## **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

	VERY INDIRECT	SOMEWHAT INDIRECT				
INDIRECT	A	В	C	D	>	DIRECT
			SOME- WHAT	VERY DIRECT		

#### 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)		
В.	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?

Psychological/Ego Needs

Love/Social Needs

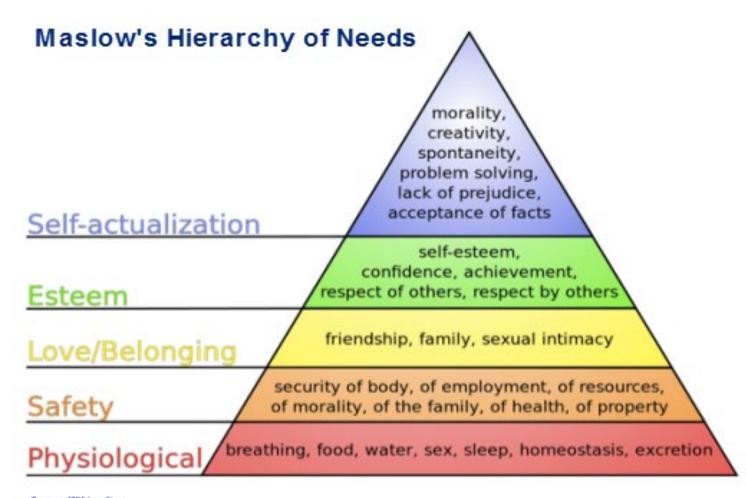
Safety & Security Needs

Basic Needs/Survival Needs

## 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.

<b>OPEN</b>		OPEN BEHAVIORS
$\wedge$		Self-disclosing
		Shows and shares feelings freely
	Very Open	Makes most decisions based on feelings (subjective)
		Conversation includes digressions; strays from subject
		More relaxed and warm
	~ ^	Goes with the flow
		Opinion- and feeling-oriented
		Easy to get to know in business or unfamiliar social situations
		Flexible about how their time is used by others
	Somewhat Open	Prefers to work with others
		Initiates/accepts physical contact
3		Shares, or enjoys listening to, personal feelings, especially if positive
		Animated facial expressions during speaking and listening
		Shows more enthusiasm than the average person
		Friendly handshake
		More likely to give nonverbal feedback
		Responsive to dreams/visions/concepts
	Somewhat Guarded	GUARDED BEHAVIORS
2		Self-contained
		Keeps feelings private: shares only on a "need-to-know" basis
		Makes most decisions based on evidence (objective)
1		Focuses conversation on issues and tasks; stays on subject
	Very Guarded	More formal and proper
		Goes with the agenda
44		Fact- and task-oriented
		Takes time to get to know in business or unfamiliar social situations
		Disciplined about how their time is used by others
l		Prefers to work independently
\ /		Avoids/minimizes physical contact
		Tells, or enjoys listening to, goal-related stories and anecdotes
CHADDED		Limited range of facial expressions during speaking and listening
GUARDED		Shows less enthusiasm than the average person
		Formal handshake
		Less likely to give nonverbal feedback, if given at all
		Responsive to realities/actual experiences/facts
		— o a de mandam

# 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