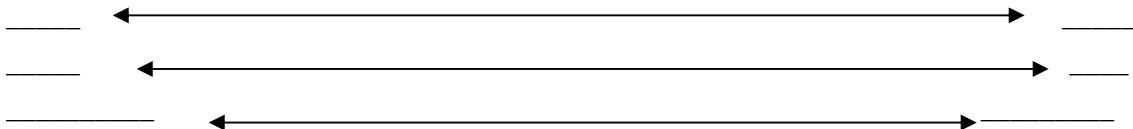


The Communication Basics

It has long been accepted that communication occurs through three basic avenues:

- Words create _____ of the communication exchange.
- Tonality creates _____ of the communication exchange.
- Non-verbal physiology creates _____ of the communication exchange.

One of the things that I have created over the years is what I call The Communication Matrix. Here's how it works:



One of the keys to establishing high levels of _____ is in _____ like your prospects and clients talk.

It has also been established that people communicate with three basic communication styles:

- _____ – Their primary communication style is through what they _____.
- _____ – Their primary communication style is through what they _____.
- _____ – Their primary communication style is through what they _____.

With this understanding, we can begin to move to becoming more effective as a sales professional because we can begin to treat the customer in a way that is _____ conducive to producing a positive, _____ - _____ outcome:

Here is the truth about buyers of your products and services, some....

- like you to be _____, some don't.
- like to have _____, some don't.
- like _____, some don't.
- like lots of _____, some don't.
- like to be _____, some don't.
- like _____, some don't.
- like time to _____, some don't.
- like to _____, some don't.
- like _____ products, some don't.
- like _____ products..... and some DON'T!

To become a more productive sales professional, we must not use The _____

We must use The _____ created by Dr. Tony Alessandra...

“Do unto others as they would have you do unto them.”

Style DNA

There are three keys to selling effectively using “styles” of customers:

- Learn your own style and study your “_____”.
- Learn how to determine your customer’s style as _____ as possible.

- Master the art of _____ – become like your client through the art of _____ and _____.

Now that we understand this, let's explore the four basic types of style DNA and what each looks like.

- The first thing you need to understand is that we all have some of each and just how much of each, _____.
- The second thing we need to know is that there is not a right or a wrong style, there is only _____.

Let's look at each style's characteristics.

1. The _____, _____ Style represents about ____ of the population.

Descriptors:

- _____
- _____
- _____
- _____
- _____
- _____

Strengths

Weaknesses

Talks _____, _____ and _____ with bursts of _____ when they are upset.

Presentation Effectiveness

- Don't waste time. Hit the high points and bottom line it for them.
- You and your product must appear credible.
- Very loyal, difficult to switch but once switched, they will be very loyal as long as you provide the service required.
- Doesn't want to see testimonials, paper, data etc.
- Will be impressed with efficiency, businesslike approach.
- Be concise, get to the point, and solve their problem fast to make the sale.
- Stop selling once they buy...you can _____ this style with idle talk and time wasting activity.

2. The _____, _____ style represents about _____ of the population.

Descriptors:

- _____
- _____
- _____
- _____
- _____
- _____

Strengths

Weaknesses

Talks _____, _____ and with _____ and more fluctuation when they get excited.

Presentation Effectiveness

- Spare the details; this is a very quick buyer, usually on the first visit. BEWARE! Your competition can steal them away just as easy.
- Present new, innovative, and showy products. They like to try new things.
- Allow time for socializing, perhaps over lunch.
- Have fun in the presentation. Tell stories. It is OK to touch the High I on the forearm or back.
- Eliminate a lot of detail and just hit the high points.
- Demonstrate showmanship.

3. The _____, _____ Style represents _____ of the population.

Descriptors:

- _____
- _____
- _____
- _____
- _____
- _____

Strengths

Weaknesses

Talks _____, _____ and with _____ but can speed up when angry.

Presentation Effectiveness:

- Take it slow and easy. If you go too fast, you lose the sale.
- Provide plenty of proof and statistics.
- Earn their trust and friendship; visit about family and hobbies.
- May require additional visits for reassurances before the sale is made.
- Use facts and figures. Make repeat visits. Make sure you answer all of their questions.

4. The _____, _____ Style represents about _____ of the population.

Descriptors:

- _____
- _____
- _____
- _____
- _____
- _____

Strengths

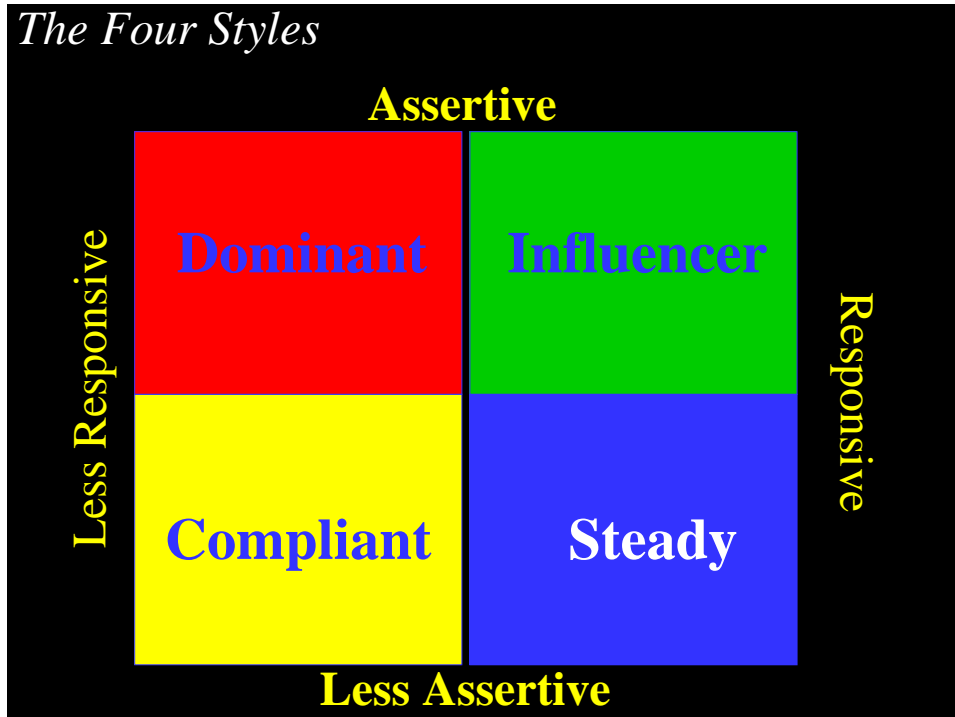
Weaknesses

Talks _____, _____ and _____ and slower when really making a point.

Presentation Effectiveness:

- Needs a lot of proof, background information, and proven results before buying.
- Needs time to absorb details and digest facts before going to the next step.
- Highly suspicious of new or unproven products-use testimonials and plenty of research information.
- Make sure the testimonials you use, are from other "C" style people.
- Don't rush. Don't waste time with small talk and Don't touch!

Putting it All Together



Answers: 7%; 38%; 55%; Fast; Slow; Loud; Soft; Fluctuations; Monotone; Trust; Talking; Auditory; Hear; Visual; See; Kinesthetic; Feel; Behaviorally; Win-Win; Direct; Fun; New Products; Data; Touched; Personal Talk; Think; Negotiate; Showy; Traditional; Golden Rule; Platinum Rule; Style DNA; Quickly; Role Shifting; Pacing; Leading; Determines Our Behavior; Different Styles; Dominant Driver; 18%; Ambitious; Forceful; Decisive; Direct; Independent; Challenging; Takes Charge; Insensitive to Others; Assertive; Impatient; Quick Decision Maker; Demanding; Gets Things Done; Lee Flexible Unyielding; Loud; Fast; Monotone; Fluctuation; Influencer; Expressive; 28%; Expressive; Enthusiastic; Friendly; Demonstrative; Talkative; Stimulating; Positive and Optimistic; Lacks Follow-Through; Outgoing Fun and Friendly; Acts Impulsively; Verbally Articulate; Talks to Much; Big Goal Setter; Poor Time Manager; Loud; Fast; Fluctuation; Steady; Relater; 40%; Methodical; Systematic; Reliable; Steady; Relaxed; Modest; Supportive; Slow to Decide; Loyal; Difficulty With Deadlines; Listener; Procrastinates; Agreeable; Avoids Conflict; Soft; Slow; Fluctuation; Compliant; Analytical; 14%; Analytical; Contemplative; Conservative; Exacting; Careful; Deliberative; Compliant; Labors Over Details; Competent; Pessimistic; Self-Disciplined; Sensitive to Criticism; Soft; Slow; Monotone.