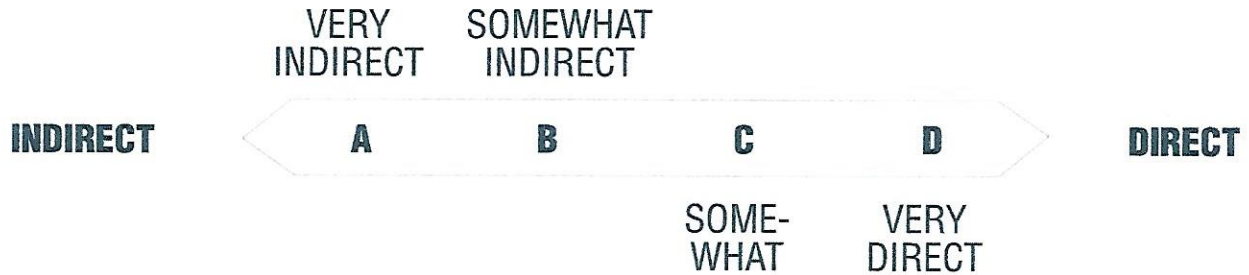


SUMMARY OF DIRECT AND INDIRECT BEHAVIORS

Directness is the way one deals with information and situations. It is also the amount of control and forcefulness a person attempts to exercise over situations or other people's thoughts and emotions.

INDIRECT BEHAVIORS

- Approaches risk, decision, or change slowly/cautiously
- Infrequent contributor to group conversations
- Infrequent use of gestures and voice intonation to emphasize points
- Often makes qualified statements: "According to my sources," or "I think so."
- Emphasizes points through explanations of the content of the message
- Questions tend to be for clarification/support/information
- Reserves expression of opinions
- More patient and cooperative
- Diplomatic
- When not in agreement (if it's no big deal), most likely to go along
- Understated; reserved
- Initial eye contact is intermittent
- At social gathering, more likely to wait for others to introduce themselves
- Gentle handshake
- Tends to follow established rules and policies



DIRECT BEHAVIORS

- Approaches risk, decisions, or change quickly/spontaneously
- Frequent contributor to group conversations
- Frequently uses gestures and voice intonation to emphasize points
- Often makes emphatic statements: "This is so!" or "I'm positive!"
- Emphasizes points through confident vocal intonation and assertive body language
- Questions tend to be rhetorical, to emphasize points, or to challenge information
- Expresses opinions readily
- Less patient; competitive
- Confronting
- More likely to maintain his or her position when not in agreement (argue)
- Intense; assertive
- Initial eye contact is sustained
- More likely to introduce self to others at social gathering
- Firm handshake
- Tends to bend/break established rules and policies

Discovery Questions

Client Assessment

A. Behavioral Style:

- | | | | | | |
|----|-------|-------------------|----|-------|-------------------|
| 1. | _____ | (O / SC / D / ID) | 3. | _____ | (O / SC / D / ID) |
| 2. | _____ | (O / SC / D / ID) | 4. | _____ | (O / SC / D / ID) |

B. Strategic Selling Notes:

Economic Buyer:	_____	User Buyer:	_____
Technical Buyer:	_____	Coach:	_____

What Prompted You To Get In Touch With Us About Your Interest in Natural Gas?

Tell Me About Your Experience With Natural Gas?

Do You Have Questions About the Safety of Natural Gas?

Have You Had Technical Training During Your Career?

Who Do You Usually Turn To For Their Advice Regarding Technical Improvements To Your Company/Home?

How Long Have You Been Thinking About Converting to Natural Gas?

What Held You Back?

What Makes Things Different Now?

What Do You Imagine You Would Like Most About Natural Gas?

Do You Think Natural Gas Would Be Cheaper or More Expensive Than Heating Oil?

Do You Know of Any Reason Why You Should Not Get Started With This Project NOW?

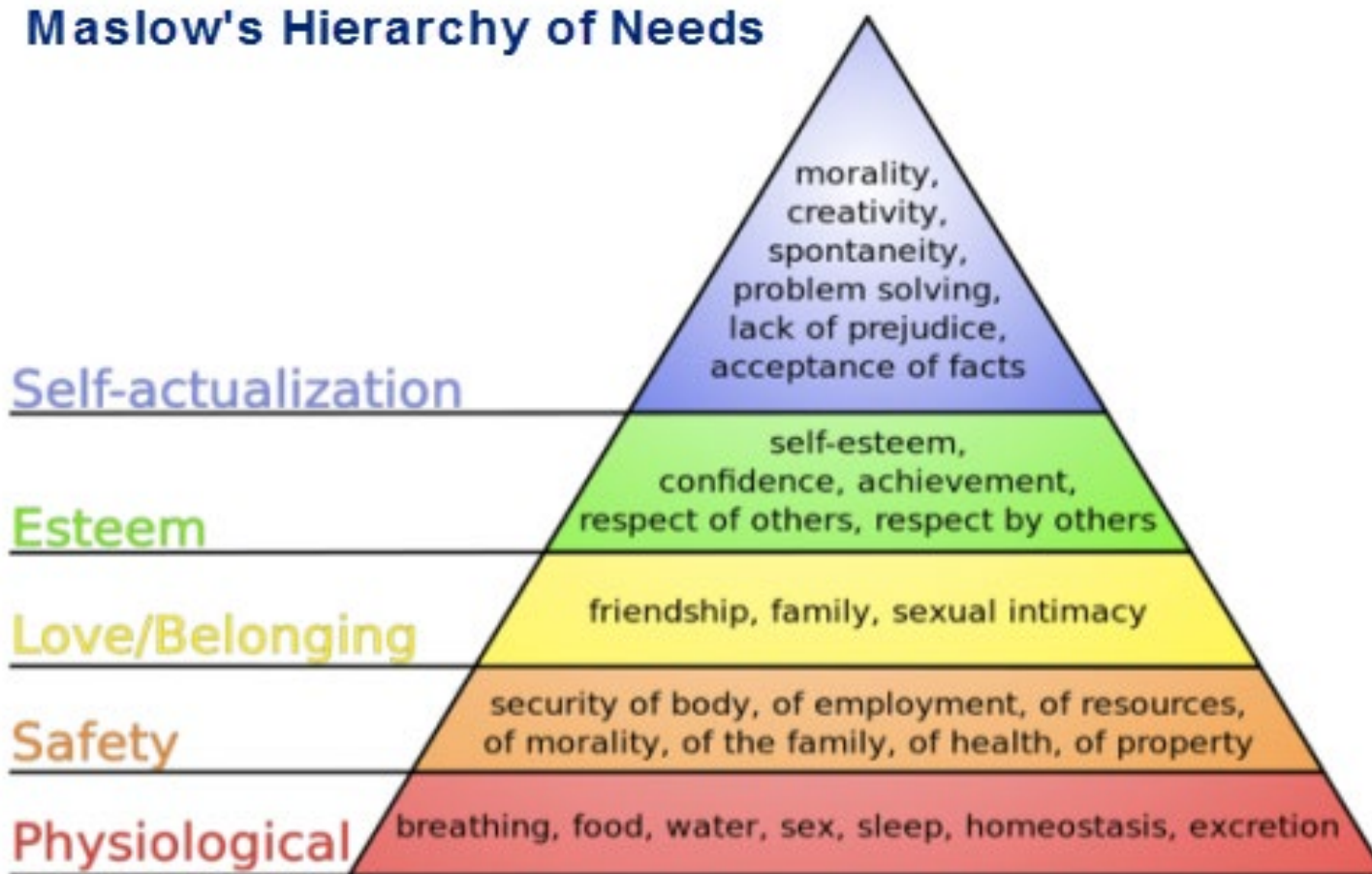
Is There Anything Else That You Would Like To Share With Me That Is Important To You?



The Hierarchy of Needs

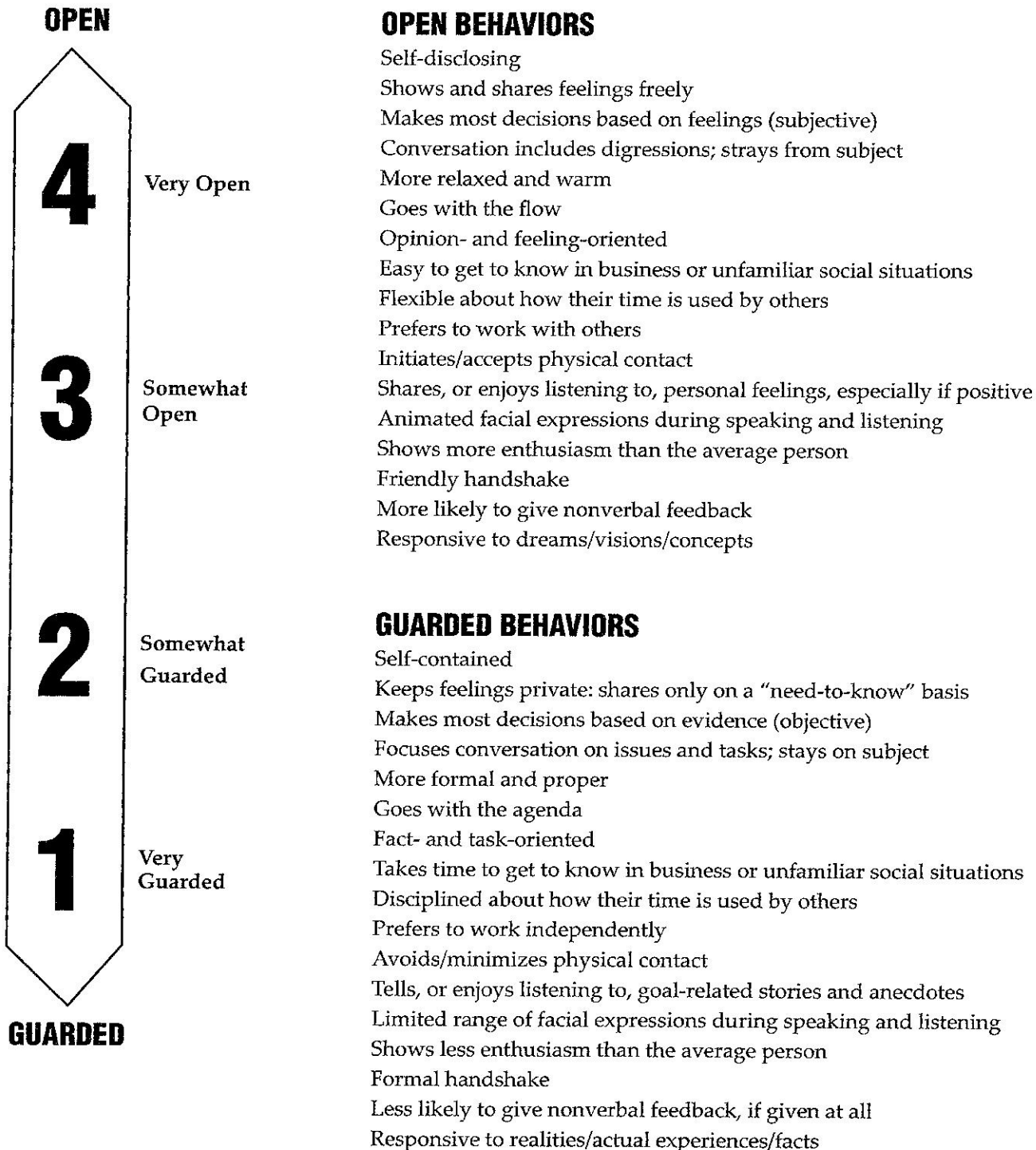
Abraham Maslow

Maslow's Hierarchy of Needs



SUMMARY OF OPEN AND GUARDED BEHAVIORS

Openness shows in the degree of self-disclosure: a person's readiness and willingness to outwardly show thoughts and feelings and accept openness from others.





Seldom Shared **SECRETS** of Sales Success

Hosted by Northeast Gas Association

ATTENTION all SALES, MARKETING
and CUSTOMER SERVICE professionals.

This is a 6-hour **MUST-ATTEND** event that is part of the
March 28, 2019 NGA Sales and Marketing Conference!

Harrison Greene is a
difference-maker, plain and
simple. He taught me things
I had not learned before,
including the extremely
valuable Platinum Rule.

— Owen Broch, Oracle

Harrison understands that

SUMMARY OF STYLES

RELATER STYLE

Slow at taking action and making decisions
Likes close, personal relationships
Dislikes interpersonal conflict
Supports and “actively” listens to others
Weak at goal-setting and self-direction
Has excellent ability to gain support from others
Works slowly and cohesively with others
Seeks security and the need to belong
Good counseling skills

SOCIALIZER STYLE

Spontaneous actions and decisions
Likes involvement
Dislikes being alone
Exaggerates and generalizes
Tends to get caught up in their dreams
Jumps from one activity to another
Works quickly and excitedly with others
Seeks esteem and acknowledgment
Good persuasive skills

THINKER STYLE

Cautious actions and decisions
Likes organization and structure
Dislikes involvement
Asks many questions about specific details
Prefers objective, task-oriented, intellectual
work environment
Wants to be right, so can be overly reliant
on data collection
Works slowly and precisely alone
Good problem-solving skills

DIRECTOR STYLE

Decisive actions and decisions
Likes control
Dislikes inaction
Prefers maximum freedom when managing
Cool, independent, and competitive
Low tolerance for feelings, attitudes, and
advice
Works quickly and impressively alone
Good administrative skills

WHO ARE YOUR BUYERS

They might not be who
you think they are

THE USER BUYER

- Has greatest need to use your product.
- Usually the person you speak to first.
- Can advocate strongly for your selection
- Usually does not have authority to release \$\$\$

THE ECONOMIC BUYER

- Has Authority to approve the purchase
- Interested Spouse or Homeowner
- CEO, CFO, Purchasing Manager, VP

THE TECHNICAL BUYER

- The Most Often Misidentified Buyer.
- Person Who Must Approve the Purchase Relative to Technical Requirements.
- A Friend or Family Member Who Has Technical Competence.
- The Person Who Can Say No, But Seldom Will Say Yes.

THE COACH

- Not Involved in Buying Decision
- Can Influence the Buyer
- Someone From Another Department Who Understands the Buying Process.
- A Friend or Relative Who Can