



Power Selling... How You Can Close More Sales and Earn More

The purpose of *Power Selling* is to help you sell more of whatever you sell, earn more through your higher sales, and develop more valuable customer or client relationships.

Power Selling will enable you to leverage your selling interactions into higher sales by providing you with detailed insights into the motivation, the preferences, and the behaviors of each buyer, and giving you the selling strategy and tactics tailored to each buyer's style.

Sales don't happen without a good product or service, a good business case, good pricing, customer support and the like. But they often don't happen even with those things, because the salesperson fails to manage the buyer and respond to the buyer's needs appropriately. Whenever and wherever the quality of the interaction is pivotal to making the sale, your success rides on your behavior and your response to the buyer.

Your Sales Interactions

Everyone has preferences, whether it's food, interests, pets, cars, lifestyle, or *people*. When you bring a salesperson and a buyer together, each with a separate style, separate preferences, and separate and possibly conflicting needs, there can be distrust or skepticism, uncertainty or even fear, any of which creates tension and raises a barrier between the two parties. You have seen buyers who behave in ways you find confusing or who say and do things that annoy you. Chances are some of your sales contacts feel that way about you too! These are what we call toxic behaviors, and they impede communication and the development of a trusting relationship.

Power Selling is a powerful business tool. With this mobile application you will be able to

1. Use the Interaction Styles model to learn how the styles and behaviors of people differ,
2. Diagnose your behaviors and preferences, and objectively assess your selling style,
3. Determine every buyer's motivation, behaviors, and preferences, and
4. Implement the strategy and tactics necessary to control your behaviors and reactions, reduce tension to establish rapport more quickly, respond to each buyer's needs more personally at every stage of the selling process, and advance to a close in the most appropriate manner.

The Interaction Styles Model

This model is the product of combining the two dimensions of behavior - **assertiveness** and **responsiveness** - that appear to have the greatest impact upon interpersonal relationships. By plotting assertiveness on a horizontal axis and responsiveness on a vertical axis, the intersection of the two axes creates a quadrant with four types of interactive behavioral styles. We assign a descriptive name to each of these four representative styles. As the illustration below shows,

1. The combination of high assertiveness and low responsiveness in the *upper right quadrant* creates a driving, results-centered style, - the **Driver**;
2. The combination of low assertiveness (cautiousness) and low responsiveness in the *upper left quadrant* creates an analytical, task-centered style - the **Analytical**;
3. The combination of high assertiveness and high responsiveness in the *lower right quadrant* creates an outwardly expressive, people-centered style - the **Expressive**; and



4. The combination of low assertiveness (cautiousness) and high responsiveness in the *lower left quadrant* creates an accepting, helpful, people-centered style - the **Supportive**.



Drivers... Upper Right Quadrant...

Drivers like to be in control in situations, to get things done quickly, and to get them done in their own way. They are competitive people who are more concerned with producing results and accomplishing objectives than with being popular or "liked" by others. Highly independent in their thinking, Drivers hold strong personal opinions on how things should be done, and are not afraid to take a risk and commit themselves to a course of action.

Expressives... Lower Right Quadrant...

Expressives are open, warm, and easily approachable people who like to be actively involved with others. Being competitive, they both enjoy and excel in situations where they are able to use their verbal and social skills to gain acceptance. Very concerned with the process of relating to others and with the quality of their relationships, being popular and being recognized for their accomplishments are very important.

Supportives... Lower Left Quadrant...

Supportives are friendly, helpful, and cooperative people, tolerant and non-critical in their interactions with others. They try to build solid, stable relationships based upon mutual respect and understanding. Wanting to feel that they belong and that they are accepted, Supportives particularly enjoy working with others in a harmonious manner.

Analyticals... Upper Left Quadrant...

Analyticals are very thorough and careful in the manner in which they analyze situations and approach decisions. They enjoy problems which draw upon their analytical skills and which require them to develop conclusions based upon personal investigation. Skeptical of ideas which conflict with their personal experience, they place more weight on their own views than on those of others. Tangible and practical in their thinking, they structure their work around precise facts and hard data whenever possible.



Sub-quadrants of the Four Styles...

Within each of the four quadrants representing the four Interaction Styles there will be behavioral variations. These variations depend upon a person's individual scores on the two axes of Assertiveness and Responsiveness.

For example, some Drivers are more assertive than others, or some Drivers may show more expressiveness in their behavior than do others. Similarly, some Supportives may exhibit somewhat more of an analytical tendency than do other Supportives.

To illustrate these behavioral differences, each Interaction Styles graph assigns a person's style to a sub-quadrant within each of the major quadrants. **On your Interaction Styles graph, the white square will indicate the sub-quadrant into which your basic Interaction Style falls. The black square will show you how you are trying to project yourself (modify your behaviors) at this point in time.** If the white and black squares fall far apart on the graph, that means you may be trying to change yourself too much, and project behaviors that would be almost impossible to sustain. If there is only a white square visible, that means there is virtually no difference between your Interaction Style and your Projected Style.

The four corners of the quadrant contain the most pronounced characteristics of each of the styles. To illustrate, the sub-quadrant in the upper right-hand corner represents the most driving form of Driver behavior (the Driver-Driver); the sub-quadrant in the lower right-hand corner represents the most expressive of the Expressives (the Expressive-Expressive); the sub-quadrant in the lower left-hand corner is the most cautious but responsive Supportive (the Supportive-Supportive); and the sub-quadrant in the upper left-hand corner is the most analytical Analytical (the Analytical-Analytical).

Each sub-quadrant is identified as follows:

<p>Analyticals</p> <p><i>Analytical-Analytical Driving Analytical</i></p> <p><i>Supportive Analytical Expressive Analytical</i></p>	<p>Drivers</p> <p><i>Analytical Driver Driver-Driver</i></p> <p><i>Supportive Driver Expressive Driver</i></p>
<p>Supportives</p> <p><i>Analytical Supportive Driving Supportive</i></p> <p><i>Supportive-Supportive Expressive Supportive</i></p>	<p>Expressives</p> <p><i>Analytical Expressive Driving Expressive</i></p> <p><i>Supportive Expressive Expressive-Expressive</i></p>

The Interaction Styles narrative report reflects the subtle behavioral differences that are apparent within each sub-quadrant of the four major styles. However, it is important to keep in mind that the overall emphasis of each style is most significant in terms of understanding a person's interpersonal behaviors, and the variances within each style are primarily a fine tuning of the description.

Note... when you create your buyer's Interaction Style, it will be presented more simply, as just a Driver, an Expressive, a Supportive, or an Analytical.



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The Instruments in *Power Selling*

In this application you will learn to use the *OMS Questionnaire* to create your own Interaction Style, and the *Interaction Styles Checklist (IS Checklist)* to create the Interaction Styles of your buyers.

The OMS Questionnaire is a personality inventory that will produce your Interaction Style graph and reports. When you complete the Questionnaire, which generally takes eight minutes or less, it will be scored and your information will be transmitted to your mobile phone. Your original OMS results should be your most accurate, so once you complete the OMS it should not be necessary to take it again. If you do have some problem when you complete the OMS Questionnaire, or if you want to retake it for some reason, we do allow a second Questionnaire to be completed on your phone. You can review our privacy policy on the *Power Selling* support website.

The IS Checklist is a simple 20 item “either-or” questionnaire, which you will fill in following one or two meetings with your buyer and score on your mobile phone. This questionnaire will take only a couple of minutes to complete. The database of your buyers and their IS information will reside on your phone. You can transfer buyer information from your contact manager on the phone to save time, and there is no limit to the number of buyer records you can create.

How to Use *Power Selling*

The first thing to do is go to *My Interaction Style* where you can create your own Interaction Style by completing the OMS Questionnaire. It is easy to do, and once completed, you will be able to view your OMS graph along with two reports on yourself. One report is a comprehensive description of your Interaction Style and the second is a report on your Selling Style. You should carefully review both reports and consider how to apply what you have learned.

You go to *My Sales Contacts* to create Interaction Style graphs and reports on your buyers. Once you create a new contact, you can then complete the IS Checklist, which will generate an IS graph and a descriptive report on that person. You can also review a Sales Strategy report on that buyer, which will offer specific guidance on the tactics that work best with the buyer and how you will need to modify your behavior to be most responsive to the buyer. To assist you prior to your follow up calls or meetings with the buyer, there is also a Question & Answer (Q & A) report that addresses specific issues about selling to that buyer.

Application Support

Support and information about *Power Selling* are available at www.careertalents.com. If you require assistance using this application, please email support@careertalents.com. Tell us which application you need assistance with (this app is *Power Selling*), explain your question or problem in the email, and please provide us with your mobile phone number as well in case we need to speak with you directly.

Thank you for buying *Power Selling*. We believe it can be one of the most valuable tools in your sales kit, offering tremendous payback on your investment. We want you to have great success with it.

About The Assessment and Development Group International Inc.

At The Assessment and Development Group we're about ideas... innovating, experimenting, and developing technology to provide clients and their employees with the practical benefits of valuable decision-making applications and tools.

For more than forty years we have been making corporations more productive and profitable by helping their management teams hire the best people and manage them most effectively and by helping sales people achieve higher personal performance and greater career satisfaction. Our programs and systems have been implemented in more than 1000 organizations in the United States, Canada, England, and Australia. For more information on our leading edge assessment technology, please visit our website www.2oms.com.