



YOUR FOUR CUSTOMERS

DOMINANTE

This customer is direct and straight to the point. Can come across arrogant and very self certain. They are big risk takers and happy to try new things.

This is the most aggressive style of the bunch, they will like to dominate the conversation and have an authority tone.

Very impatient and will interrupt you to get to the bottom line quickly.

They LOVE being the leader and are high goal achievers, WINNING is their middle name. This customer thrives on fast results, ease of a sale, loves to negotiate and doesn't like information overload get to the bottom line fast.

Think Celebrity:

Donald Trump,
Oprah
Devil Wears Prada 'Miranda Priestly',
played by Meryl Streep



Do's

- * Your conversation should be focused on the outcomes of your product, talk about Results!
- * Immediacy - if your product gives fast results or is delivered quickly add that to your presentation as they are impatient by nature and want things NOW!
- * Keep confident- they will eat you up if you come across weak and soft.
- * Close the sale fast, D's are fast decision makers

Don't

- * Be Too soft.
- * Don't Talk soft
- * Don't tell long winded stories it will bore them, don't close softly they make decisions fast.

INTERACTIVE

This customer LOVES people and comes across very chatty! May come across playful and immature at times, but their whole vibe is about fun so don't mistake fun for non intelligent. They love to talk and very expressive with their emotions.

Think Celebrity:

Richard Branson
Robbin Williams
Brittany Spears
Cameron Diaz



Do's

- * Ensure you are smiling and there is little bit of laughter.
- * Talk big picture for this customer, give them examples how they'd feel having your product. It's all about the experience for them.
- * Keep the presentation fast and upbeat.
- * Allow them to talk.
- * Compliment them on something they are wearing or have achieved.
- * Ask questions about them, make it personal, make a friend!
- * They are fast decision makers so close the sale with excitement (strike while the iron is hot!)

Don't

- * Don't get serious
- * Don't be monotone
- * Don't give lot's of intricate details this will bore them
- * Don't close hard and pushy- this test their temper.
- * Don't be too logical you will lose their excitement.
- * Don't talk about what's popular- this customer likes to be different and stand out!

STEADY

This customer comes across soft and reserve. Though there is still a warmness to their personality as they are very accommodating and avoid confrontation. Even to the point if they don't like you, you may not know as they have a great poker face! This customer is BIG on rapport and trust. They have to like you to buy from you. They are the followers in the bunch not the ring leader. They are very routine based so this has taken some time to come to this buying moment and to change requires a lot of support and reassurance.

Think Celebrity:

Jessica Alba
Kate Moss
Matt Damon
Ray Romano (Character out of Everybody loves Raymond)



Do's

- * Share about yourself so they feel that deeper level of rapport.
- * Use lot's of stories as example or testimonials from previous customers
- * Take your time with this customer
- * Show the ease of your product if it has a step by step system or process to follow.
- * Talk about warranties or guarantee if your product comes with one.
- * Ask lot' sod open questions to open up conversation

Don't Be Too hard or pushy with this customer.

- * Don't be direct or sarcastic.
- * Don't overwhelm them with NEW NEW NEW- they prefer trailed and tested.
- * Don't close hard, yet be softly assumptive with alternative choices.

CAUTIOUS

This customer comes across conservative and a little withdrawn. They are very precise with their conversation and specific with their questions. A softer type volume with a monotone conversation. Joking and immaturity is not this person, they are serious, analytical and are perfectionists in everything they do.

Think Celebrity:

Nicole Kidman
Walter (Character out of breaking bad)

Do's

- * Answer their questions exactly and show reading instructions or proof of what you are saying, such as statistics, flow charts, diagrams, studies or reviews- anything written is real for them.
- * Take your time with this customer.
- * They have been procrastinating in buying this product/service for a long time, don't rush the sale and ask what other questions do the have?
- * Research is a hobby for them and they know more then what they let on.
- * Close softly



Don't

- * Don't be silly and immature it's a turn off for this customer and they'll lose respect for you.
- * Do not overload them with too much new information as it will have them procrastinate even longer.
- * Don't do big picture conversation they will think you are hiding information from them.
- * Don't pretend you know the answer, ask someone else if you don't know or look it up you'll claim a lot more respect.
- * Don't close hard, yet be softly assumptive with alternative choices reducing options based on logical common sense.