

Blue Box Management Consultants

'...helping good businesses to become great...'

Selling to the four temperament styles

Our temperament style not only determines our behavioural traits, body language patterns and appearance, it also influences our compatibility with other people.

That's because we respond intuitively to the natural chemistry, or lack thereof, between temperament styles.

Our temperament style not only determines our behavioural traits, body language and appearance, but it also influences our compatibility with other people.

For example, what about that sale you thought you had made, but, for some unknown reason, your prospect changed his mind and did not buy..... or at least he did not buy from you.

Chances are you lost that sale because of your inability to recognise and adjust to your prospects preferred 'buying style'

This temperament mismatch is often referred to as a 'personality conflict'

Research in the field of psychology tells us that we are born into one of four primary temperament styles - aggressive, expressive, passive or analytical.

A person's temperament style is determined genetically and has nothing to do with their astrological sign, birth order, or childhood experiences.

Our temperament style is unrelated to race or gender. Each of these 4 primary behavioural styles requires a different approach and selling strategy.

Ancient wisdom

Hippocrates, the father of medicine, is credited with originating the basic theory of the 4 temperament styles 2400 years ago.

Since the days of ancient Greece there have been many temperament theories and a wide variety of evaluation instruments, but essentially they utilise the 4 temperament styles that Hippocrates devised.

Hippocrates observed that these 4 styles have a direct influence on our psychology, character traits and outlook on life.

Aggressive (or worker)

The aggressive or worker style is extroverted – determined – demanding – domineering – controlling – practical – self reliant – decisive – insensitive.

Their major weakness is 'anger management'. Under pressure, the worker will work harder and may become ill natured or explosive.

People with this style are often referred to as workaholics.

The impatient and goal orientated worker prefers a quick, bottom-line presentation style. They expect you to be on time and well prepared. They like it when you avoid small talk and get right down to business.

Workers are generally quick to make a decision. They are focussed on results and ask 'what' questions. Key words to use when presenting to a worker are RESULTS, SPEED, and CONTROL.

Give them options so that you do not threaten their need for control.

Expressive (or talker)

The expressive or talker style is extroverted – enthusiastic- emotional – sociable – impulsive – optimistic – persuasive – disorganised.

Their major weakness is 'emotional management'. Under pressure, the talker will talk more, shop or eat more and may cry.

The playful and friendly talker prefers a fast-paced and enthusiastic presentation style. Use a short warm-up and allow extra time in your presentation for them to express themselves.

Talkers can be impulsive shoppers and are generally quick to make a decision. The key to making a sale to a talker is to keep them focussed on the presentation.

Talkers seek social acceptance and are concerned about what other people think about them. They ask 'who' questions.

Key words to use when presenting to a talker are EXCITING, FUN and ENTHUSIASTIC.

Keep your presentation 'big picture' and avoid giving them too much detail.

Consider using colourful pictures, pie charts or graphs when presenting to this style.

Passive (or watcher)

The passive or watcher style is involved – friendly- sympathetic.

Their major weakness is ‘self esteem management’. Under pressure the watcher will avoid conflict and sleep in longer.

The peaceful and stoic watcher prefers a slow, deliberate presentation style. Watchers, unlike the impatient worker, require extra time to warm up before you begin talking about business.

Watchers are very sensitive to conflict or ‘sales pressure’.

They have a need to accommodate others and tend to ask ‘how’ questions.

Key words to use when presenting to this style are FAMILY, SERVICE, and HARMONY.

Help the watcher make a decision by giving them assurance.

They dislike having to make decisions and are natural born procrastinators who love the status quo.

Analytical (or thinkers)

The analytical or thinker style is introverted – thoughtful – organised – critical – shy – detailed – pessimistic –introspective – secretive – aloof.

Their major weakness is ‘stress management’.

Under pressure, the thinker becomes withdrawn, depressed and worries more.

Fearful thinking and negative self talk produce stress in the body which can result in panic attacks, tension headaches, teeth grinding, and even lower back pain.

A cautious thinker prefers a slow, detailed presentation style and warms up slowly.

They are sceptical and typically research before they purchase. Thinkers want detailed information and they tend to ask ‘why’ questions.

Key words to use are LOGICAL, SAFETY and QUALITY. Because they are concerned about making a wrong decision and appearing incompetent, you can expect the thinker to want to take their time.

Their frugal nature will cause them to ‘shop your numbers’ to make certain they are not paying too much.

Because of their desire for research and their need to avoid making a mistake, thinkers often get bogged down in details.

They get what is called ‘paralysed by analysis’. Close the sale with the thinker by reducing their fear of making a mistake.

Give them evidence, facts, testimonials and guarantees.

Identify the style

While there are certainly many factors that influence the selling process, by far the most important factor is to identify your prospects preferred buying style.

Once you learn how to quickly and accurately determine your prospects temperament style using body language, you will be able to close more sales in less time!!

If you want to learn how Blue Box can help you to improve your sales performance, then call or email or offices now. When calling, please ask for the Sales department.

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