



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Customer Experience—**
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.
- **Customer Acquisition—**
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.
- **Adaptability—**
Open-minded.
Demonstrates flexibility when faced with changes at work.

RELATED COMPETENCY CATEGORIES:

- **Influence—**
Consistently directs situations and inspires people for an all-win environment.
- **Communication—**
Practices active listening supported with meaningful oral and written information.
- **Interpersonal Skills—**
Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.

Negotiations: Leveraging Personality Styles

SUMMARY

As a salesperson, you need to understand your own dominant style. By understanding your behavioral style, you can identify strengths to draw on when you are selling to people with different styles. You will also be aware of characteristics to modify to relate more effectively with others. Developing the ability to recognize style tendencies in others allows you to meet them at their level, knock down communication barriers, and find areas for common ground that help you sell more effectively.

CONTEXT

Behavioral psychologists have researched the theory that people's behavior can be roughly classified in four groups, represented as quadrants. Each quadrant represents the behavioral tendencies, or style, of people in that group. No one is purely any one style, and no style is better than another. Each behavioral tendency has strengths and potential weaknesses for salespeople.

At the completion of this module, participants will be able to:

- Identify ideal, realistic and fallback targets for both sides
- Respond to common negotiations tactics
- Implement strategies for effective negotiation planning and preparation

“When dealing with people, remember that you are not dealing with creatures of logic, but creatures of emotions.”
—Dale Carnegie