



Danny Martin Success

Mastering the 4 Pillars of Client Personalities

1. Analytical

2. Amiable

3. Expressive

4. Driver

Understanding our own personality helps us to identify others and their personality; equally important, recognizing the different personality types will allow us to cater our approach to serve our clients most effectively.



This ability is probably one of the most useful in the sales person's arsenal. A proficiency in identifying and understanding your buyers' personality will lead to a better qualification of opportunities, greater value creation, more accurate sales proposals, higher win-rates, and faster close times.

If you're able to reliably identify and understand your buyer's personality, then you'll be able to ensure that information is presented to them in a way that will let them easily make use of it. In turn, this should encourage clients to make informed buying decisions regarding what you have to offer.

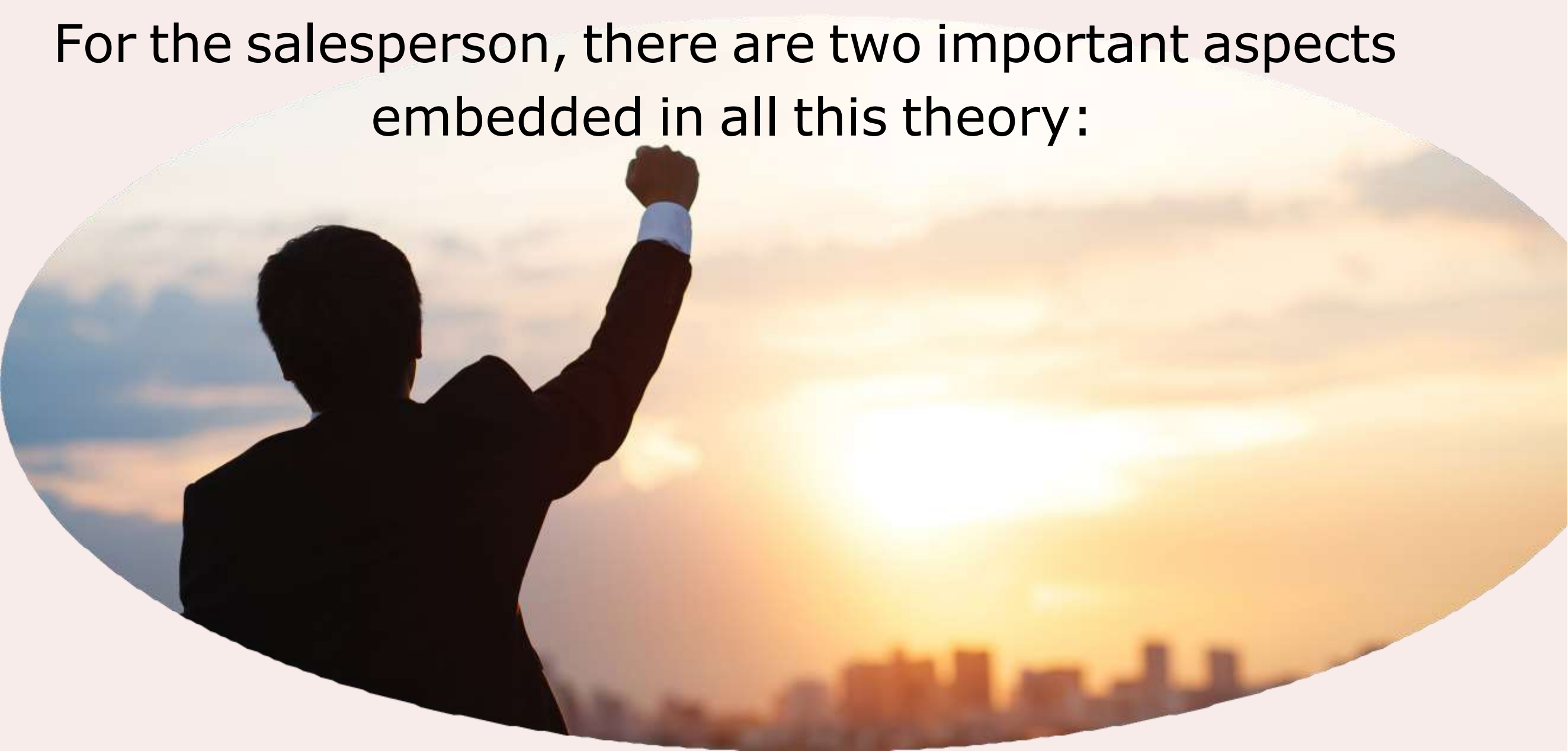
The best salespeople seem to be able to do this almost naturally. However, for the more mortal amongst us, it helps to have a framework to use. This is especially powerful when working in teams because it will provide a reference system and a vocabulary we can use to share our thoughts and test them with others. It also helps to build a coherent contact strategy.

There are many tools and methods that are available to help diagnose and define personality types. The majority of these are based on the work of the psychologist Carl Jung. Although Jung's research was conducted in the first half of the 20th Century, his theories have stood the test of time and are, to this day, widely regarded as being both useful and accurate.

Broadly speaking, Jung's model shows three dimensions of personality based on: a person's preference for being with others (Extraversion/Introversion); acquiring information (Sensing/Intuition); and coming to a decision (Thinking/Feeling). Combinations of these preferences lead to 8 possible personality types.

The Myers-Briggs Type Indicator is probably one of the most well-known diagnostic models based on this theory – it is certainly the most rigorously researched and validated. Myers and Briggs added a further dimension based on how people prefer to act on their decisions (Judging/Perceiving). This enhancement therefore creates 16 possible type combinations.

For the salesperson, there are two important aspects embedded in all this theory:



Firstly, how do you recognize the preferences of another person and secondly, how can you use that information to radically improve your win-rate as well as your value to the client?

Although it is beyond the scope of this post to provide the full picture, here are a couple of examples of how this may be achieved:

If you're meeting with someone who talks about the finer details of their issues then it is likely that they prefer 'Sensing' as a way of acquiring information. If, on the other hand, they make leaps of thought or discuss the "bigger picture", then their preference would appear to be more inclined towards 'Intuition'. There are a whole host of visual and vocal clues that can quickly help you make an assessment of a buyer's personality type.



The question of what to do with this information is where the real treasure lies for the sales professional. The key to this question is in the various combinations of buyer personalities. For example, if you know that someone prefers 'Intuition' as a means of acquiring information and 'Feeling' as a way of arriving at a decision, then you can reliably infer that they will be seeking to understand the strategic value behind your proposal.

Consequently, you should spend less energy on the details of how a solution will be implemented and more energy on how it's impact on people, the business as a whole (especially), and how it will fit with their value system and their customers' needs. (B2B)

Similarly, someone who has a preference for a 'Judging' style will be more eager to move to closure than someone with a preference for 'Perceiving', who will prefer to take time to think about their decisions and reflect.



This is crucial information when it comes to deciding how to handle that most delicate part of the sales process, as well as forecasting close dates more accurately to your own manager.



Four pillars that represents five common personalities traits

Defining the analytical client **and how to serve them**

An analytical client is an individual or entity with a distinct preference for receiving facts, data, and detailed information to support any proposition or decision. These clients are characterized by their desire to develop a deep understanding of a business or product before considering engagement. Their decision-making process is methodical, with a focus on logical thinking rather than being swayed by emotional sentiments. For analytical clients, the emphasis lies in the meticulous examination of information, and they often seek concrete evidence and statistics to validate claims. These individuals may ask more questions and take a longer time to reach decisions compared to other consumer types. In essence, the analytical client values precision, accuracy, and a comprehensive grasp of details when evaluating options or making choices. Understanding and catering to their specific preferences is key for successful engagement and transactions.



How do we work with the analytical?

When working with analytical consumers, I find it crucial to cater to their specific needs. These individuals are keen on receiving facts and data to back any claim, emphasizing the importance of establishing a profound understanding of your business before considering what it has to offer them. In their decision-making process, these methodical thinkers prioritize logical reasoning over emotional feelings.

To effectively sell to analytical customers, my approach involves providing them with comprehensive information about what my company can deliver. I make sure to be highly specific in my pitch, incorporating statistics and data to substantiate the presented facts. Understanding that analytical customers tend to inquire more and take a longer time to make decisions, I remain patient and ready to address their questions with precision.

In essence, engaging with analytical consumers requires a tailored strategy that aligns with their preference for logical thinking and data-driven decision-making. By presenting information in a detailed and statistics-backed manner, I aim to meet their needs and build trust in the value my offerings bring to the table.



Defining The Amiable

An amiable client refers to a customer or client who is friendly, pleasant, and easy to work with. This type of client is approachable, cooperative, and generally creates a positive and congenial working relationship with the service provider or business. Amiable clients tend to be affable, open to communication, and willing to collaborate, which can contribute to a harmonious and productive interaction between the client and the service provider. Building and maintaining good relationships with amiable clients is often beneficial for businesses, as it can lead to repeat business, positive word-of-mouth recommendations, and a positive reputation.





Strategies to consider with the Amiable

In the engagement with amiable buyers, the paramount objective is to make them feel valued throughout the interaction. A key strategy for achieving this is to inquire about their interests and gather insights into their prior experiences with your products or services. By doing so, the sales professional not only demonstrates a genuine interest in the client's preferences but also lays the foundation for a more personalized and tailored approach.

Understanding the amiable buyer's decision-making process is crucial, recognizing that they may prioritize the establishment of a rapport with the organization before committing to a purchase. Patience is a virtue in this scenario, as the amiable individual may take the necessary time to build trust and familiarity with the sales professional and the company as a whole.

Expanding on this approach involves delving deeper into the specific interests and preferences of the amiable client. By asking thoughtful questions and actively listening to their responses, the sales professional can uncover valuable information that goes beyond the immediate transaction. This personalized approach not only aids in tailoring product recommendations but also reinforces the sense of being genuinely cared for, a crucial element for the amiable personality.



Moreover, recognizing and respecting the amiable buyer's need for time in the decision-making process is pivotal. Rather than pressuring for a quick resolution, the sales professional should embrace the gradual pace, utilizing the extended timeframe to further nurture the relationship and solidify trust.

In summary, when interacting with amiable buyers, the emphasis should be on creating a sense of value through personalized engagement, patience, and a genuine interest in their individual needs and experiences. This approach not only aligns with their desire for a meaningful relationship but also contributes to a more successful and lasting sales connection. Be mindful that the amiable are easily offended and if trust is broken so is the relationship.



Defining the expressive



The concept of the expressive client, as described, highlights a customer who approaches the sales process with a strategic and deliberate mindset, emphasizing the importance of building a genuine relationship with the sales consultant. Here's an expansion on the characteristics and behaviors associated with the expressive client:

1. **Interest in Relationship Building:** The expressive client values relationships and is genuinely interested in establishing a connection with the sales consultant. This goes beyond a transactional interaction and focuses on building trust and rapport over time.
2. **Strategic Observation:** This type of prospect employs a tactic of careful observation. They refrain from immediate engagement with the sales staff, choosing instead to assess and analyze the activities and approaches of various sales professionals. This strategic observation allows them to make informed decisions about whom they believe will best meet their expectations.
3. **Selective Approach:** Expressive clients may turn down initial approaches from sales staff as they observe and evaluate the team. They are discerning in their choice of the sales professional they wish to engage with, preferring someone they perceive as the best fit for their needs.
4. **Value Perception in High-Ticket Sales:** The preference for high-ticket sales environments suggests that expressive clients believe they will find the best value in these scenarios. They likely expect a higher level of service, expertise, and personalized attention.



5. Emotional Expression Throughout the Transaction: Expressive clients reveal their feelings and expectations at various stages of the transaction. This can be particularly evident during the inspection or features presentation, warranty discussions, delivery arrangements, and most notably, during negotiations over price.

6. Exaggeration of Importance: The expressive client tends to exaggerate the significance of elements that matter to them. Whether it's specific features, warranty terms, or the overall buying experience, their expressions are heightened to emphasize what holds particular importance in their decision-making process.

7. Patience in Waiting for the Right Opportunity: This type of client is patient and waits for their selected sales professional to become available. This patient approach signifies their commitment to the relationship-building process and their belief that the chosen sales consultant will provide the best guidance and service.

Understanding and adapting to the expectations and behaviors of expressive clients can be crucial for sales professionals operating in high-ticket sales environments, as it allows them to tailor their approach and communication style to better resonate with these strategic and relationship-focused prospects.



Strategies when working with the expressive



When working with the expressive client, my approach is rooted in understanding and catering to their unique preferences and behaviors. Building a genuine relationship is at the forefront of my strategy. I recognize that this client values a connection beyond the transactional, seeking trust and rapport.

To effectively serve the expressive client, I employ a method of strategic observation. I refrain from immediate engagement, allowing the client to gauge the room and assess the activities of the sales staff. This strategic approach helps me stand out as the professional who aligns best with their expectations. Being selective in my approach is key. I understand that the expressive client may turn down initial interactions with the sales staff. Thus, I ensure that my engagement is purposeful, demonstrating my commitment to providing personalized attention and valuable insights. In high-ticket sales environments, where the expressive client perceives the potential for the best value, I emphasize a higher level of service, expertise, and attention to detail.

Throughout the transaction, I remain attuned to the client's expressions and emotions. Whether during inspections, features presentations, warranty discussions, delivery arrangements, or especially during price negotiations, I recognize and acknowledge their heightened feelings about what matters most to them.



I adapt my communication style to resonate with the expressive client's tendency to exaggerate the importance of specific elements. This involves highlighting key features, warranty terms, or aspects of the buying experience that align with their heightened expectations. Recognizing the client's patience and willingness to wait for the right opportunity, I ensure that I am available when they decide to engage. This patient and attentive approach reinforces the commitment to building a lasting relationship based on trust and understanding. In essence, my method of serving the expressive client revolves around strategic observation, personalized engagement, heightened attention to their emotions, and an unwavering commitment to building a genuine and lasting relationship throughout the high-ticket sales process. You can expect the prospects that visit your showroom who initially start the conversation with “i’m just looking” to be among this personality trait.



Defining the Driver

Individuals with a driver personality exhibit distinct traits that shape their communication style and decision-making approach. Primarily self-centered and opinionated, drivers derive pleasure from crafting pitches that not only highlight their own perspectives but also position them as authoritative figures.

Their goal-oriented nature is evident in their preference for quick and direct information delivery, reflecting their desire to efficiently move towards their objectives. Being commanding in nature, drivers are motivated by a strong determination to achieve their goals. They are not only assertive in their communication but also seek immediate answers and solutions. This urgency aligns with their fast-paced, results-driven mindset. For drivers, competence holds significant value, and they appreciate individuals who demonstrate expertise and thorough preparation in their interactions. Much like expressive customers, drivers are characterized by their swiftness in decision-making. They value efficiency and expect the decision-making process to align with their rapid pace. This trait implies that when working with drivers, it's crucial to present information concisely, emphasizing key points, and providing solutions promptly.

In summary, individuals with a driver personality prioritize efficiency, command authority in their interactions, and seek rapid solutions to achieve their goals. Recognizing their preference for competence, expertise, and quick decision-making is essential for effective communication and successful engagement with individuals who possess a driver personality.

Strategies to consider when working with the Driver



When working with an individual possessing a driver personality, one should consider several strategies for successful communication and collaboration.

As a driver, the individual likely values these approaches to achieve efficient and goal-oriented interactions:

When working with an individual possessing a driver personality, one should consider several strategies for successful communication and collaboration. As a driver, the individual likely values these approaches to achieve efficient and goal-oriented interactions:

1. **Be Direct and Concise:** Given the preference for quick information delivery, it's beneficial to communicate directly and concisely. Avoid unnecessary details and get straight to the point to maintain engagement and keep the conversation focused on key objectives.
2. **Demonstrate Competence and Expertise:** As a driver, high value is placed on competence. To establish credibility and trust, it's essential to demonstrate expertise and thorough preparation in any interaction. Providing clear evidence of knowledge and proficiency contributes to a more effective working relationship.
3. **Offer Immediate Answers and Solutions:** Recognizing the preference for immediate answers, it's advantageous to be prepared with solutions or responses in a timely manner. This proactive approach aligns with the goal-oriented nature and ensures that progress is made swiftly.



4. **Acknowledge the Need for Speed:** Understanding that the individual is motivated by achieving objectives quickly, it's important for collaborators to acknowledge and respect the need for speed. This may involve setting realistic timelines and ensuring that processes are streamlined to meet efficiency goals.

5. **Maintain a Results-Driven Focus:** Aligning communication and collaboration with a results-driven mindset is key. Emphasizing the end goals and outlining how actions contribute to overall success resonates well with the driver personality.

6. **Be Assertive and Confident:** Drivers appreciate assertiveness and confidence. When working with such individuals, it's beneficial to communicate with a strong and assured demeanor. Clearly expressing ideas and taking decisive actions contribute to a positive working relationship. Never lie, you will be discovered.

7. **Facilitate Quick Decision-Making:** Acknowledging the fast decision-making style, it's helpful to facilitate a decision-making process that aligns with this pace. Streamlining discussions and providing the necessary information for prompt choices enhances efficiency. Understanding and implementing these strategies can contribute to a more productive and harmonious working relationship with someone who has a driver personality. Collaborators should recognize and adapt to these preferences for optimal results, considering the individual's goal-oriented and efficient approach.



Conclusion

In concluding, it is essential to recognize that every individual possesses unique personality traits, extending beyond the primary ones discussed here. By discerning the primary personality traits of clients, one can tailor their approach to establish relationships, instill trust, and ultimately foster friendships. The understanding that people tend to buy from those they like or perceive as friends underscores the importance of this personalized approach in the realm of sales.

It is crucial to acknowledge the myriad combinations of personality traits, each requiring a nuanced approach. The responsibility lies with the sales professional to identify and leverage the alpha personality in the pursuit of successful transactions. Furthermore, it is imperative to remain mindful that prospects carry private influences into sales transactions, factors that may not be immediately apparent.

This underscores the importance of approaching each interaction with empathy and an understanding that the prospect's personal context may shape their decisions. The advice to not overlook the potential for a one-call close applies universally, whether conducting transactions over the phone or in person, particularly in scenarios involving high-ticket items. Once a prospect expresses affirmation with a "YES" to the product and the offered terms, it is incumbent upon the sales professional to move swiftly and efficiently towards closing the deal. This proactive approach can capitalize on the prospect's positive disposition, increasing the likelihood of a successful transaction.



Thank you for taking the time to appreciate the content in this ebook.

It is my goal to help aspiring sales professionals to get one more over the curb!

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and on

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