

D People with a **D-Dominance** style like to get immediate results and direct answers. They seek power and authority and are willing to take risks.

UNDERSTANDING THE HIGH D CUSTOMER

CARES ABOUT:

- Immediate results
- Bottom-line benefits
- Control

IS BOTHERED BY:

- Wasted time
- Small talk
- Too many details
- Timidity
- Indecisiveness
- Lack of control
- Challenges to their authority

TRUSTS:

- Confidence

SELLING TO THE HIGH D CUSTOMER

GENERAL STRATEGIES:

- Get to the point
- Limit socializing
- Show a desire to help them get results
- Gain respect by being confident and no-nonsense
- Give them options and a sense of control
- Show respect for their authority

EMPHASIZE:

- Immediate outcomes
- Practicality
- The bottom-line
- Efficiency, ease of use
- Profits, savings

I People with an **I-Influence** style like to be involved with other people and develop relationships. They seek to make favorable impressions and gain social recognition.

UNDERSTANDING THE HIGH I CUSTOMER

CARES ABOUT:

- Excitement
- Looking good
- Recognition
- People involvement

IS BOTHERED BY:

- Dry or dull analysis
- Too many details
- Cold or detached people
- Loss of approval
- Rejection

TRUSTS:

- Openness

SELLING TO THE HIGH I CUSTOMER

GENERAL STRATEGIES:

- Maintain an informal and lively place
- Give them a chance to tell their stories
- Be open to disclosing information about yourself
- Show empathy for their concerns
- Demonstrate how your offering helps other people

EMPHASIZE:

- Testimonials
- Ease of use
- Exciting opportunities
- How your offering makes them look good

C People with a **C-Conscientiousness** style attend to details and strive for quality outcomes. They seek clarity and opportunities to demonstrate their expertise.

UNDERSTANDING THE HIGH C CUSTOMER

CARES ABOUT:

- Quality
- Accuracy
- Evidence
- Logic

IS BOTHERED BY:

- Emotional or illogical people
- Uncertainty
- Criticism of their performance
- Pressure
- Emotional appeals

TRUSTS:

- Competence

SELLING TO THE HIGH C CUSTOMER

GENERAL STRATEGIES:

- Use an objective approach
- Go through the details
- Have evidence to back up your claims
- Use logic to connect your solutions and their problems
- Give them a chance to show their knowledge
- Establish your credibility

EMPHASIZE:

- Performance records
- Quality, high standards
- Your competence
- Logical reasons
- Evidence of reliability

S People with a **S-Steadiness** style like sincere appreciation and cooperating with others. They seek stability and conflict-free environment.

UNDERSTANDING THE HIGH S CUSTOMER

CARES ABOUT:

- Harmony
- Stability
- Security

IS BOTHERED BY:

- Pressure
- Pushy people
- Uncertainty
- Sudden change
- Conflict

TRUSTS:

- Sincerity

SELLING TO THE HIGH S CUSTOMER

GENERAL STRATEGIES:

- Use a casual and low-pressure approach
- Show warmth and sincerity
- Present information in a step-by-step manner
- Allow them space to process information
- Be empathetic and gentle when applying pressure
- Provide reassurance

EMPHASIZE:

- Ongoing support
- Example from the past
- Practicality
- Warranties, service plans and guarantees