

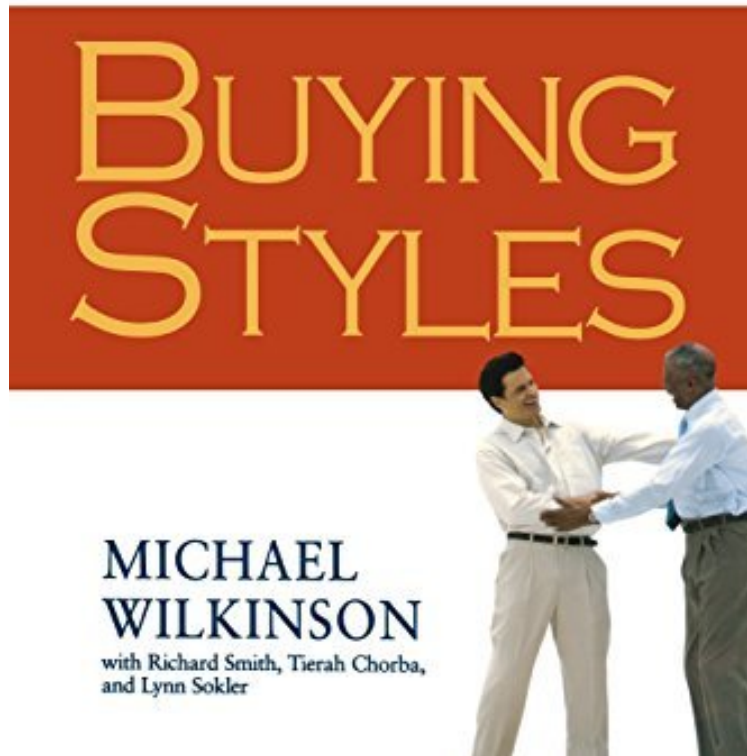
(Read ebook) Buying Styles: Simple Lessons in Selling the Way Your Customers Buys


Buying Styles: Simple Lessons in Selling the Way Your Customers Buys

Michael Wilkinson

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Michael Wilkinson : Buying Styles: Simple Lessons in Selling the Way Your Customers Buys before purchasing it in order to gage whether or not it would be worth my time, and all praised Buying Styles: Simple Lessons in Selling the Way Your Customers Buys:

1 of 2 people found the following review helpful. Wilkinson Helps You Close The Deal With BUYING STYLESBy Cyrus WebbIn the economic times we all find ourselves in, those of us with products and services have to find the best way to make ourselves stand out. With BUYING STYLES by author Michael Wilkinson and others we discover ways

to make that possible. With a story that is easily relatable and can be adaptable to whatever our fields, the book allows us to see that there are ways to make a difference in our presentation and close the deal in a way that will have lasting effects.

Most sales professionals spend all their time and energy trying to perfect their own style of selling. Yet they fail to recognize that buyers all have their own individual "buying styles";...and when sellers learn how to adapt their own methods to best suit each buying style, they can dramatically increase their success rate. Presented as a "learning adventure," *Buying Styles* begins with a fictional situation in which a salesperson has just lost a major sale...and decides to find out why. Readers are then brought along on an interactive lesson that shows them how to:

- recognize the four key buying styles
- understand what to do (and not to do) when selling to customers exhibiting each
- quickly spot the tell-tale signs that they are using the wrong approach
- gain the confidence of prospects
- improve their relationships with existing clients
- develop a strategy for approaching new prospects
- increase their chances of closing each and every sale

This quick and easy read, packed with tips, checklists, and on-the-go references, unveils powerful new insights for successfully selling to anyone.

"Quick, entertaining, insightful...clears a path for sales professionals to be dramatically more successful...by learning to sell the way their customers buy." -- Hudson Valley Business Journal "...next time your performance evaluation comes up, you'll be able to wow your peers with the impressive numbers gained from reading this book." -- Houston Business Journal

From the Inside Flap: Does this constellation of characters sound familiar? One of your customers is willshy;ing to meet with you--again and again--yet never buys and doesn't tell you why. Another relentlessly questions your data and brushes off your pleasantries. Yet another is upbeat and fun but has a talent for always bringing the conversation back to himself. And one is brusque, impatient, and wants everything boiled down to a short series of bullets, no matter how complex the information. If you're selling to all these people in a single style that you've perfected over the years, be aware that you are probably losing a great deal of potential business. But tailor your approach to best suit each client's buying style, and your success rate can immediately and dramatically improve. *Buying Styles* shows you how people buy differently and gives you tips and scripts for easily modifying your sales message to best match individual buying preferences. And it does so in a brief, easy-to-read format, with no jargon or unnecessary complexity. The book includes a set of conversations between a group of salespeople and a facilitator that keeps you actively involved by "hearing" the material and "seeing" the characters react and respond. You'll quickly master *Buying Styles*'s techniques, including how to:

- Recognize the behaviors associated with each of the four main buying styles: high-D (drive or dominance), high-I (influence), high-S (steadiness), and high-C (compliance)
- Look for clues that tell you how your clients like to buy, and quickly understand what they mean
- Know which tactic to take with each client, whether it's to get straight to the point, flood him with data, ask questions to let her sell herself, or keep your pitch personal and unhurried
- Escape the common trap of selling the way you like to be sold to, and tailor your approach to match your customer's buying style
- Be aware of the natural strengths and weaknesses of your selling style, and how it can harmonize or clash with other people's styles
- Assess the buying styles of your current customer base--as well as your own style and those of your sales team--and develop new strategies for more effectively selling to each
- Don't lose another big contract or important sale because you can't quite connect with your customer.

This insightful book uncovers the selling dos and don'ts for every buying style--so you can deliver a powerful, tailored sales approach that brings maximum results. Michael Wilkinson is the CEO of Leadership Strategies--The Facilitation Company, a strategic consulting and training firm. He is the author of *The Secrets of Facilitation* and *The Secrets to Masterful Meetings*, and is a much sought-after speaker, trainer, and facilitator. From the Back Cover "Throughout my career as a sales trainer, I have been teaching sellers to be "buying facilitators." *Buying Styles* can help salespeople gain emotional trust with their buyers." -- Mike Bosworth, author, *Solution Selling*, coauthor, *Customer-Centric Selling*

What if you could make just a few small, simple adjustments to your selling style and instantly close 10 to 20 percent more sales? *Buying Styles* unlocks a fundamental truth about selling and buying: Just as people are different, they respond to sales approaches in very different ways. The good news is that there are just four main buying styles, and when you can recognize which one best defines your customer, then tailor your message to appeal to that style, your success rate will radically improve. Written as a set of engaging, eye-opening conversations and packaged in short, easy-to-read chapters, *Buying Styles* gives you the tools for accurately sizing up your client's buying preferences and altering your selling approaches to match their styles. You'll find:

- Strategies for recognizing the four main buying styles
- Insights into why salespeople find some styles easy to sell to while others are difficult and frustrating
- Tips on what to do--and what not to do--when selling to each style
- Classic mistakes salespeople make in selling to different styles
- Telltale signs that you are using the wrong approach, and much more