

Tero International

Type and the Sales Cycle Interaction Plan

My verified personality type: _____

Preparing for the Meeting

What do I know for certain about the customer? _____

What do I *think* I know? _____

Initiating the Relationship

How am I likely to come across as a person? _____

How would I like the other person to feel and think about me? _____

Information I am likely to gather about the other person during the initial contact (consider your information-gathering and decision-making preferences—the two middle letters of your personality type). _____

Example: An intuitive thinker is likely to remember the gist of what the other person said and what it probably meant (the meaning). A sensing feeler would be more likely to remember exactly what was said and how it made them feel.

Information I may miss or forget (consider personality preferences you don't prefer). _____

Things about a good sales approach that don't come to me naturally (consider things you don't prefer and strengths taken to extremes). _____

Gathering Information

Information that interests me (based on preferences). _____

Am I likely to listen carefully without judgment and without interrupting? _____

What kinds of information might I be screening out or missing altogether (consider things you don't prefer and strengths taken to extreme). _____

Do I take the time to consider what kinds of information the customer is interested in and what their values and needs might be? How can I do that more effectively? _____

Verifying Information

How can I make sure that I have collected the right (accurate) information about my customer? _____

How can what I know (or guess) about the customer's perspective influence the way I follow up? _____

Proposing Solutions

My presentation style is: _____

The kinds of things (bits of information) I focus on in my proposal of a solution to the customer's needs are: _____

Example: An intuitive thinker is going to be more likely to focus on the factual reasons (research, statistics, etc.) that his or her product/service would bring to the customer. A sensing feeler would be more likely to describe the practical benefits that the product/service would afford the customer.

Things I might forget to include or not spend enough time focusing on might be (consider things you don't prefer and strengths taken to extremes). _____

Ways in which I might determine my customer's personality preferences so I know how to focus the presentation of my solution to the customers needs and interests. _____

Did (or will) my sales presentation end with an invitation to take action? _____

How can what I know (or guess) about the customer's perspective influence the way I follow up? _____

Responding to Questions and Objections

How can I be sure I understand what the customer is really asking or to what they are objecting? _____

How can I phrase my response in a way that (1) takes into account what I know or guess about their personality type and (2) reinforces the strength of my message? _____

Gaining Commitment and Closing

Is there a chance I could be pushing too quickly? Is there a chance I am prolonging the gathering information stage too long? _____
