

COMMON BEHAVIORAL TRAITS FOR SALESPEOPLE

There are many different types of prospects. Below are some examples:

| <i>Prospect</i> | <i>Characteristics</i> | <i>How to Deal with Prospect</i> |
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| Procrastinator | Puts things off from day to day; postpones; does not have the courage to say "Yes" or "No." | Need to use dynamic selling; provide answers as to why the group should buy now; use extra pressure to push toward decisive action. |
| Self-Important | Has an exaggerated estimate of his own merit; patronizing, domineering. | Cater to the prospect's ego; show respect; act alter and businesslike. |
| Bluffer | Uniformed; tries to disguise his ignorance by pretending to be more knowledgeable than he actually is. | Present cold facts; never challenge the prospect's pretense. |
| Timid | Lacks courage and self-confidence; apprehensive; fearful; avoids any reaction which requires independence or self-assertiveness. | Build the prospect's confidence; avoid loud/pushy sales talks; use a patience; show testimonials, graphics, charts, tabulations, and demonstrations. |
| Overly Sociable | Friendly; likes to chat and converse; prospect is simply trying to be amusing. | Use the prospects remarks to lead the thinking into desired channel; ask frequent questions designed to obtain affirmative answers; a direct sales talk is often impossible. |
| Vacillating | Wavers in mind, will, feeling, conduct, and purpose; changeable and irresolute; agrees one minute and disagrees the next. | Qualify the prospect; use patience; give a quantity of facts and information; as each sales point is made, ask if it is clear. |
| Irritable | Easily provoked and displeased; momentarily impatient and outraged; unduly sensitive to small irritants. | Answer sarcasm and heckling with courtesy and patience; do not lose your temper or try to retaliate; listen with respect; offer sympathy and help in correcting whatever bothers the prospect. |

| <i>Prospect</i> | <i>Characteristics</i> | <i>How to Deal with Prospect</i> |
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| Impulsive | Acts without deliberation; moves, talks, and thinks fast. | Requires considerable selling skill to get this prospect to sit still and listen; make program as attractive as possible; give quick, concise presentations; use case histories. |
| Thoughtful | Attentive; reasons; considers; deliberates; thinks logically before purchasing; shrewd; quality buyer; doesn't worry about price; sincere. | Cannot be pushed or persuaded, but you can guide the prospect's thinking through the presentation; offer figures, facts, and visual aids; be patient. |
| Insincere | Distorts the subject at hand in hope of gaining an advantage of some kind; wants to shop around, but doesn't want to admit it; uses pretexts and excuses in hopes of obtaining lower prices. | Should be treated courteously; match remarks with facts and proof. |
| Angry | Can be easily provoked; impatient; quite emotional; unreasonable; impulsive. | Remain friendly and poised; ask questions; listen; self-control will cool the prospect. |
| Reticent | Remains silent; uncommunicative; refuses to commit himself; shy; timid; analytical. | Ask direct questions and wait for the answer. |
| Skeptical | Distrustful; suspicious; critical. | Give a conservative, sincere, and simple presentation; understate and over-prove; build up areas of agreement on minor points; build confidence. |
| Indifferent | Unconcerned; not curious; aloof; exhibits no interest or initiative. | Must show the losses and dangers he faces by being indifferent. |
| Hesitant | Waivers; falters; uncertain; has a reason for hesitation (wants to talk to partner or boss, or is afraid of making a mistake). | Banish his doubts; get the order signed before leaving. |
| Disorganized | Does not systematize or plan activities; always in a hurry; has difficulty concentrating on more than one thing for more than two minutes. | Should be shown that his ability is respected; encourage discussion or comment on a topic; do not use pressure. |