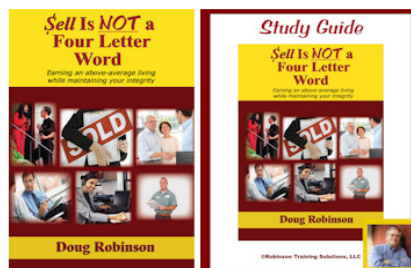


Identifying and Mirroring Temperament & Behavior

Descriptors	Green	Red	Blue	Yellow
Interaction	Extrovert	Extrovert	Introvert	Introvert
Characteristics	Blunt, Problem Solver Confident, Competitive	Fun Loving, Energetic Optimistic, Popular	Patient, Indecisive, Peace Maker, Humble	Analytical, Orderly, Predictable, Reserved, Perfectionist
Likes	Challenges, Winning	Social Status, Variety, Change	Routines, Stability, Loyalty	Systems/Procedures, Credibility,
Dislikes	Hesitancy, Detail, Oversight	Negativity, Routines	Conflict, Change, Pressure	Unpredictability, Few Standards
Need to Know	"What's the bottom line?"	"Who else has this?"	"How will you do this?"	"Why do I need to do this?"
Need to Be	In Control, Achieve Goals	Creative, Socially Active	Introverted & Appreciated	Correct/Precise, Paced, Prompt
Fears	Being Exploited, Losing Control	Social Rejection, Boredom	Being Put on the Spot, Instability, Pressure	Criticism of Task, Being Incorrect
In Conflict	Steam Roller	Rocket Launcher	Martyr	Clam
Decision Making	Fast and Quick, Based on Problem Solving Ideas	Spontaneous, Based on Trust and Likeability	Considered, Requiring Time and Input/Help from Others	Deliberate, Based on Facts, Standards and Analysis
Risk Tolerance Lo-0 Hi-10	8.25	8.00	3.25	3.75
Best Sales Presentations	Businesslike, Respect Their Time, Hit the High Points & Provide Solutions for Pain	Socialize First, Keep It Light w/ Limited Details, Seek Input, Respond Quickly to Questions	Develop Relationships, Give Assurance, Paced, Offer Repeated Encouragement,	Details, Facts, Testimonials From Peers, Unpressured, Credible
When Selling Don't Do This	Ramble, Overdo Details, Avoid Questions, Offer Your Personal Opinion	Get Too Serious, Lose Focus, Encourage Bunny Trails Be Long-Winded Presenting	Rush, Get Too Friendly, Pressure, Get Emotional, Criticize Competitors	Get Personal or Emotional, Act Flippant or Shallow When Answering Questions
Example	Bill O'Reilly	Bill Clinton	Bill Belichick	Bill Gates



Identifying and Mirroring Temperament & Behavior

Once you **identify** a prospect's temperament, you should **mirror** back to them similar behavior to what you are seeing and hearing because *people tend to buy from people they like...and they tend to like people more if they are like them.*

Mirroring doesn't mean mimicking back to the prospect using the same voice, tone, or tempo. It does mean being more like a *chameleon* and blending your actions with the temperament type you have identified in your buyer. For example, act a little RED when selling to a RED. It's the best way to help lower the invisible wall that exists between most buyers and sellers.

Following are examples of mirroring, once the prospects' temperament has been identified:

GREEN: "Mr. Big, I respect how full your plate is, so I won't try to hold you hostage, but will quickly address the questions you brought up on the phone. In the next 10 minutes I'll provide you with a flyover describing Orkin's plan for the moisture-related concerns, and then you can make up your own mind if it's right for your home, fair enough?"

RED: "Ms. Flash, before we turn the conversation to your pest issues, I hope you are excited about moving here to east Tennessee. I've just got to ask you what it was like living in Savannah, as I've always wanted to visit the Garden District there... And before I forget, I also wanted to mention that the businesses on both sides of your facility are Orkin customers, so feel free to ask their how satisfied they are with our service."

BLUE: "Mrs. Klotz, I want you to understand that I didn't call you today to give you a sales pitch or try to push you for a quick decision. I'm here to spend whatever time is necessary to determine specifically what you need and then after offering a solution, answer all your questions, one by one to your satisfaction. There are no silly questions, so remember, I won't be happy until you are."

YELLOW: "Dr. Anal, I'm here to make sure you know why it's so important for your home to receive a thorough environmental inspection at least once each year. Then your will be armed with all the information necessary to make an educated decision about your most important investment. Our 115 years of experience along with millions of satisfied customers are good indicators that we know how to color between the lines and do the right thing."

Find out more and order your copy of *Sell is NOT a Four Letter Word*, or subscribe to my FREE weekly newsletter called *Selling Point*, at www.robinsontrainingsolutions.com

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