

Selling with Style

Each day presents us with many opportunities to sell ourselves and our ideas. The art of persuasion comes naturally to some, while it is often elusive to others. And yet, each of us engages in various levels of persuasion daily, from suggesting a place for lunch, to promoting a new process approach at work.

All of us have certain behavioral styles and preferences. If we can begin to understand and respect these differences in people, our results in dealing with others can become more pleasing and ultimately more successful for all parties.

For example, if you are an easy-going, people person dealing with a task-oriented detail person, learn to minimize the chit-chat, and get right to the task at hand. Do your homework when dealing with this type, and refrain from "flying by the seat of your pants" if that is your preferred style.

If you are trying to persuade someone who is a fast-paced, direct individual, focus on the results, and give them as much control of the situation as possible. Also, this kind of individual does not enjoy surprises; so if there is bad news to deliver, communicate it swiftly. Delaying the message will only escalate the conflict.

If you are working with an outgoing, sociable type, let them know who else has successfully implemented this approach, and remind them of the recognition they will achieve when success is at hand. And above all else, make it fun!

Many individuals have a fear of change and loss of stability. If you are trying to persuade someone of this nature, let them know the reason for the change, how it will affect them, and assure them you will guide them through the process. Respect their pace, which may be slower than yours.

Although this is a very brief introduction into behavioral differences, keeping these tips in mind will help you succeed in sales and other persuasive activities.

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