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Guerrilla Sales & Marketing

Understand Prospects' Personalities

Lori Turner-Wilson

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Lori Turner-Wilson

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Strong salespeople read their prospects quickly and adapt their style accordingly. Prospects can generally be categorized as having one of four personality types: analytical, driver, amiable and expressive. Once you've determined their personality type, you can adapt your approach to ensure you build a solid relationship. After all, people relate most easily to those like them.

The analytical prospect is a thinker. He is dependable, organized and has an appreciation for detail. He accepts challenges easily. He can come across as standoffish until you get to know him.

As a sales rep, your best approach is simply to get down to business. This prospect isn't there to make friends and will appreciate an efficient meeting. Ask questions to better appreciate his business challenges. He will reward your efforts to dig in and understand his business. When describing your services, be thorough and precise.

The amiable prospect is a good listener. He is friendly and approachable, focusing on building relationships. He is more sensitive than other personality types. He struggles to make quick decisions and can waver on decisions made.

When selling to an amiable prospect, start by building a bond. He will make a decision to buy first based on his comfort level with you. Use a soft, comforting tone when conversing. Help him feel good about the decision to work with you. He may continue to need reassurance about the decision after the deal is inked.

Prospects known as drivers are the "doers." They are quick to respond and stand by those decisions. They aren't the strongest listeners, however. They may perceive anything that interferes with their ability to act as competition to their agenda. They can be inflexible and impatient when things don't go according to plan.

Sales reps that demonstrate their appreciation for a driver's time will be rewarded. Script your presentation in advance. Drill it down to a few impactful minutes. If the driver wants additional details, he'll ask for them. Give him enough to make a decision and then close the deal.

The expressive prospect is known as the speaker. He loves the art of conversation and seeks a good audience. He has a tendency to digress and will bore easily. He verbalizes feelings quickly – both positive and negative – often without tremendous forethought. He would rather agree with you than argue, even when he sees it differently.

When selling to expressives, use their name often so that you make them feel special. Be comfortable chitchatting but also ready to lead them back to the point. Keep the discussion light.

While every prospect is a little analytical, amiable, driving and expressive, one of the four personality types is dominant. The more quickly you can

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PROPERTY SALES	66	335	10,905
MORTGAGES	74	512	15,886
FORECLOSURE NOTICES	2	122	7,372
BUILDING PERMITS	0	699	28,123
BANKRUPTCIES	67	426	13,041
BUSINESS LICENSES	24	114	4,270
UTILITY CONNECTIONS	131	536	19,643
MARRIAGE LICENSES	23	121	4,101

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discern the type of prospect you're sitting across the table from, the more likely you are to connect and close a sale.

Lori Turner-Wilson is managing partner of RedRover Sales & Marketing, www.redrovercompany.com. You can follow RedRover on Facebook and Twitter.

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