



# Four Buyer Behaviors

## Accelerator Tip Sheet

The biggest mistake salespeople make is selling to their prospects the way **THEY** buy.

Instead of selling to their prospects the way the **PROSPECT** buys!



### How to Recognize a **Lion**:

- Sharp dressers, nice watches, purses, shoes...
- Drive nice cars and live in nice homes/apartments.
- Natural leaders, they're competitive and ambitious.
- "A" personalities, drive and determination to be #1.

### How to Sell to a **Lion**:

- ✓ Give them options at the top of their price range.
- ✓ Show them the biggest and best of what you have.
- ✓ Talk about the features/benefits unique to your product/service.
- ✓ Share other successful people/companies you work with.

### How to Recognize an **Elephant**:

- Caretakers; want to help people first (airport ride?).
- Volunteering, organizing, keeping the peace.
- They want to save the world, rescue animals, etc.
- Great listeners.

### How to Sell to an **Elephant**:

- ✓ Share how your product/service helps others.
- ✓ Let them know you care and you'll be there for them.
- ✓ Talk about organizations/charities you're involved with.
- ✓ Listen more, be open, think "Friends First."

### How to Recognize an **Otter**:

- Life of the party! All about having fun!
- Dresses in bright, loud colors.
- Loves to entertain, always the fun neighbor!
- Can't get a word in edgewise with them, love to talk.

### How to Sell to an **Otter**:

- ✓ Focus on the fun aspects of your product/service.
- ✓ Introduce them to other outgoing colleagues/connections.
- ✓ They don't care about the numbers, don't focus on them.
- ✓ Be energetic and fun during your sales presentation.

### How to Recognize an **Owl**:

- Loves numbers and data, very analytical/detail-oriented.
- Dresses in basic colors, not too flashy.
- Asks lots of questions & take time to make decisions.
- Acts slowly when buying and needs "all" the info.

### How to Sell to an **Owl**:

- ✓ Focus on the numbers (specs, details, price, etc.)
- ✓ Wants to discuss all the options, including competitors.
- ✓ Don't rush them! Be patient, they don't buy "right away."
- ✓ Talk about ROI/Value, they analyze things to death.