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

DIRECTIONS

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<th>VERY INDIRECT</th>
<th>SOMEWHAT INDIRECT</th>
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<td>SOMEWHAT</td>
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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

- **Physiological**: breathing, food, water, sex, sleep, homeostasis, excretion
- **Safety**: security of body, of employment, of resources, of morality, of the family, of health, of property
- **Love/Belonging**: friendship, family, sexual intimacy
- **Esteem**: self-esteem, confidence, achievement, respect of others, respect by others
- **Self-actualization**: morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts

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.

OPEN BEHAVIORS

Self-disclosing
Shows and shares feelings freely
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
Prefers to work with others
Initiates/accepts physical contact
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

GUARDED BEHAVIORS

Self-contained
Keeps feelings private: shares only on a “need-to-know” basis
Makes most decisions based on evidence (objective)
Focuses conversation on issues and tasks; stays on subject
More formal and proper
Goes with the agenda
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
Prefers to work independently
Avoids/minimizes physical contact
Tells, or enjoys listening to, goal-related stories and anecdotes
Limited range of facial expressions during speaking and listening
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
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

DIRECTION 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