

SuperSell: Sample Report: The Analytical Customer and Buyer

Your customer has an Analytical style, which means that the person adopts a thorough, careful manner of analyzing situations and making decisions. In particular, Analyticals enjoy problems which stimulate their intellect and which require them to generate solutions based upon their personal investigation, fact-finding, and analysis. With an obvious skepticism of ideas which seem to defy their logic or which conflict with their experience, Analyticals place much more weight on their own views than they do on what others tell them. Tangible, concrete thinkers who see themselves as pragmatic and no-nonsense, Analyticals are uncomfortable with vague ideas and abstract concepts, and prefer that you structure your presentation and arguments around precise facts and hard data whenever possible.

Teamwork holds out only limited appeal for this type of buyer. They may appreciate the need to consult with others and draw upon their knowledge, and they will certainly carefully listen to others' ideas, but at decision time, when they have to make a commitment, Analyticals prefer to operate more autonomously, and are less comfortable with group or consensus thinking that may conflict with their own conclusions.

Analyticals approach their investigations with an insistence upon exactness and rigorous attention to detail. Seeking to be right and correct in everything they do, they also employ consistent logic and organization and provide a structure to all their activities. These are people who show great commitment and dedication to their organization and to their work, and apart from their specific tangible accomplishments, they also seek to be recognized for their diligence, conscientiousness, and industrious work attitude and task focus.

In dealing with colleagues and sales people, certain Analytical behaviors tend to create tensions. Their preoccupation with the facts, obsession with exactness, and reliance upon logic under all circumstances may cause others to see them as more cynical and negative "idea killers" rather than an objective contributors. They can show all the reasons why an idea may not work, but struggle to see opportunities and possibilities. As well, others may show frustration with their lack of enthusiasm and may interpret their reluctance to support change or new ideas as being overly cautious and risk-avoidant.

Analyticals value relationships with others that are business-like and centered on task accomplishment. With their great emphasis on the rational evaluation of facts, they expect the comprehensiveness of their analysis and their logical, factual manner to convince others of the correctness of their way of thinking. More concerned with the technical merits and accuracy of their analysis and ideas, Analyticals may show too little interest in the motives or expectations of others, and overlook the importance of eliciting their involvement or building their commitment. Uncomfortable when they feel challenged, these people tend to react personally to resistance by drawing even more heavily on their supporting facts, data, and expert knowledge and by reinforcing their position.

In selling to Analyticals, a clear advantage is that they play by consistent rules and try to be fair and objective in their treatment of others. They like to deal with experts, want you to give them the honest facts all the time and they seek sincere, well-substantiated recommendations in writing and in detail. They will quickly withdraw from situations where they perceive they are being manipulated, where they

perceive their information needs are being ignored or cannot be met, or where the sales person has lost credibility, because of a perceived lack of knowledge or honesty.

As decision-makers, Analyticals need whatever time it takes to reach a conclusion. They are most comfortable making decisions in areas where they have expertise and can assemble facts and data necessary to minimize or remove the risks and uncertainties. As much as possible, they want the outcomes of their decisions to be guaranteed, so unless the facts safely support a new course of action, Analyticals are inclined to take the safe route to stick with what they know works.

E-A: Strategy with Analyticals

In your sales interactions with Analyticals remember to leave behind

- Your fast-paced, more intense, and more flamboyant manner of speaking
- Your tendency to dominate your interactions and to come on strong
- Your impatience to close the sale, to push for quick answers and quick decisions
- Your inclination to make general and sometimes stretched statements
- Your preference for talking rather than listening

Understand that Analyticals...

- Talk about what they think rather than how they feel
- Have little interest in forming a relationship at the outset
- Perceive that they have expertise in whatever they research
- Fear loss more than they desire gain
- Can obsess about even minor details in their pursuit of exactness
- Focus on tasks and problems – not opportunities
- Are risk-avoidant and will always do the safe thing
- Place confidence with size, image, brand, and reputation
- Rarely make major decisions personally without seeking advice from others
- Believe that no decision is better than the wrong decision

Don'ts with Analyticals...

- Don't talk around questions or give superficial answers or make guesses
- Don't make sweeping generalizations or unsupportable claims

- Don't try to fool them
- Don't leave any loose ends – try to sew up everything that needs to be done
- Don't ignore any objection or question
- Don't talk too fast or make absolute statements
- Don't argue with them over facts
- Don't try to pressure a close
- Don't ever pan the competition
- Don't use gimmicks or provide “buy now” incentives
- Don't ask for quick answers or expect spontaneous actions or responses

Do's with Analyticals...

- Prepare them in advance for your meeting – send materials, etc.
- State your intent, stick to the task and remain business-like at all times
- Emphasize your credentials and qualifications to establish credibility
- Be honest and factual with every claim and statement – never hide information
- Use a logical, organized presentation – come across as efficient
- Re-state objections and unclear questions to ensure you address the right issue
- Explain what and how and provide facts and details to support your claims
- Offer an implementation plan, schedule, etc. with steps, milestones, and measures
- Offer to guarantee success
- Use factual cases and tangible examples rather than anecdotes or personal testimonials
- Give them time to check and verify – help them do that
- Show how what you are selling reduces their risk and avoids problems
- Make specific recommendations with pros & cons
- Ask them about their decision-making criteria and process, and who is involved
- Ask them what they expect from you and want to see in order to make a decision
- Follow up with written summaries of answers to questions or loose ends
- Provide comprehensive proposals with substantiated claims and conclusions

Sales Strategy: Q & A for Analyticals

1. How does this buyer perceive sales interactions?

Analyticals particularly enjoy the decision-making roles of gatekeepers and evaluators, which allow them to use their analytical skills and apply their expertise. With a technical bent, they tend to focus more on features and how things work. Since Analyticals are more cautious and risk-avoidant, success is preventing errors and problems. They want to get all the facts and information they believe they need, then evaluate and compare offerings, and attempt to get the lowest price they can negotiate.

2. What does this buyer seek from selling situations?

Analyticals do not seek out or initiate change, and they prefer to stick with what works rather than take a risk with something new. Their benchmarks for comparative purposes are personal beliefs and what they are doing today. This means that the easiest, safest course of action is to reject new products and approaches. They do whatever it takes to be thorough and correct in their analyses.

3. What motivates this buyer?

Not making mistakes matters most, and receiving positive feedback and acknowledgement for their thoroughness and accuracy is what they seek.

4. What does this buyer expect from me?

Be serious, business-like, and candid in answering questions. If you don't know an answer, then say so. Never try to bluff them or fake an answer. Be organized in your presentation, respond as promptly as possible to all information requests, ask questions at the factual level rather than about feelings, support all claims with facts, and be efficient in your use of time. Don't show up late and leave when the discussion ends. Don't try to tell jokes and don't try to make the Analytical your new best friend.

5. How does this buyer respond to disagreement?

The body language will tell the tale... the Analytical draws back, shows defensive, guarding movements and behaviors, speaks and acts in a more detached manner, digs deeply into the details and minutiae, and can get argumentative.

6. How does this buyer make purchase decisions?

Analyticals always have decision-making criteria, and if you ask them what their criteria are, they will tell you. But what is unsaid yet matters most to the Analytical is complete certainty and safety. If the Analytical feels 100% sure of the outcome, he or she will act, but only after taking whatever time is needed to assimilate all the facts and information, make comparisons, and check out what needs to be checked out. So long as there are doubts or there is insufficient information, the Analytical will stay in analysis mode.

7. How do I keep this buyer engaged?

Not intimidating, threatening, or overwhelming the Analytical is critical to establishing rapport and keeping them engaged. They quickly turn off to exaggerations, sweeping generalizations, and braggadocio. They want factual information, simple, direct answers, help with their analysis and comparisons, and knowledgeable recommendations.

8. What is this buyer’s negotiating style?

It is not the preference of Analyticals to negotiate. With a fear of rejection they are not deal-makers and they often feel uncomfortable in negotiations or when asked closing questions. They want specific recommendations, what they consider to be a fairly priced, competitive offering, and whatever else can be thrown in that will be beneficial. They will be tough negotiators only when they perceive they have nothing to lose by holding firm, in which case they present their expectations on a “take it or leave it” basis.

9. What role does time play for this buyer?

Analyticals are efficient, but not driven. Quality and being right matter more than deadlines. They may set specific deadlines or milestones for themselves and other people, but do not like to work to imposed deadlines themselves, and will resist pressure to make speedy decisions. Give them time to respond when you want an answer, and ask what they believe is reasonable when you need to action something.

10. What types of benefits are most important to emphasize?

Analyticals are tangible, logical thinkers who want all claims substantiated and proved. They seek performance data, facts, numbers, studies, specifications, and the like, and do not accept general claims or anecdotal evidence. They do not care how many other people like, use, believe in, or benefit from what you are selling.

11. What criteria does this buyer emphasize in making a decision?

Comparative and performance data, proven factual claims, brands that connote safety and minimal risk, and sometimes low price.

12. What closing considerations are important?

Honestly show the pros and cons of what you offer, show why your offering is safe and risk-free, provide all the necessary information in printed form, do not over-sell, and allow them to take everything away and reach a decision on their own.

