

Analyzers: Working with All Emotional Styles

Items: 5 Tabs (Including Introduction)

Duration: 2 minutes 58 seconds

Introduction

19 seconds

Analyzers: Working with All Emotional Styles

Analyzer (Client)
+ Controller
(Salesperson)

Analyzer (Client)
+ Performer
(Salesperson)

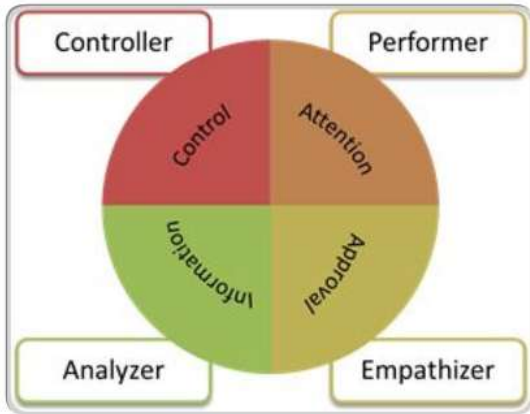
Analyzer (Client)
+ Empathizer
(Salesperson)

Analyzer (Client)
+ Analyzer
(Salesperson)

Introduction

You are meeting with a client who has a high need for information.

Click each button to the left to view recommendations for how you might work best with an Analyzer client if you are a Controller, Performer, Empathizer or Analyzer.



Tab Text

You are meeting with a client who has a high need for information.

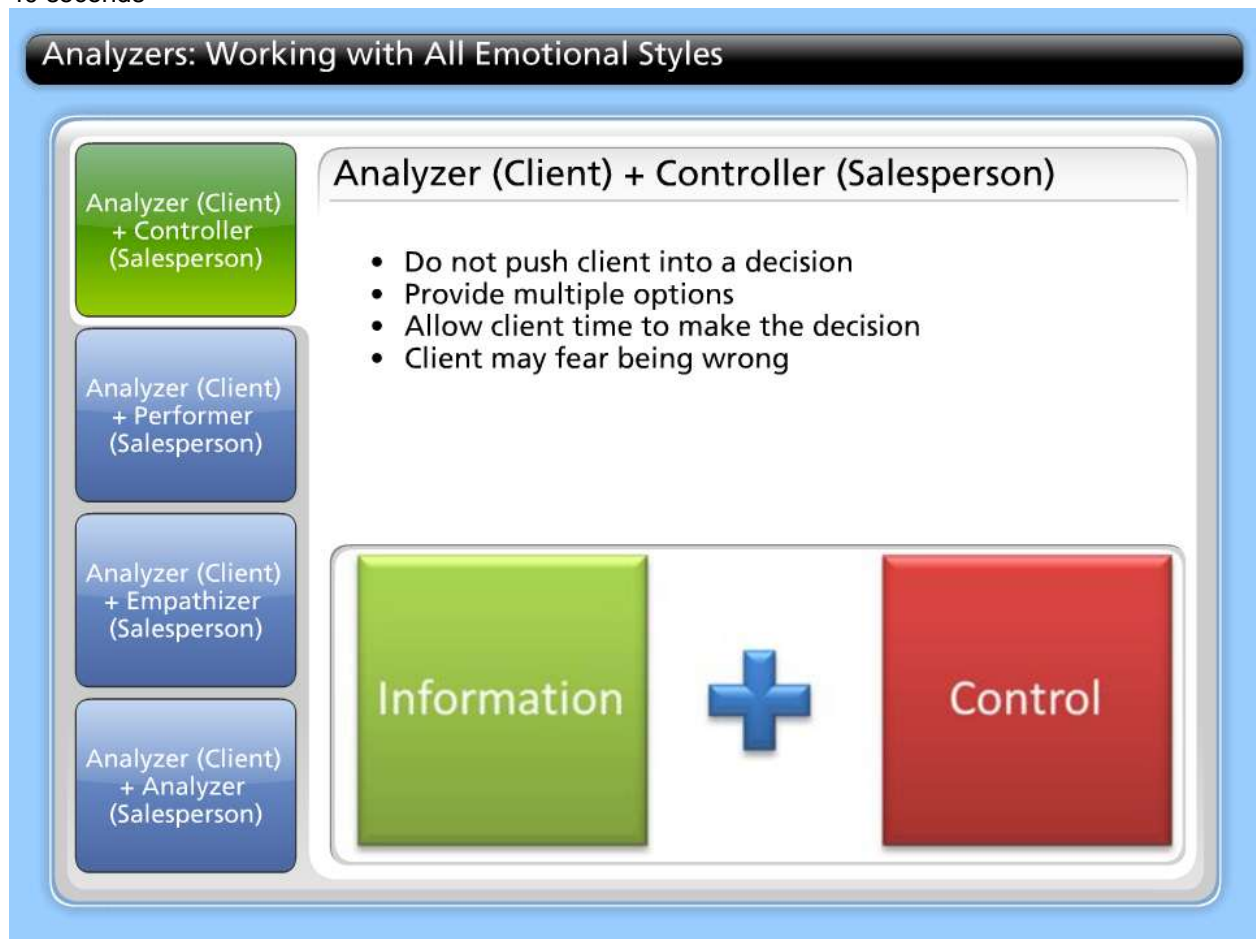
Click each button to the left to view recommendations for how you might work best with an Analyzer client if you are a Controller, Performer, Empathizer or Analyzer.

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Analyzer (Client) + Controller (Salesperson)

40 seconds



Tab Text

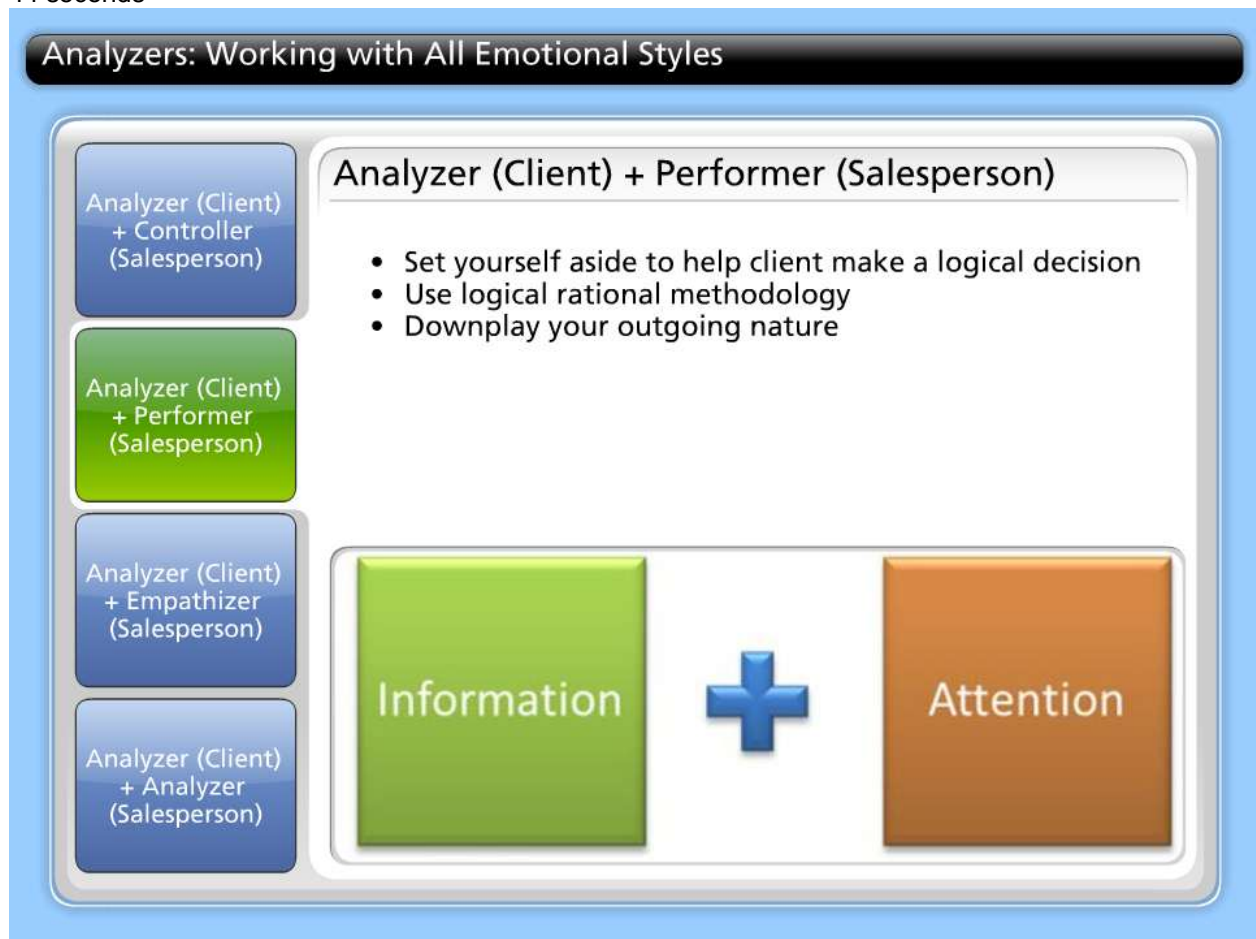
- Do not push client into a decision
- Provide multiple options
- Allow client time to make the decision
- Client may fear being wrong

Narration Script

What happens when you put an Analyzer and a Controller in the same room together? Well, the Controller has a need for control and the Analyzer has a need for information. If you are the Controller sales person, you are going to have to cool it down a little to interact with the Analyzer client. The client won't react favorably to being pushed into a decision. In fact, you need to make sure there are LOTS of options and time to think about each one. The Analyzer client's fear is in being wrong - so the fear is compensated by making sure that there is as much supporting information as possible!

Analyzer (Client) + Performer (Salesperson)

44 seconds



Tab Text

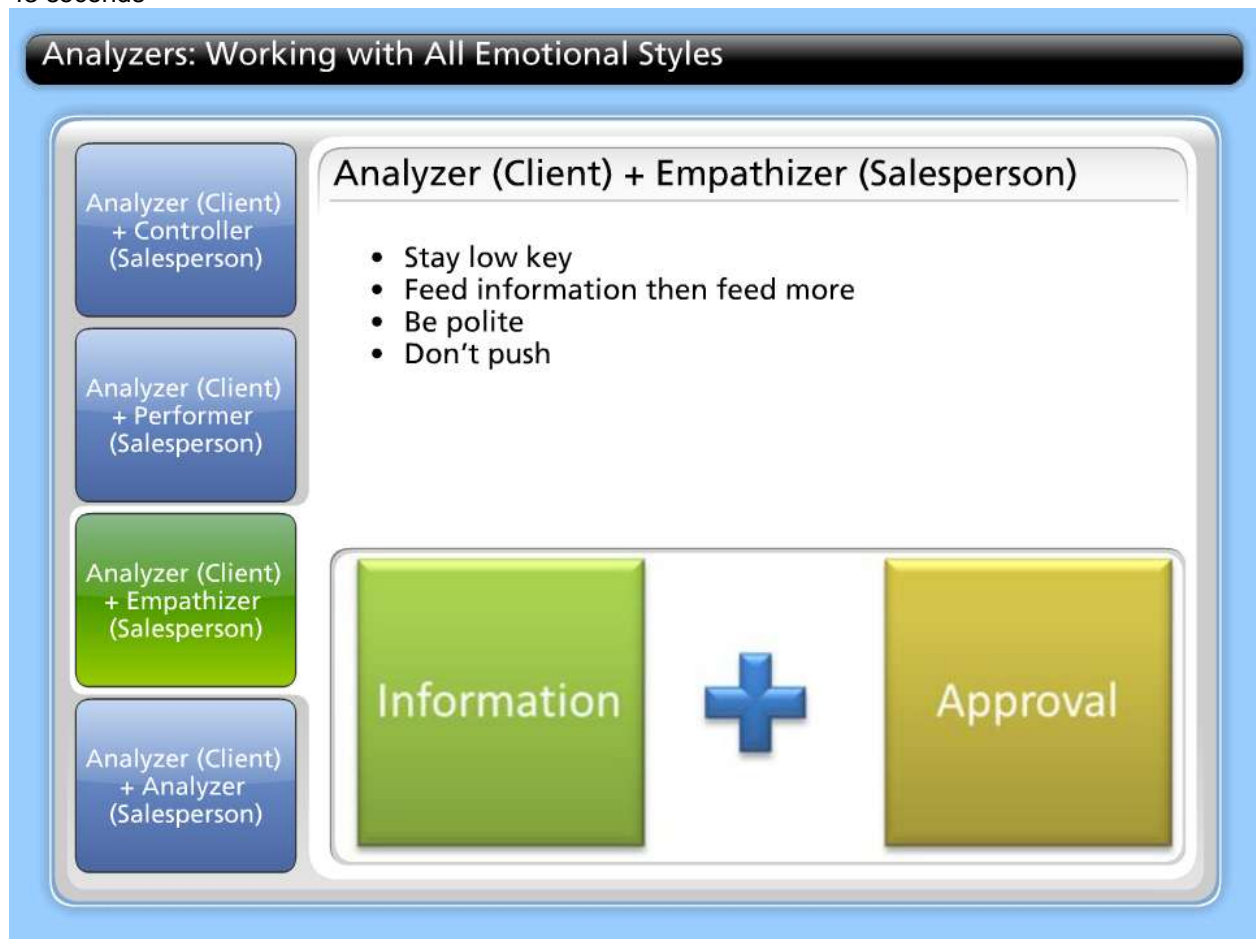
- Set yourself aside to help client make a logical decision
- Use logical rational methodology
- Downplay your outgoing nature

Narration Script

What happens when you put a Performer in the same room with an Analyzer? The Performer's need for attention is going to be really difficult for the Analyzer to stomach. These two needs based behaviors are diametrically opposed to each other and for good reason! If you are the Performer sales person, make sure you set yourself aside for a while to help the Analyzer client come to a logical decision. An Analyzer won't buy from you because you are liked so you have to use a logical rational methodology and downplay your outgoing nature. It may well be that this is very difficult for you to do but it's what will be necessary to win this prospect as a client.

Analyzer (Client) + Empathizer (Salesperson)

43 seconds



Tab Text

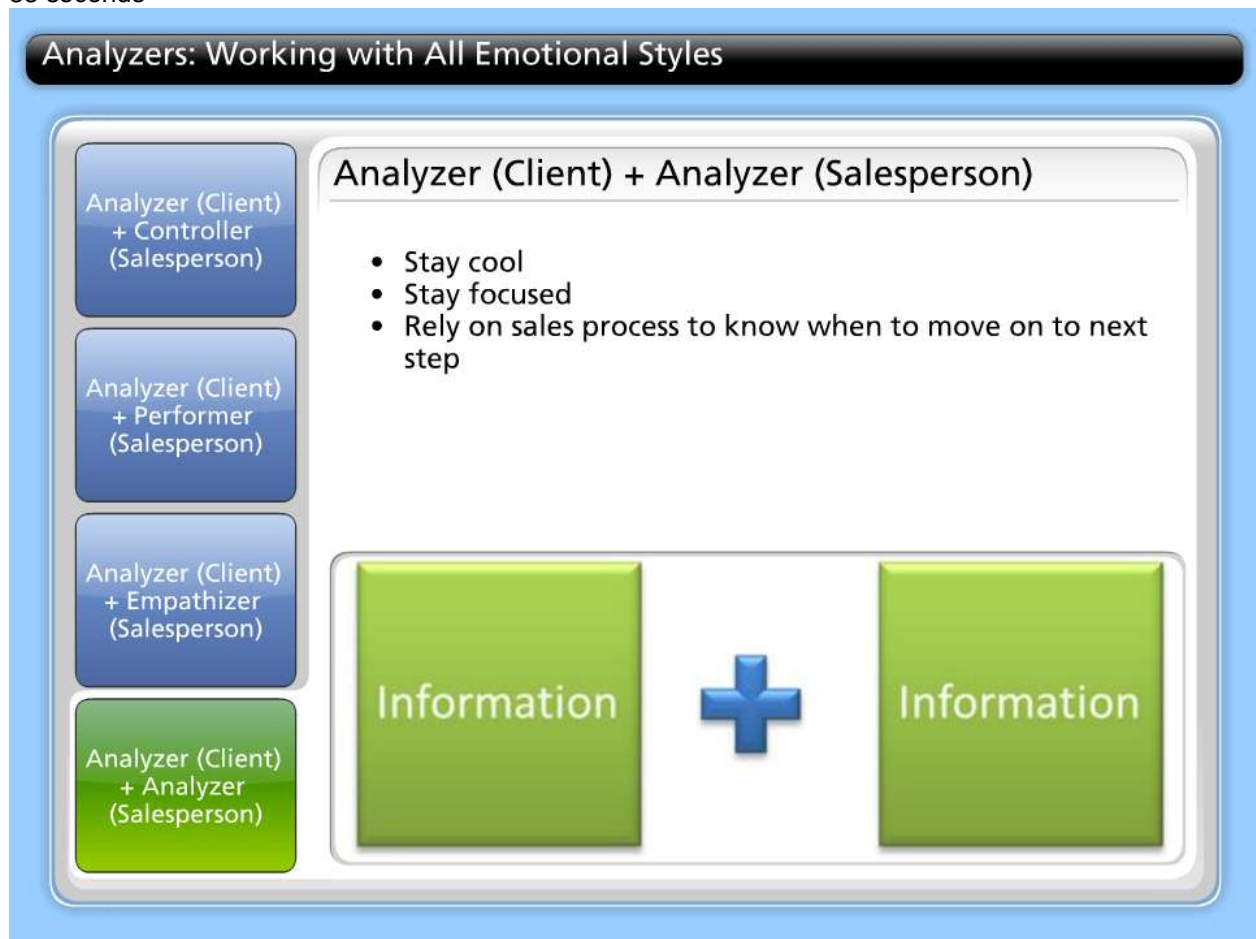
- Stay low key
- Feed information then feed more
- Be polite
- Don't push

Narration Script

How about when you put an Empathizer and an Analyzer in the same room? Analyzers don't like to be pushed into a decision and an Empathizer surely isn't going to do that! If you are the Empathizing sales person, make sure you stay low key with your Analyzing client. Feed the client information. Be polite. Feed more information. Don't push. Feed more information. Analyzers don't do business with people they like...they do business with people who have the best argument, best statistics, numbers, graphs, charts, and information presented logically and coherently.

Analyzer (Client) + Analyzer (Salesperson)

33 seconds



Tab Text

- Stay cool
- Stay focused
- Rely on sales process to know when to move on to next step

Narration Script

Finally, there are two Analyzers in a room. If you are an Analyzing sales person...be careful of too much talking. If too much talking occurs, then nothing gets done. You need to stay cool, but stay focused. Rely on your sales model or process to tell you when enough is enough and it's time to move on to the next stage. If you don't, you'll end up a professional visitor instead of a sales person...and you'll never make the sale.