

Building Relationships: Type 1

Personality Type 1: The Assertive

Who are they?	How to spot them	How to sell them
Goal-oriented and competitive	Listen for declarative sentences instead of questions	Always be over prepared & don't wing an answer you don't know
Value Results over relationships	Look for animated and confident body language: Lean forward, gesturing while speaking, uncrossed legs and arms.	Run efficient meetings & don't overdo rapport-building
Decisive and fast workers		Tie product features to business results
Value concrete information		Show how you'll put them ahead of their competition.

Building Relationships: Type 2

Personality Type 2: The Amiable

Who are they	How to spot them	How to sell them
Value personal relationships and rapport	Great listeners	Pitch them a vision of a better future
Like exciting new challenges and are enthusiastic about formulating creative solutions	Friendly, calm, and patient during meetings	Take time to get to know your prospect on a personal level
unstructured work style & slow to make decisions	Might ask personal questions to build a relationship	Act as a guide through the decision making process-help with internal selling and consensus building.
Build consensus within their organization before making a purchasing decision	Meeting tend to be more informal	Give them a personal guarantee.

Building Relationships: Type 3

Personality Type 3: The Expressive

Who are they	How to spot them	How to sell them
Creative, outgoing and spontaneous	Tend to be enthusiastic and colorful	Present case studies to demonstrate real results
Value mutual respect and loyalty	Will try to bond with you on a personal level	Avoid offhand commitments- broken promises severely damage these relationships
Concerned with how business decisions affect the people around them	Speak in declarative sentences instead of questions	Show how features and benefits will change their day-to-day
Hold strong convictions		Frame the product purchase in the context of an ongoing business partnership- Don't rely purely on numbers- tell a story.

Building Relationships: Type 4

Personality Type 4: The Analytic

Who are they	How to spot them	How to sell them
<p>Love data, facts and figures They ask a lot of detailed questions</p>	<p>Serious, direct and formal in meetings</p>	<p>Work on their timeline-don't rush them.</p>
<p>Will have researched you and your company prior to a meeting</p>	<p>Emphasize facts over emotions</p>	<p>Assume they know the basics, so emphasize providing customized advice</p>
<p>Very logical and cautious, but stick to their decisions</p>	<p>Ask many questions in meetings</p>	<p>Provide data when you make an assertion Don't make high-level claims</p>
<p>Will likely speak with multiple vendors to ensure they're making the best decision</p>		<p>Provide as much detail as possible and don't force rapport if there isn't any.</p>

Building Relationships:

4 TYPES OF DECISION MAKERS

Keep in mind that most prospects will be a mix of these personality types and won't fit neatly into one of the four categories above.

However, once you're familiar with these core personalities, you should be able to tailor your selling strategy to fit any situation you come across.