# Paul's Natural Approach to the Selling Process

This section describes how Paul would tend to approach the various stages of the selling process based on his natural style. By understanding Paul's natural approach to sales, it can be determined which of his natural behaviors are most effective in certain selling situations with specific customer styles. It can also be determined where additional training or coaching may be helpful in increasing Paul's effectiveness in selling situations where his natural style may not be as effective. As some of these behaviors may already have been modified, review and revise this section as necessary.

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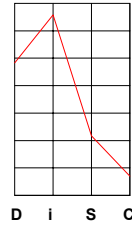
PLANNING

- ❑ **Tends to prefer to spend more time interacting with people than in planning**

- ❑ **Tends to view situations optimistically, expecting the best, and may not think through handling potential obstacles**

- ❑ **Tends to use an intuitive, "gut-feel" approach to planning sales calls, and may not prepare adequate support information to cover the details**

- ❑ **His natural approach to planning works well with customers who respond to an enthusiastic overview, with a strong emphasis on interaction with others**

- ❑ **His style of planning may require modification to be effective with customers who are more interested in immediate bottom-line results, or with customers requiring a logical, well-documented approach in the sales presentation**

- ❑ **Tends to prefer to spend more time getting results than in planning**

- ❑ **Tends to focus on the big picture, letting the details take care of themselves**

- ❑ **Tends to focus on the goal or bottom-line result and may not prepare a step-by-step plan for achieving the goal**

- ❑ **May oversimplify complex situations or underestimate the potential obstacles and be surprised by buyer resistance**

- ❑ **His natural approach to planning may be most effective with customers who are impatient, results-oriented, and more interested in "what" than "how"**

- ❑ **His natural style may need modification to prepare for customers who need a more methodical, step-by-step explanation, with more detailed information provided**

OPENING THE CALL

- ❑ **Tends to use an enthusiastic, personal approach to opening the call**

- ❑ **May prefer to discuss low-risk, general topics to build rapport before moving to the purpose of the call**

- ❑ **His natural approach to opening the call works most effectively with customers who prefer to interact socially, verbalizing their thoughts and feelings in order to develop a personal relationship**

- ❑ **His natural style may require some modification to be effective with people who are more reserved, preferring a business-like, factual or results-oriented approach**

- ❑ **Tends to be direct and results-oriented, getting immediately to the point of the call**

Paul's Natural Approach to the Selling Process

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Paul's Natural Approach to the Selling Process (Continued)

- ❑ **Tends to avoid social chatter, considering it a waste of time, and moves right to business**
- ❑ **His natural approach to opening the call tends to be most effective with customers who are impatient and results-oriented**
- ❑ **His natural style may require modification to be effective with customers who prefer to spend more time interacting and building a relationship before moving to business**

INTERVIEWING

- ❑ **Tends to interview in an enthusiastic, fast-paced manner focusing on feelings and relationships**
- ❑ **May tend to ask "who" questions, focusing on involvement and interaction with people**
- ❑ **His natural approach to interviewing is most effective with customers who prefer an eager, personal approach where they have an opportunity to talk about people, relationships and their feelings**
- ❑ **His natural style may require modification to be effective with more reserved customers who prefer a factual, unemotional approach to providing information**
- ❑ **Tends to interview in a direct, aggressive manner, identifying the customer's goals quickly**
- ❑ **Tends to ask "what" questions, focusing on desired results**
- ❑ **His natural approach to interviewing works most effectively with customers who prefer directness; however, the customer may want more control over the interviewing process**
- ❑ **His natural style may require modification with customers who prefer a slower, more indirect approach, or with customers who become defensive in response to his aggressive approach**

PRESENTING

- ❑ **Tends to use an enthusiastic approach, presenting the "big picture" with positive expressions**
- ❑ **May tend to over-state benefits in his desire to create excitement for the product or service**
- ❑ **His natural approach to presenting tends to be most effective with customers who respond to upbeat presentations that focus on an overview rather than on details**
- ❑ **His natural style may require modification to be effective with customers who prefer a low-key, factual, well-documented approach**
- ❑ **Tends to be concise, focusing on results**

Paul's Natural Approach to the Selling Process

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Paul's Natural Approach to the Selling Process (Continued)

- ❑ **May tend to announce conclusions, rather than explaining his reasoning process**
- ❑ **His natural approach to presenting works most effectively with customers who are interested primarily in results, requiring few, if any, details in the presentation**
- ❑ **His natural style may need modification to be effective with customers who require a more methodical approach and a more detailed explanation**

RESPONDING TO CONCERNS

- ❑ **Tends to respond to concerns with positive, enthusiastic, general statements**
- ❑ **May not address specific concerns with information; instead may "tap-dance" around the issues, providing verbal reassurance that all will be well**
- ❑ **His natural approach for responding to concerns tends to be most effective with customers who want a strongly optimistic, general response to their concerns, rather than specific facts**
- ❑ **His natural style may require modification to be effective with customers who are more comfortable with detailed or step-by-step, factual explanations for how their concerns will be resolved**
- ❑ **Tends to respond to concerns directly**
- ❑ **Tends to focus on the goal or the result to be achieved, rather than on the concern**
- ❑ **May not listen fully to the concern, or minimize its importance to the customer**
- ❑ **His natural approach for responding to concerns tends to be most effective with customers who share a similar blunt, direct approach to concerns**
- ❑ **His natural style may need to be modified to be effective with customers who either require more emotional reassurance or a detailed explanation in response to their concern**

GAINING COMMITMENT

- ❑ **Tends to approach gaining commitment in an enthusiastic, optimistic manner**
- ❑ **May continue selling after the customer has made a commitment to buy**
- ❑ **His natural approach to gaining commitment tends to be most effective with customers who make quick decisions based on a "gut-feel", or customers who make decisions based on an emotional response to his enthusiasm**
- ❑ **His natural style may require some modification to be effective with customers who prefer to take time**

Paul's Natural Approach to the Selling Process

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Paul's Natural Approach to the Selling Process (Continued)

to review information and who approach decision-making analytically, based on product performance rather than on his personality

- ❑ **Tends to move quickly and directly to gaining a commitment from a customer**
- ❑ **May aggressively pursue a commitment, considering "No" a temporary obstacle**
- ❑ **His natural approach to gaining commitment tends to be most effective with customers who are results-oriented and make quick decisions, as long as the customer does not become defensive as a result of experiencing loss of control of the buying decision**
- ❑ **His natural style may require modification to be effective with customers who prefer to take time to gather and review information and who resist making a decision before they have had time to analyze**

SERVICING

- ❑ **Tends to follow up personally, building the relationship with enthusiastic, friendly interaction**
- ❑ **May prefer interacting with the customer more than following up on details of the sale**
- ❑ **His natural approach to servicing tends to be most effective with customers who prefer follow-up involving social interaction, such as dropping by to visit, phone calls or going to lunch**
- ❑ **His style may require modification to be effective with customers who require systematic, scheduled follow-up on detailed requests**
- ❑ **Tends to follow-up by efficiently checking on results**
- ❑ **May tend to be more interested in getting new sales than servicing existing customers**
- ❑ **His natural approach to servicing tends to be most effective with customers requiring minimal follow-up, as long as they are getting results**
- ❑ **His natural style may require modification with customers who prefer routine contact and follow-up**

Sales Management Style Worksheet

After reviewing the section on Paul's natural approach to the selling process, evaluate the effectiveness of his natural selling style based on the needs of the current sales environment. Use your knowledge of the specific needs of the sales environment and your direct experience with Paul's selling style to develop strategies for reinforcing those behaviors that are most effective and modifying those that are least effective. For each selling strategy category, it may be helpful to determine what behaviors Paul needs to START using more of, STOP using so much of, and CONTINUE using to be an effective salesperson in this environment.

1. What would be the most effective use of Paul's natural approach to planning in this sales environment? (start, stop, continue)

2. What would be the most effective approach to Paul's natural style for opening the call? (start, stop, continue)

3. What would be the most effective use of Paul's natural approach to presenting? (start, stop, continue)

Sales Management Style Worksheet

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4. When responding to the buyer's concerns, what would be the most effective use of Paul's natural style? (start, stop, continue)

5. When gaining commitment from the buyer, what would be the most effective approach to Paul's natural style? (start, stop, continue)

6. When providing follow up service to the customer, what would be the most effective use of Paul's natural style? (start, stop, continue)

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