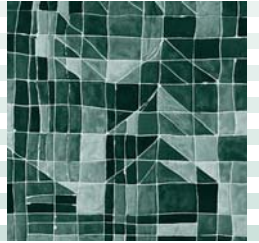


Using Type in Selling



Building Customer Relationships with the Myers-Briggs Type Indicator®

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About the Author

The late **Susan A. Brock, Ph.D.**, was a consulting psychologist and principal of Brock Associates, a Minneapolis-based management consulting firm. Her type preference was ENTP.

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Introduction



Imagine for a moment you're traveling and you happen to sit next to someone who also is in sales. As you talk, this person tells you her company is seriously thinking of doing away with its sales staff and simply using high-powered print media. Think about your own job and what you bring to it. What are the advantages of selling through personal contact? What do you bring to your job that adds value? As a salesperson, you

- Hear your customer's needs, often clarifying them or bringing them into sharper focus
- Tailor the product or service to meet specific needs
- Create a relationship that endures over time
- Make referrals to support customers in other ways
- Pick up ideas for new products or markets

Why Use a Type Framework for Selling?

Sales are made when needs are met. Your customers have both product/service needs and personal-approach needs. It is often the issues of personal approach that will stall or even stop a sale. If you can understand and predict the different personal-approach needs of your customers, you will increase your sales effectiveness. This guide provides information and exercises to help you apply a type framework to sales interactions. You will learn reliable and effective strategies with which to approach the people side of the selling process. This booklet will

- Build your understanding of your own type preferences and how to apply them to selling

- Reinforce your selling process
- Focus your attention on your customer's personal-approach needs
- Suggest effective ways to interact based on customer behavior cues
- Provide alternatives to your present methods of working with customers, if needed

How Does the Type Framework Affect Sales?

Applying type to a sales interaction will let you do the following:

- *Understand how customers are different.* Customers differ in how they prefer to be approached, gain information, and make decisions. These differences are the primary people issues in any buying process. They are also the main aspects of psychological type preference. Using type to understand these differences is an excellent and reliable way to adapt to your customers in a sales situation.
- *Hear the customers' needs and talk their "language."* The type framework shows you how to talk about a product or service in a "language" or manner to which the customer can best relate. This often uncovers hidden issues and needs. Salespeople with an understanding of type can use their skills to explore these issues, see implications the customer may not be aware of, and cross-sell to meet these overall needs.
- *Build the necessary relationship for action.* Many customers will not talk in depth about their needs to someone they do not know or do not yet trust. A salesperson needs to build a foundation for this trust and for action. You can do this by carefully observing the customer's behavior cues and adapting your selling behaviors to match your customer's. Matching the customer's words, tone, and pace, presenting in a manner best suited for a particular type preference, and listening well and exhibiting good product knowledge are all ways to build

the relationship. When a relationship has been built, there is often a switch in a customer's perception from "This salesperson is thinking of his or her own needs" to "This salesperson is thinking of me and what's in my best interest."

- *Maintain loyalty and long-term customers.* Customers may buy to fulfill short-term or immediate needs. In this situation, a relationship may not be necessary to make an initial sale. However, if the salesperson has begun the process of building a relationship and exploring longer-term needs, there is a greater likelihood of keeping the customer, servicing the customer's related needs, and gaining referrals.

What Are Other Applications for *Using Type in Selling*?

You may think of *Using Type in Selling* as a guide specifically about sales transactions. However, the ideas in this guide have wider applicability for you. Any practical influencing situation may be enhanced through an understanding of how to approach an individual in the way he or she prefers. Examples of applications in addition to sales are

- Managing others
- Project management
- Team or work group communication
- Marketing
- Negotiation
- Providing effective customer service
- Training
- Coaching