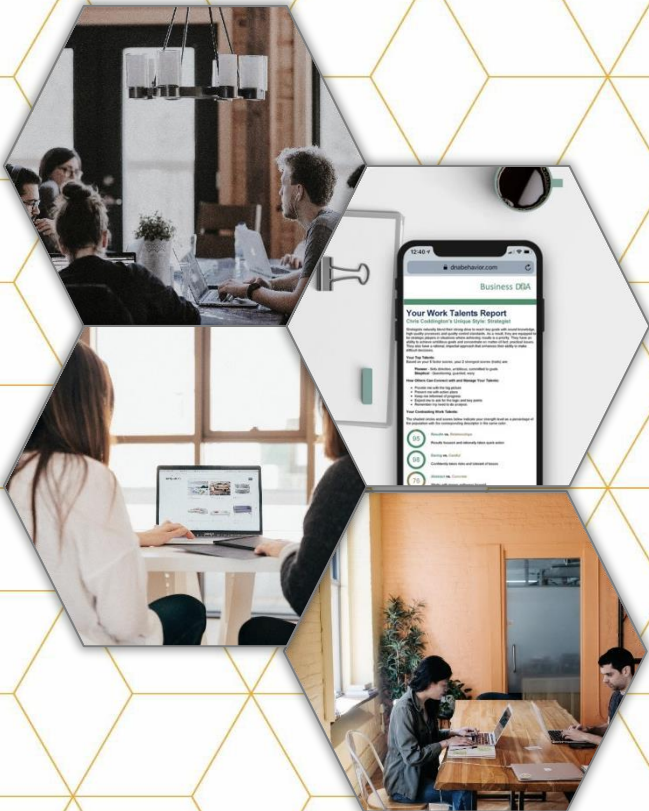


# Unlocking Sales Team Behavior



DNA Behavior®

## Unlocking Sales Team Behavior:

When a business focuses its sales strategy on understanding its salespeople's communication styles and, more importantly, their customers, success through increased sales and long-term relationships is significantly increased.

People's approach to buying is changing. Customers are better informed; they have a mass of research available to them to inform their decision-making before any purchase.

**Signals Your Business Has Strong Sales Process**

Rate How Your Business Is Geared to be Sales Focused

1. Do you consider your business is a sales machine?
2. Are you routinely meeting your sales growth goals?
3. How easily are you generating qualified sales leads?
4. Is your sales conversion process effective?
5. Do you have the right sales team?



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It is important to review your sales approach strategies regularly. The traditional approach to selling is changing. People want relationships through collaboration and communication. They want to have a conversation with someone who knows their subject. They expect the exchange to confirm what they have already decided to buy or to persuade with informed discussion a better option.

Selling based solely on volumes won't sustain a business. But knowing customers' life goals and how they want to be communicated with enables behaviorally smart industry leaders to focus on their most valuable prospects to deliver cutting-edge services or products.

One of the best approaches to building a successful sales strategy is matching sales teams to customers based on communication styles. But first, you need to get the message right.

## Get the Message Right:

*Every time you make a pitch, presentation, or proposal to try to influence anyone to do anything, your audience's first impression will be fully formed in less than three minutes.*

Source: Brant Pinvidic. The 3-Minute Rule

In just three minutes you have engaged your customer or lost them. Assuming charm or relentless pushy behavior gets the sale doesn't work anymore. Regardless of the communication style of your sales team having a couple of sentences that clearly and succinctly set out the service offering is the starting point.



How the message is delivered can then be fine-tuned to the individual communication style. A salesperson and a customer will broadly fall into four communication quadrants. The DNA Behavior Natural Discovery process reveals the inherent communication style and gives insight on the most effective approach to each style.



Once a sales team understands their own behavior, they will be better positioned to identify their customers communication approach and flex their behavior and the tone of their sales message to match the needs of the customer.

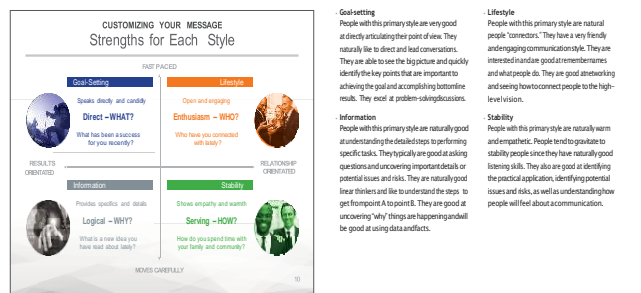
## Manage the Differences to Get the Sale:

Ideally, customers should also complete the DNA Behavior discovery process, and many organizations already take this approach at the first touchpoint of customer engagement.

As an aside, the DNA Behavior Communication Discovery is a real-time application taking just 2-5 minutes to complete and available on any device. So, it's not a stretch for a salesperson to open the customer engagement using the completion as a conversation ice breaker! Just a thought.

## CDNA: Strengths for EachStyle

**Key Insight:** Customize your visual and verbal architecture to align with your marketing and communications strategies.



Armed with this comprehensive insight, the selling conversation can begin.

If the salesperson falls into the Goal-

Setting communication style and the customer is in the Stability quadrant – a hard sell will simply turn them off and the sale will be lost. Given that the Goal-Setting salesperson has their 3-minute message polished they simply have to soften their approach to their Stability customer.

As I write this, I'm reminded that as I fit into the Information quadrant, I've been known to leave a boutique when the overenthusiastic Lifestyle salesperson wants to chat, sell, know all about me. Sale lost. Had they any insight into their and my communication style, they would have greeted me, offered to answer any questions, and then left me alone.

It's simple when behaviors and communication styles are known and understood. Sales are made or lost depending on how behaviorally smart sales teams are.

The sales professionals who stand out know their inherent behaviors and communication style and how to manage them to engage the customer and make the sale.

No amount of sales training will work if it doesn't focus on understanding the importance of managing behavioral differences.

Every individual has communication challenges. When salespeople are under pressure to produce results and meet sales targets, behaviors can become struggles and work against the sales process. Below is an example of what those struggles might be. DNA Behavior delivers deep insight into the behaviors that work against the sales process. Further, it offers strategies for understanding and

manage the differences that arise between individuals with opposing behavioral styles. This insight raises the sales success considerably.

## CDNA: Struggles for Each Style

**Key Insight:** Use customization to overcome the barriers inherent in standardized communications tools.



A strength over-used can become a struggle. A struggle not addressed can become a weakness.

**Goal-Setting**  
 Goal-setters can sometimes be too direct and it may be perceived as rude or insensitive by relationship oriented styles or be perceived as poor listeners and lacking in key knowledge of the details by people who are more thoughtful and thorough with their responses and actions. They benefit by realizing that people with different communications are needed to accomplish their goals.

**Information**  
 Information styles may have trouble connecting with others. They may be perceived as slowing down success by fast-paced people because they ask detailed questions that aren't perceived as necessary to accomplish the goal. They could potentially miss some opportunities due to a desire to minimize risk and ensure a quality product. Fast-paced people will tend to believe a timely decision is better than the perfect decision.

**Lifestyle**  
 Lifestyle communicators may know a lot of people, but they could be perceived as being shallow due to the lack of depth of their interactions and their fast-paced nature. They might not have enough patience, structure or understanding of the details to be able to completely follow through with tasks. They will tune out or not read instructions if too many details and not enough graphics are presented.

**Stability**  
 Stability styles may have their feelings hurt more easily by the other styles' fast-paced or impersonal communications. They could be perceived by results-oriented styles as spending too much time talking about their personal lives instead of focusing on the work that has to be done. They may struggle to have their ideas and opinions heard or be perceived as focusing on "unimportant" details and/or following up with repeated communications.

Organizations should not underestimate the importance of their salespeople understanding behaviors. Sales teams play a vital role in the company's growth. Not only do they increase revenue they also play a significant role in the brand reputation. One bad salesperson can ruin business reputation.

## Sales Culture Starts at the Top:

Selling is stressful. Salespeople are constantly under the pressure of rejection, quotas, competition. Even success can be stressful because success can become rivalry. A tough sales culture encourages competitiveness that very often leads to a culture of conflict and tension in teams as senior management encourage competition in the hopes of increasing sales. This approach leads to low morale within teams and a damaged reputation with customers. In order to function as a true team, the group needs a common and shared purpose and goals that can only be reached if everyone contributes.

Culture is the foundation of every successful business. Leaders have a responsibility to create a positive environment to keep their teams motivated and engaged.

When a culture around the importance of getting communication right exists, people respond in positive ways. Sales increase. Relationships with customers and within sales teams are built up and healthy.

DNA Behavior has validated behavioral tools and techniques to improve sales communication. Contact us to find out more. We're here to help.

To learn more about DNA Behavior International and the solutions we offer, please visit: [www.dnabehavior.com](http://www.dnabehavior.com)

If you have any questions or would like to discuss with an executive on our team, please email us at: [inquiries@dnabehavior.com](mailto:inquiries@dnabehavior.com)

