

# NATURAL AND ADAPTED SELLING STYLE

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*Suzanne's natural selling style of dealing with problems, people, pace and procedures may not always fit the sales environment. This section is extremely important as it will identify if a salesperson's natural style or adapted style is correct for the current sales environment.*

## PROBLEMS - CHALLENGES (Natural)

Suzanne is somewhat conservative in her approach to solving problems and usually doesn't push potential prospects to make quick high-risk decisions. She will accept challenges by being quite calculating in her response to the challenge. She will be quite cooperative by nature and attempt to avoid confrontation as she wants to be seen as a salesperson who is "easy" to work with.

## PROBLEMS - CHALLENGES (Adapted)

Suzanne sees no need to seek out challenges or opportunities. She prefers to just sit back and react in a low-key manner. She tends to avoid confrontation with potential buyers.

## PEOPLE - CONTACTS (Natural)

Suzanne is sociable and optimistic. She is able to use an emotional appeal to convince others of a certain direction. She will trust others and likes a positive environment in which to sell.

## PEOPLE - CONTACTS (Adapted)

Suzanne sees no need to change her approach to influencing others to her way of thinking. She sees her natural style to be what the environment is calling for.

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## PACE - CONSISTENCY (Natural)

Suzanne's natural style prefers a sales environment that can take advantage of her relaxed demeanor, and patience is looked at as a requirement to win. She enjoys follow-up and follow-through. She resists selling new products until proven to her standards.

## PACE - CONSISTENCY (Adapted)

Suzanne feels that the sales environment doesn't require her to alter the way she deals with activity level and consistency.

## PROCEDURES - CONSTRAINTS (Natural)

Suzanne is striving to be independent and self-directed. She is most comfortable in a sales environment where rules and procedures can be interpreted to meet the needs of her customer in certain situations.

## PROCEDURES - CONSTRAINTS (Adapted)

Suzanne is cautious in her sales approach and will attempt to minimize risk. She will be dedicated in her presentation and comply with the company's sales policies. She will seek management approval before changing the sales policy to meet her prospect's needs. Suzanne will not exaggerate any of the potential results her product or service will deliver. She will only make claims in her presentation that she can document.

## **ADAPTED STYLE**

*Suzanne sees her present work environment requiring her to exhibit the behavior listed on this page. If the following statements DO NOT sound job related, explore the reasons why she is adapting this behavior.*

- Building strong trust relationships with clients or customers.
- Carefully avoiding conflict with customers or clients.
- Persistence in completing a sale.
- Testing any innovative products or services before attempting to sell them.
- Remaining cooperative in meeting the customer's needs.
- Exhibiting a willingness to work hard to complete the sale.
- Using much data and sales aids for presentations.
- Relying on traditional products or services.
- Presenting an agreeable demeanor to clients or customers.
- Being a dependable sales team member.
- Using humor as a way of coping with conflict.
- Being a good listener.