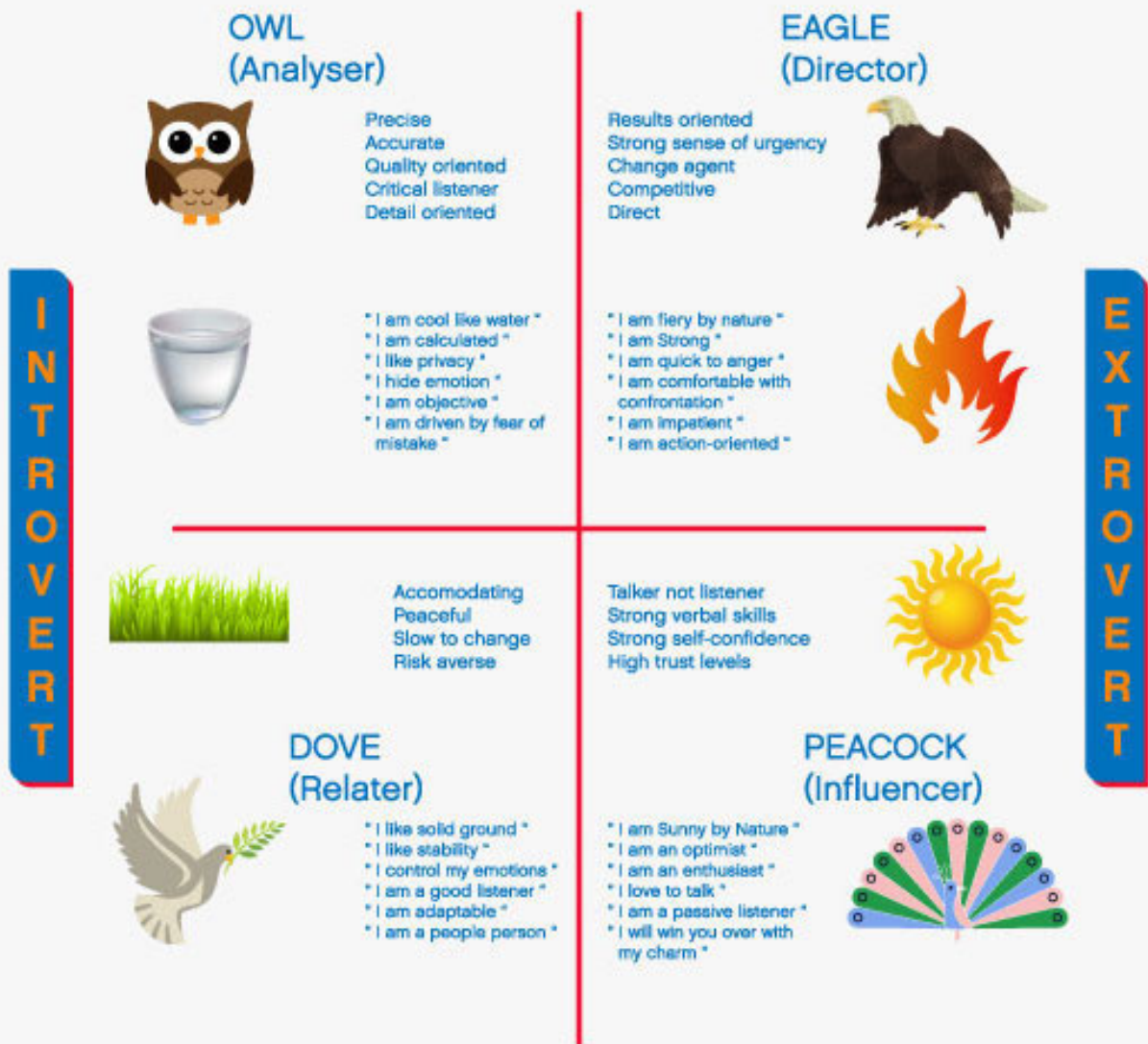


PRESENT SOS

**UNDERSTAND
BUYER
BEHAVIOURAL
STYLE**

**More Profitable Sales. More Sustainably.
In Less Time.**

RAPPORT The 4 Main Behavioural Styles



RAPPORT AND BEHAVIOURAL STYLES

Up to 75% of sales are lost at rapport building stage, because we fail to recognise the differing communication styles of our prospects.

We have been trained and accredited to deliver DiSC behavioural assessments. Essentially DiSC is our tool of choice when working with clients to help them learn how they

- Communicate and behave
- How others communicate and behave (which is observable)
- How you can dramatically improve your communication results and sales results by using the principles of DiSC.

What we will outline below are the findings from the DiSC research. You can learn a huge amount from just reading these overviews of the main behavioural styles..

The value of DiSC

DiSC helps you gain trust and cooperation;

People tend to trust and work well with those

people who seem like themselves. The most effective way to gain the commitment and cooperation of others is to “get into their world” and “blend” with their behavioural style. By applying the DiSC language you can immediately adapt to the style of others.

DiSC helps build relationships and communication;

People tend to be too hard on each other, continually judging behaviour; therefore team development tends to be slowed or halted due to people problems. An awareness of behavioral differences has an immediate impact on communication, conflict resolution and motivation for the team. Investment in learning the principles on the DiSC language gets an immediate return in team development.

Using the language of DiSC you can improve your written and oral communication dramatically

The principles of the language of DiSC promote active listening. 93% of communication is non-verbal. DiSC is “observable” and therefore

it embeds the need to “mirror and match” to improve communication. This requires listening skills and the ability to adjust your communication styles.

DiSC helps you recognise potential tensions amongst the team and stakeholders.

In our debrief we explore the key conflicts relating to DiSC behavioural styles. An appreciation of these natural conflicts (for example Introverts tend to “conflict” with Extroverts) helps people reduce or even eliminate tensions.

DiSC also facilitates better decision-making;

As DiSC measures observable behaviours it opens a door for you to see how you also make decisions. For example the Extroverts (Eagles and Peacocks) behave in a very fast paced non-analytical manner. They use their “gut” more in decision-making. The introverts tend to make more considered judgments and take more time. An awareness of your “typical” style can really offer insights in to how you can make better decisions.

offer insights into how you can make better decisions. There is no one perfect style, but in the many hundreds of sessions we have worked with clients they identify “behaviours” from some of the other styles that they feel will help them.

DiSC helps leaders manage and deliver better results;

As DiSC behavioural assessments shine a light on behaviours they help you explore potential areas for improvements. The Eagle and Peacock styles lend themselves more naturally to be more results focused. However the Peacock is more attuned to delivering results through other people.

The Eagle will focus on the tasks rather than the people. In complex leadership roles that demand balances between execution and operational detail, different styles behave differently. Some seek efficiency over results, others results over efficiency. The exploration of how you deliver results can once again be very powerful. As a leader the key challenges often are how do you deliver results through people. Knowing how others behave is a

very powerful way of facilitating this.

Up to 75% of sales are won are lost at the RAPPORT BUILDING stage of your Sales Process

The Eagle (Director)

and how to sell to them.



TYPICAL CHARACTERISTICS

An entrepreneur with many interests. Often has several jobs or activities going on at once.

The Eagle is highly interested in new products and innovation. Usually has a fairly high ego factor. Does not like to waste time.

Type of sales presentation required for Eagles

Don't waste time. The "Eagle" buyer doesn't want a lot of facts and figures. Just hit the high points and get to the "bottom line."

You and your product must appear credible. Can be difficult to switch from present trusted suppliers, but once switched, will remain

very loyal as long as you provide service.

Does not want to see many testimonials, research, data, etc. Will be impressed with an efficient, business like approach.

Will take interest in new products.

Be concise and business like. Don't waste time with small talk. Get to the point quickly, solve problems fast and make the sale.

Driving forces when selling to an Eagle

- Prepare your sales presentation with efficiency. Omit minor details.
- Flatter the ego. Concentrate on the immediate sales.
- Start with business – they will let you know if they want to chat.
- Ask questions so they can tell you about their operation.

- Stress opportunities for prestige, challenge and efficiency.
- Give direct answers.
- Emphasise results and the bottom line. Be efficient.
- Ask for the Eagle's opinion.

EAGLE

Typical traits of the Director/Eagle are

- Competitive
- Confrontational
- Direct
- Results oriented
- Has a sense of urgency
- Is a change agent

"I am strong, quick to anger, impatient and action oriented. I am direct and comfortable in confrontation"

The Peacock (Influencer) and how to sell to them.



TYPICAL CHARACTERISTICS

A friendly people-oriented person who would rather talk and socialise than do detail work. Will be glad to see you; will trade jokes and personal stories. Likes to try out new, innovative and showy products.

Type of sales presentation required;

Spare the details; the Peacock will not want to hear them. Will be a very quick usually on the first visit. BEWARE! Your competition can steal them away just as easy. So give plenty of follow-up service.

- Present new, innovative and showy products. The Peacock likes to try new things.
- Allow time for socialising,

perhaps over lunch.

- Have fun in the presentation. Tell stories. It's okay to touch the Peacock (upper forearm or back).
- Eliminate a lot of details. Just hit the high points.

Driving forces when selling to an Peacock

- Provide recognition of their accomplishments.
- Let them talk for a while.
- Use their own words to direct the conversation back to business.
- Use testimonials and drop names!
- Provide a friendly environment.
- Don't dwell on details.
- Support their dreams.
- Summarise major selling points.
- Don't get them lost in the facts.
- Be enthusiastic.

Have fun!

- Close quickly, even on the first call.
- Give them choices of packages; three investments from large to economy.

The Eagle

Typical traits of the Influencer are

- High trust level
- Not fearful of change
- Contactibility
- Rather talk than listen
- Verbal skills

Projects self-confidence

"I am the optimist, the enthusiast. I love talking and have a happy disposition. I am very persuasive. I'll win you over with my charm".

The Dove (Steadiness) and how to sell to them.



TYPICAL CHARACTERISTICS

May be a somewhat shy individual, but wants to be your friend.

Not as suspicious as the Analyzer, but still very slow to make changes. Needs to trust the salesperson.

Not an “innovator.” Likes a traditional way of doing things. Family-oriented.

Type of sales presentation required;

- Take it slow and easy. If you go too fast, you’ll lose the sale.
- Provide plenty of proof and statistics.
- Earn their trust and friendship; enquire about family and hobbies.
- May require additional visits for reassurances before the sale is made.

Driving forces when selling to a Dove

- Use logic.
- Make repeat visits.
- Make sure you answer all their questions.
- Be sincere by using a quiet manner, simple explanations and explain details.
- Involve the team in decisions if they receive benefits.
- The Dove will make emotional decisions if family is involved.
- Do not hard sell!
- Give them time to think.
- Give assurances that their decision is right.
- Stress security if they buy now, or loss of security if they wait.
- Full explanations.
- Show how your programme will do the complete job, so they don’t have to buy anything later.

The Dove

Typical traits of the Relater are I’m accommodating

- I dislike Confrontation
- I’m persistent
- I control my emotions
- I’m Adaptable
- I’m a good Listener

“I’m steady. Risk averse. It takes time to build trust with me. I’m detailed. I’m a people person”

The Owl (Analyser) and how to sell to them.



TYPICAL CHARACTERISTICS

- May be suspicious of you and your products.
- Does not make changes to new suppliers readily.
- Usually not too talkative.
- Is not an “innovator”. Will not readily try out new and innovative technology.

Type of sales presentation required;

- Needs a lot of “proof,” background information and proven results before making a purchase.
- Needs time to absorb details and digest facts before going to the next step.
- Highly suspicious of new and unproven

products – use testimonials or plenty of research information to back up our presentation.

- Make sure testimonials are from others with an Owl style
- Don’t rush! Don’t waste time with small talk. Get right to the point with plenty of facts and figures.
- Answer all of their questions. plenty of facts and figures.

Driving forces when selling to an Owl

- Set an environment where they will like and trust you.
- Present ideas in a nonthreatening manner.
- Find ways to minimise risk.
- Do not hard sell! not hard sell!
- Give a complete proposal – explain details.
- Emphasise losses

caused by delay.

- Stress security if they buy now, or loss of security if they wait.
- Do not over promise
- Sales presentation must be consistent with sales material.

The Owl

Typical traits of the Analyser/Owl are

- I’m precise
- I’m accurate
- I have a Concern for Quality
- I’m a critical listener
- Non-Verbal Communicator
- I pay attention to detail

How To Leverage The Behavioural Language

Mirror and Match

Just like a chameleon who adapts to it's surrounding by mirror and matching the colours in it's environment.

With DiSC the real objective of your understanding of the language of DiSC is to learn to mirror and match on three levels in your personal environment.

Body language

Body language is observable. It is a tangible reflection of an individuals communication style. The extroverts will have a more pronounced style, using more expressive gestures.

The introverts will display a less pronounced style, using a more closed body language style. This is observable and by taking note of this you can "mirror and match" to their styles. This creates a greater synergy, and builds rapport.

Tone of Voice

"It's not what you say that counts, it's how you say it". Learning to mirror and match tone of voice can

also be a very effective way to improve communication.

If you are naturally a soft spoken person, trying to communicate to a more assertive toned individual, you may need to "up the ante" a little and mirror and match.

Speed

Another aspect of communication is the speed with which we talk. Some are fast talkers, others slow, both styles are easily observed.

The potential for the extremes in each i.e. a really slow talker communicating a really fast talker is for a "misfit". This is when you employ the skills of mirror and matching to your communications.

93%
Of
All
Communication
Is
Non-Verbal

2.2

Trust And Rapport

Engaging the Prefrontal Cortex (PFC)

Your PFC (Prefrontal Cortex) has been described as the brain's "Good Boss".

It is responsible for many of the executive functions of your brain like

- Understanding
- Deciding
- Memorising
- Recalling
- Inhibiting

Clearly when you engage the executive part of someone's brains you have a significant impact on the quality of the conversations you have. You CONNECT. High quality, high trust selling conversations are ones that CONNECT.

They are

- Challenging
- Opening
- Navigating
- Nurturing
- Empowering
- Transforming

With recent research we

are now able to link the PFC with high trust conversations in three ways.

Dopamine;

Dopamine is a neurotransmitter, a chemical released by the brain nerve cells to send signals to other nerve cells. Dopamine is associated with the reward-motivation system of behaviours. Most types of reward increase dopamine. Many addictive drugs increase dopamine activity levels. Dopamine is referred to as the happy drug..... It also inhibits norepinephrine release, which is directly linked to the Amygdala's fight or flight responses.

Put simply conversations that CONNECT produce more dopamine, which in turn activates the reward-motivation systems. When people are experiencing this "chemical reaction they are more engaged and at ease, which promotes engagement and rapport.

Oxytocin

Oxytocin is often referred

to as the "trust drug", or the bonding hormone. We are ultimately social beings and we need social interaction for personal happiness. It is known that people who work in isolation tend to produce less oxytocin and in turn are less connected and happy.

Selling conversations that CONNECT produce more oxytocin which in turn builds engagement and rapport.

Serotonin

Serotonin is linked to the regulation of mood, appetite and sleep and links to cognitive functions like memory and learning. Anti depressants for example modulate the levels of serotonin in patients.

Selling conversations that CONNECT produce more serotonin, which improves learning and memory.

In short when you engage the PFC you actually encourage neural activity in the brain that promotes

the brain that promotes engagement, less stress, greater learning and more trust.

Engaging the Amygdala

If the PFC is your brain's good boss your Amygdala is your brain's "Bad Boss"

The Amygdala is the brain's trigger point for the Fight, Flight or Freeze responses. The Amygdala is a powerful area of the brain because it has control over the function of your PFC. When you experience those feelings of "Fight, Flight or Freeze" they are primal responses to danger. They are instinctive, and the Amygdala's response is to shutdown the PFC or inhibit it, which in effect inhibits your ability to reason.

This is a perfectly normal response when you are in the savannah and there is ever present danger from predators. But often these responses are inappropriate to the way we live and work now.

When you engage in selling conversations that raise fears and convey risk you may actually alert the Amygdala.

Low trust conversations trigger 3 responses in your brain

Adrenaline

Adrenaline also known as (epinephrine) is a hormone and a neurotransmitter.

Adrenaline is closely linked to the "fight or flight" response. It gives you that burst of energy that could save your life in an emergency. The flip side to this is that it gives you the burst of energy but has nowhere to go. Excessive levels of adrenaline can cause physical side effects.

Low trust conversations can trigger increased levels of adrenaline. The brain may be starting to shut down the executive functions.

Cortisol

Cortisol is released in response to stress and low levels of blood glucose. It is in effect a stress chemical. It has a side effect of prolonging the effects of emotional thoughts and feelings. People who ruminate on incidents are feeling the effects of cortisol. Some emotions and thoughts can remain active for months.

High levels of cortisol are known to attack the immune system, so they can be harmful to your health. "Low trust conversations increase

cortisol levels and hence stress levels

Norepinephrine

Norepinephrine is both a hormone and a neurotransmitter.

Increases in norepinephrine increase heart rate. It affects the amygdala where it triggers the fight or flight responses. It increases heart rate, glucose levels and blood flow to the muscle systems.

Low trust conversations increase norepinephrine levels and hence alert the Amygdala, which in turn impacts PFC function.

P - PREPARATION

R - RAPPORT

E - EXAMINE

S - SHOW

E - ELIMINATE NO

N - NOW ASK

T - TOTAL AFTERCARE



Ronan Kilroy

Call Ronan on +353(86) 7732201

Email Ronan coachronan@insthinktive.com

Insthinktive Sales Leadership Ltd. | Blanchardstown, | Dublin
15, | Office 01 8220523

www.insthinktive.com

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CALL RONAN ON 086 7732201 Insthinktive Sales Leadership Ltd. |Blanchardstown| 01 8220523 www.insthinktive.com