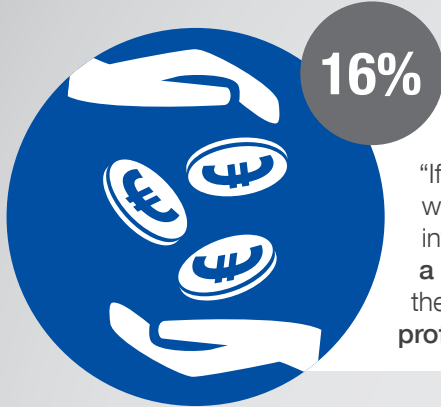


WHAT TYPE OF SALES PROFESSIONAL ARE YOU?

Have you ever wondered what qualities the top-performing sales professionals possess? If so, below we give a concise overview of different sales approaches and styles, based on a survey of sales professionals with whom we are in contact. We should point out that these observations are intended as a useful point of reference and in reality may be less differentiated – the same sales professional may apply multiple approaches at different times and in different situations. Which style works best for you, or do you recognize?



16%

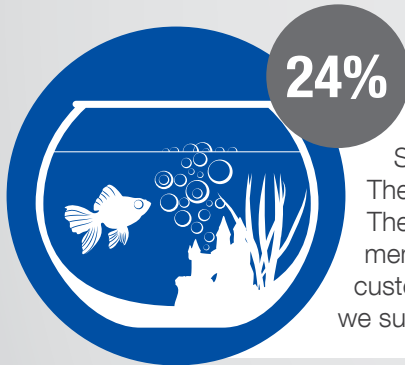
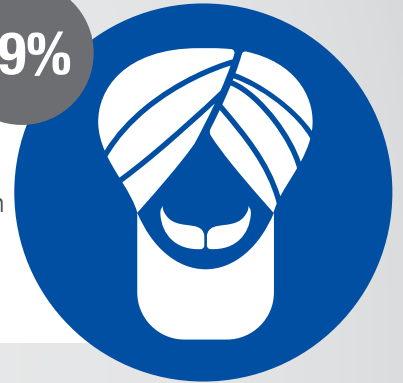
The Aggressive Seller

“If you don’t buy now, the offer is off the table!” Perhaps you’ve already had to deal with the hard sell? Aggressive sellers are true hunters who push their customers into making a decision. They are **real deal closers** and focus only on **making a transaction**. Sales professionals deploying this approach tell customers that they simply cannot do without the product/service on offer. **16% of the sales professionals** we surveyed reported using this sales approach at least once.

The Guru

The Guru is a **true expert** and amazes customers with a **thorough knowledge** of the product or service and everything related to it. Want to know about the materials used, manufacturing processes, competitor moves, trends and future market developments? Then the Guru is your go-to person. Well-known visitors of exhibitions and events in their niche, they are considered one of the in-crowd when it comes to the latest news and updates in the field. **19% of the sales professionals** we surveyed consider themselves to be gurus.

19%



24%

The Best Friend

Sales professionals deploying this style come across as **warm and friendly**. They ask questions and show a genuine interest in their prospects and customers. They try to **connect with them on an emotional level** and have a great memory for personal details. In fact, they probably even know the names of their customer’s two goldfish: Goldie and Bubbles! **24% of the sales professionals** we surveyed said they use this friendly approach in their efforts to sell.

The Consultant

Sales professionals using a consultative approach **advise** customers rather than solely selling to them. Actually, they reject the term ‘customer’ or ‘prospect’, preferring to regard these as ‘clients’. The Consultant invests time in understanding clients’ long-term business goals and aspirations and asks probing questions to gain a thorough understanding of the situation. Together with the client, the Consultant **identifies their needs** and comes up with the right solution. The Consultant aims to build a long-term, **mutually beneficial relationship** with the client. **41% of the sales professionals** we surveyed report using a consultative approach.

41%

