

# ADVANCED SALES PRO TECHNIQUES

## How an excellent Sales Pro spots a Dominant

When a Dominant is speaking they have a tendency to tell more than ask. They usually talk in a high volume, faster speech tone. They are decisive, diligent and perceived as being very aggressive. They are energetic, busy, and fearless as they go about their business. They are independent, persistent and at times may be so direct they offend those who don't know them well; they can appear to be more focused on their own goals than with people.

### THE DOMINANT IS A WONDERFUL CUSTOMER:

- 1.)
- 2.)
- 3.)
- 4.)

Dealing with the Dominant - The excellent Sales Pro improves communication when the Dominant has:

- 1.)
- 2.)
- 3.)
- 4.)
- 5.)
- 6.)

Improving Sales Ratios: Positive actions when dealing with a Dominant:

- 1.)
- 2.)
- 3.)
- 4.)
- 5.)

Actions to avoid when dealing with a Dominant:

- 1.)
- 2.)
- 3.)
- 4.)
- 5.)



**The Excellent Sales Pros Golden Rule with Dominants:**

# ADVANCED SALES PRO TECHNIQUES

Your Secret Weapon: Personality Truths to Advanced Leadership

## DOMINANT

What you need to understand to be an excellent Sales Pro:

- 1.) High \_\_\_\_\_
- 2.) \_\_\_\_\_ oriented - Needs results and variety
- 3.) Motivated by \_\_\_\_\_
- 4.) Basic fear - Being taken advantage of or \_\_\_\_\_ of \_\_\_\_\_
- 5.) Under pressure - May show \_\_\_\_\_ of \_\_\_\_\_ for others views or feelings



**The Dominant speaks and acts like this:**

*“Full speed ahead it’s the \_\_\_\_\_ that count.”*

# ADVANCED SALES PRO TECHNIQUES

## How an excellent Sales Pro spots an Expressive

When an Expressive is speaking they have a tendency to tell more than ask. They usually talk loudly with a quick pace of speech. They may change subjects in the middle of a sentence. They are fun, independent, and sociable. They are energetic, outgoing, and personable as they go about their business. They are persuasive, persistent, and at times may seem to be undisciplined and scattered; they can appear to be more focused on people than with company goals.

### THE EXPRESSIVE IS A WONDERFUL CUSTOMER:

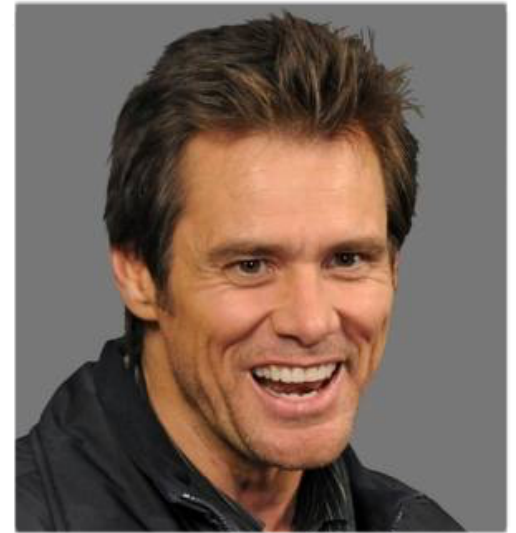
- 1.)
- 2.)
- 3.)
- 4.)

**Dealing with the Expressive - The excellent Sales Pro improves communication when the Expressive has:**

- 1.)
- 2.)
- 3.)
- 4.)
- 5.)
- 6.)

**Improving Sales Ratios: Positive actions when dealing with an Expressive:**

- 1.)
- 2.)
- 3.)
- 4.)
- 5.)



**Actions to avoid when dealing with an Expressive:**

- 1.)
- 2.)
- 3.)
- 4.)

**The Excellent Sales Pro Golden Rule with Expressives:**

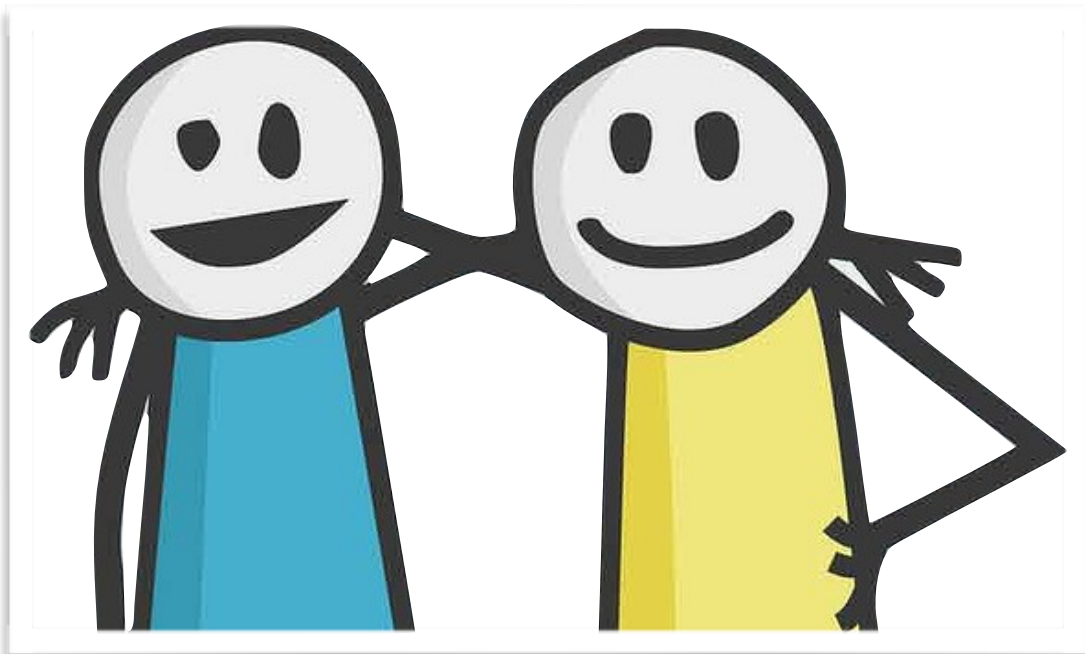
# ADVANCED **SALES PRO** TECHNIQUES

Your Secret Weapon: Personality Truths to Advanced Leadership

## EXPRESSIVE

What you need to understand to be an excellent Sales Pro:

- 1.) \_\_\_\_\_
- 2.) \_\_\_\_\_ oriented
- 3.) Motivated by \_\_\_\_\_
- 4.) Basic fear - \_\_\_\_\_
- 5.) Under pressure - Can become \_\_\_\_\_



**The Expressive speaks and acts like this:**

*“Everything is going to be just \_\_\_\_\_; I’m with you all the way.”*

# ADVANCED SALES PRO TECHNIQUES

## How an excellent Sales Pro spots an Analytical

When an Analytical is speaking they have a tendency to ask more than tell. They usually talk softly with a moderate pace of speech. Their speech is very methodical and logical. They are solid, detailed thinkers. They are efficient, thorough, and thoughtful as they go about their business. They are disciplined, precise, and careful; they can appear to be more focused on processes than with people.

### THE ANALYTICAL IS A WONDERFUL CUSTOMER:

- 1.)
- 2.)
- 3.)
- 4.)

**Dealing with the Analytical - The excellent leader improves communication when the Analytical has:**

- 1.)
- 2.)
- 3.)
- 4.)
- 5.)
- 6.)

**Improving Sales Ratios: Positive actions when dealing with an Analytical:**

- 1.)
- 2.)
- 3.)
- 4.)
- 5.)



**Actions to avoid when dealing with an Analytical:**

- 1.)
- 2.)
- 3.)
- 4.)

**The Excellent Sales Pro Golden Rule with Analyticals:**



# ADVANCED SALES PRO TECHNIQUES

Your Secret Weapon: Personality Truths to Advanced Leadership

## ANALYTICAL

What you need to understand to be an excellent Sales Pro:

- 1.) Attention to \_\_\_\_\_
- 2.) Goal oriented - \_\_\_\_\_
- 3.) Motivated by correctness and \_\_\_\_\_
- 4.) Basic fear - Criticism of their \_\_\_\_\_
- 5.) Under pressure - Can become overly \_\_\_\_\_ of self and others



**The Analytical speaks and acts like this:**

*“Just the \_\_\_\_\_; lets take the time to do it right the first time.”*

# ADVANCED SALES PRO TECHNIQUES

## How an excellent Sales Pro spots an Amiable

When an Amiable is speaking they have a tendency to ask more than tell. They usually talk softly with a moderate pace of speech. Their speech is very friendly and reserved. They are dedicated team members. They are considerate, soft-spoken and friendly as they go about their business. They are kind, compassionate people; they can appear to be more focused on harmony than with results.

### THE AMIABLE IS A WONDERFUL CUSTOMER:

- 1.)
- 2.)
- 3.)
- 4.)

**Dealing with the Amiable - The excellent Sales Pro improves communication when the Amiable has:**

- 1.)
- 2.)
- 3.)
- 4.)
- 5.)
- 6.)
- 7.)

**Improving Sales Ratios: Positive actions when dealing with an Amiable:**

- 1.)
- 2.)
- 3.)
- 4.)
- 5.)



**Actions to avoid when dealing with an Amiable:**

- 1.)
- 2.)
- 3.)
- 4.)

**The Excellent Sales Pro Golden Rule with Amiables:**

# ADVANCED SALES PRO TECHNIQUES

Your Secret Weapon: Personality Truths to Advanced Leadership

## AMIABLE

What you need to understand to be an excellent Sales Pro:

- 1.) Consistant \_\_\_\_\_
- 2.) Goal oriented - \_\_\_\_\_
- 3.) Motivated by \_\_\_\_\_ of status quo
- 4.) Basic fear - \_\_\_\_\_ of stability/change
- 5.) Under pressure - Can become overly \_\_\_\_\_ to give up



**The Amiable speaks and acts like this:**

*“Just \_\_\_\_\_ me what you would like me to do.”*