

Managing Your Selling Style

When it comes to selling, most salespeople fall into two main categories.

MOTIVATORS

Encourage and influence clients to make a specific decision.

- ✓ Okay with being a salesperson.
- ✓ Comfortable telling others what to do.
- ✓ Deals with confrontation directly.

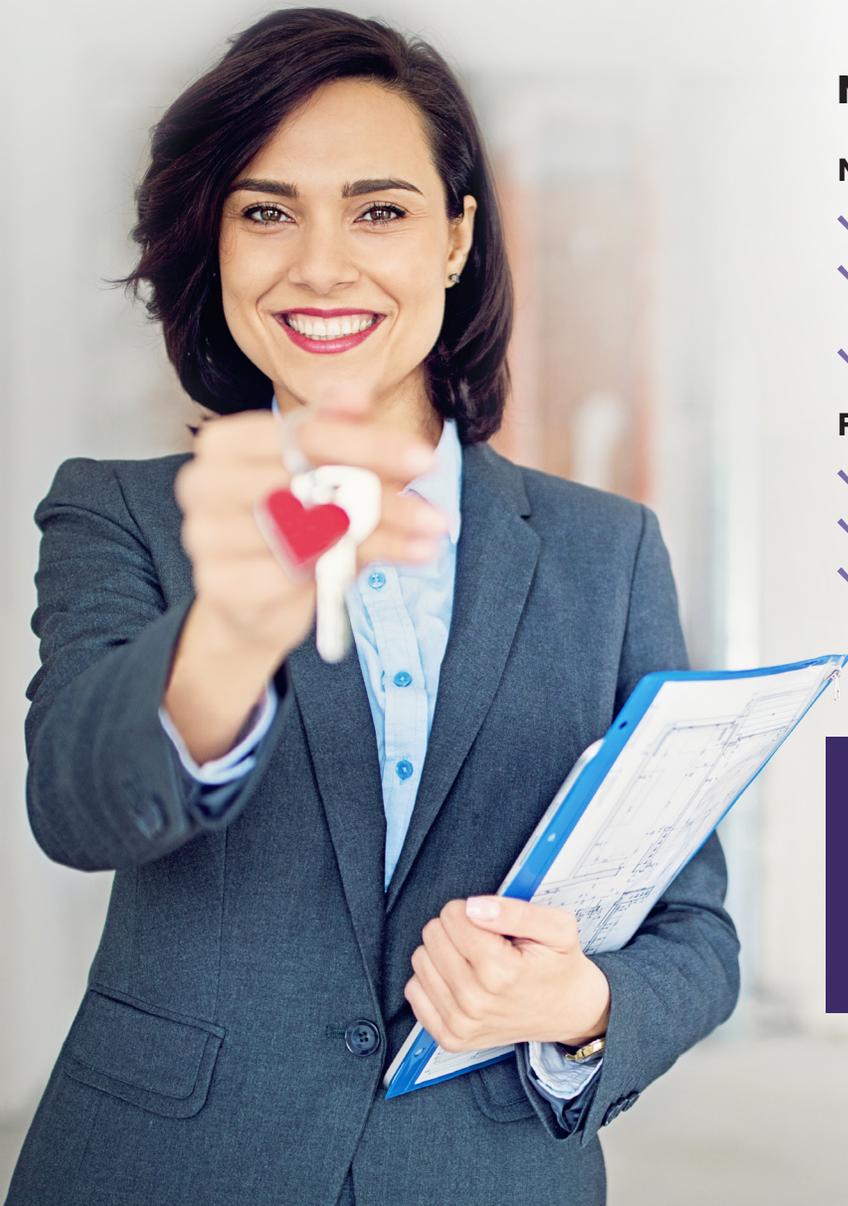
Drawback: *Can push too hard, prioritizing the transaction over the relationships.*

FACILITATORS

Creates a comfortable environment for clients to draw their own conclusions.

- ✓ Doesn't want to be seen as a salesperson.
- ✓ Uncomfortable telling others what to do.
- ✓ Listens patiently and asks questions.

Drawback: *Can become too agreeable, missing out on sales opportunities.*



Make the Most of Your Style

Motivators

- ✓ Ask questions to understand the client's needs.
- ✓ Offer options to help clients make decisions, instead of telling them what to do.
- ✓ Avoid forcing a sale. Clients have to want it more.

Facilitators

- ✓ Provide clear direction.
- ✓ Be direct and assertive.
- ✓ Give strong, professional advice that points clients in the right direction, rather than inundating them with options.

Learn more about how to manage your selling style at Buffini & Company Master Class! This real estate event offers strategies for business, communication and personal growth. Learn more: buffiniandcompany.com/mc.

