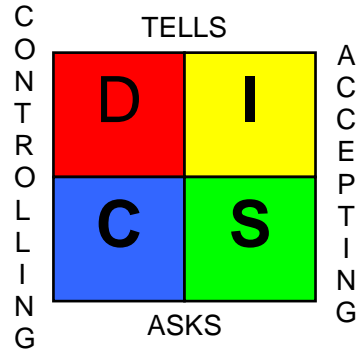
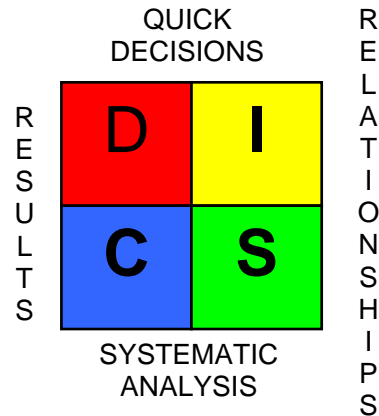


BUYER/SELLER INTERACTIONS

SALES INTERACTION FOCUS



BUYER DECISION FOCUS



SELLING APPROACHES

BUYING STYLES

D **Direct, Results-oriented:** Tells in a strong, direct manner. Expects the buyer to decide quickly based on key data and perceived benefits and results.

Tells what is wanted in a strong, direct manner. Decides quickly when results are perceived, based upon key data and projected benefits.

I **Expressive, Relationship:** Tells in an expressive, accepting manner. Expects the buyer to be influenced quickly by the relationship.

Tells about thier ideas and accomplishments in an expressive, accepting manner. Decides suddenly after perceiving that the two of you are on the same frequency.

S **Supportive, Cooperative:** Asks in a calm, accepting manner. Expects the buyer to progress steadily toward a decision as the relationship develops.

Listens with some expression of acceptance. Decides after having heard enough facts that indicate the seller understands their needs and is prepared to meet them.

C **Analytical, Deliberative:** Asks in a controlled, logical manner. Expecting the buyer to decide after all the facts are available and results have been projected.

Listens in a controlled manner, asks key questions if needed. Decides ultimately after all the facts are analyzed and the desired results are no longer in doubt.