

### Do you have a fixed sales style?

Have you ever wondered why most responses to this question tend to be a resounding 'No'?

Salespeople believe they have the adaptability to seamlessly align with their clients' buying style. They are convinced they have the skill down to an art form. However, when a sales coach works one-on-one with these salespeople during actual sales calls or meetings, only few have the demonstrated ability.

Let me digress for a minute, it is common for salespeople to have completed various personality or sales profile assessments, whether online or through a training program. Many can quote their identified style and its meaning, but do not fully understand. They lack the understanding that matters, the ability to competently apply these skills in sales situations.

We all have a preferred way of selling. It is natural to want to stick to what feels comfortable, but to increase sales requires the ability to sell to a broader range of client buying styles.

#### **Sales style inflexibility is the main reason preventing sales from being confirmed**

So, what is the answer? Sales style flexibility. To master the skill of 'style shift'. This means seamlessly adapting the sales approach in line with the buying style of every client, aligning core needs and values.

Not to get caught up in the specifics of any personality or sales assessment, but let's use a simple four descriptor model as an example:

**Action** – These individuals are task orientated, tend to be impatient, and driven to achieve sales targets.

**Analytical** – They like to cross T's and dotting I's, can be quite talkative when comfortable, and tend to think critically.

**Harmonious** – Excellent listeners, reliable and consistent, they thrive on routines, but may lack confidence.

**Expressive** – They like to talk, be the center of attention, avoid 'paperwork', and may not prioritize time management.

What happens when stuck in a fixed sales style? These are a brief summary of common outcomes:

#### **Action orientated salesperson/ Harmonious client**

The client might feel rushed and pressured, potentially making an initial purchase, but will avoid future interactions.

#### **Harmonious orientated salesperson/Action client**

The client could feel bored and try to take control of the sales call.

#### **Analytical orientated salesperson/Expressive client**

The salesperson delves into minor details that hold little interest for the client.

## **Expressive orientated salesperson/Analytical client**

The client feels uneasy because the salesperson talks broadly about themselves and or the product/service without providing the necessary details.

### **How to style shift**

1. Stop. Take a moment to pause and breathe. Visualize yourself in neutral mode, expanding your focus.
2. Identify the buying style of your client.
3. Shift into those behaviours.

This will feel uncomfortable at first, but like any new skill it becomes easier with practice. As a tip, if you feel uncomfortable, chances are you are heading in the right direction with style shifting.

Consider this: Do you have a fixed sales style? It is a question worth reflecting on.



Kurt is a sales practitioner who created sales records in five industries and won major sales awards including Salesperson of the Year. The products and services he sold were newly released, consultative, relationship and retail. He is a recognized sales expert, successful author and respected sales and personal development coach who has guided organizations and salespeople to vastly improved sales performance and profitability. His clients range from small to multinational companies in Australia, the Middle East, Asia, and Europe. Kurt is the author of 21 Timeless Insights for Sales Success sold in eight countries. Available on [www.amazon.com.au](http://www.amazon.com.au) or [www.salesconsultants.com.au](http://www.salesconsultants.com.au). His latest book The Most Unlikely Salesperson will be released in August 2023.

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