

Persuasive Sales Report

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They are in the top third of the population in terms of reasoning speed. In training situations, they will learn more quickly than the average salesperson. In most formal sales training programs, they may feel that the pace of the class is too slow. It is important that they use their advantage of learning speed to focus on more applications of the training information that is provided instead of wanting more information. In training situations that allow for individual pacing, they should be allowed to progress at their own pace, although still focusing on application. They can usually learn new product information quickly.

This faster learning and reasoning speed enables them to solve problems quickly. This is well-suited for sales positions that involve dealing with a constantly changing field of problems. This problem solving ability essentially involves their faster projection of the consequences of different actions choices. This also allows them to think of a wider range of alternate solutions. This is a tremendous strength in sales presentations, as they can think on their feet and are capable of adapting to the prospect's changes of direction during the presentation.

Their ability to project the consequences of actions quickly is the basis for strategic thinking. They will generally be more focused on strategic sales issues and the long term sales possibilities rather than on the more immediate sales opportunities. It is also probable that their grasp of abstract concepts will be faster than that of the average salesperson. This is a particular advantage when selling intangibles or conceptual products and services. This focus on strategic sales opportunities can be a problem at times when immediate sales are more critical. They see so clearly where things are going to be that they may underestimate the challenges and obstacles of the moment. Businesses must have a clear vision of where they are going, but it is equally important to deal effectively with the needs of today. It is important that they have good sales management to support them in this area. It is also important that they supply others with the trail of reasoning that supports their vision. A faster learning speed allows them to essentially take shortcuts in their thinking that may not be apparent to others. This can even lead others to view their thinking as incomplete or impulsive, since their logic is not clear.

It is important for them to frequently ask checking questions during sales presentations to ensure that the prospect is following their reasoning. It is critical that they understand this inherent communication problem: They process information faster than the average person. While this is a powerful asset, they sometimes tend to communicate information faster than the average prospect can

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acquire it. It is essential that they learn to slow down and match their delivery to their audience. It is a good thing for them to encourage the prospect to ask questions often, and they should continually confirm that what the prospect heard is what they intended. They must also ensure that their explanations are complete, providing all of the information necessary for the prospect to understand how the product or service works in that situation.

Their extreme flexibility is well-suited for sales positions that contain a lot of variety. They thrive with products or services that are not tied to carefully scripted presentations. Their ability to work without a defined structure is powerful when paired with a sales process that depends on that freedom. By introducing a simple system to handle some of the more routine, but critical elements of the sales process, they can achieve more productivity, since the creative energy that was supporting their lack of structure can now be directed toward generating more sales. They are also creative in exploring new ways to sell established products, and this creativity extends to their market offerings. They are usually looking for new products or services to sell to their customers. They should avoid sales positions that demand repetitive presentations or require strict following of a sales script. Their flexibility and creativity that serves them well in unstructured or changing circumstances drives them to seek different ways to approach situations even in a structured sales environment. Sometimes they will discover much better solutions, but other times, the new solution will be less effective. The consistency and routine that drives the success of many sales processes is contrary to their strength. They can often seek to adapt the standard products and services to the individual needs of each customer, requiring costly changes. While this can be beneficial in some cases, this tendency should be matched to the right product and service strategy.

Their high level of extroversion is ideal for sales positions that require presentations of products or services. Most importantly, their ability to communicate enthusiasm about their products or services encourages customers to buy from them. Customers also respond positively to their warm manner, and they enjoy the contact with people. This need to socialize can also help them in prospecting strategies once they have been trained effectively. They will have difficulty in a sales position that depends more upon listening than talking. Some sales rely upon a more consultative approach, in which the salesperson must ask many questions and then listen carefully. Since talking is a much greater strength for them, these types of sales are much more challenging for them, and make little use of their talent. The customers would still enjoy their friendly manner, but may perceive that they failed to hear their particular needs. Their ability to process information quickly enables them to recognize more issues than can be covered in the time available. It is also important for them to recognize when to stop talking once the sale is closed. Otherwise they can “buy back” the sale by bringing up unnecessary issues. It is important for them to take notes during the sales appointments to avoid the potential problem that they might be thinking about what to say next while the prospect is talking about their key issues.

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Their direct approach and willingness to deal with confrontation makes them well-suited to sales positions in which closing the sale is critical. There are products that people buy on impulse and products that people buy because of a need. The majority of products and services however, must be sold by a salesperson who makes a presentation, overcomes a series of objections, asks for the order, and then persuades the prospect to make a positive decision. This type of selling is to varying degrees, a confrontational process. They are comfortable with a higher than average level of confrontation. This means that they will ask for the order more effectively and more times than the average person, and this is a significant advantage in most sales situations. It is important that they be trained effectively in sales skills to make the most of their abilities. With experience, they tend to stay in control of the sales process. The same ability that enables them to close sales can make them unaware of becoming too confrontational. It is important that they do not push for the order too hard or too quickly. Sales situations in which extreme tact and patience are required will be challenging for them. They want to control what they do and they can present a challenge for management.

They are intensely competitive and have a strong desire to do better than others. The sales arena is an excellent place to seek such victories. Many organizations foster a competitive atmosphere among their salespeople. They thrive in this type of competition, and the individually-oriented contests are very motivational for them. They usually delight in being recognized for their accomplishments. Such situations are ideal matches for them. They also rise to the challenge of pioneering new products or breaking into new markets. This competitive spirit can also inspire confidence in customers. Their individualism can make working on a team difficult. They will tend to keep successful sales techniques from their fellow salespeople, wanting to keep them as their "competitive edge", rather than sharing them openly with the team. Sometimes customers can be put off if they feel caught in the middle of someone else's competition. Similarly, when organizations recognize only group efforts rather than individual achievement, they will be de-motivated. They are often reluctant to discuss weaknesses or problems and can become defensive in those situations.

They have a high degree of emotional sensitivity that gives them an advantage in recognizing emotional buying signals. This advantage is best used selling products that are generally bought on impulse or through emotional decisions. They are best suited for sales positions that involve a low level of stress. The same sensitivity that is a strength in reading emotions makes them more vulnerable to negative events or criticism. They also take rejection personally, and the inescapable truth of selling is that they will always get more "No's" than "Yes's". It will be difficult for them to maintain their motivation through the ups and downs common to most sales jobs. Many sales positions require a startup period that consists mainly of cold calling for prospects either in person or by telephone. While their determination may get them through this, they should avoid long term situations with a high degree of rejection.

They are well-suited to almost any sales position in terms of organization. They

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value planning and generally manage their time well, especially if they have had the benefit of a good time management program. Their schedule has enough flexibility to deal with the unexpected changes demanded by some customers. They handle details and follow-up well if they are provided with a good system.

They have answered the questions frankly and directly.