

Lean Into Your Selling Style for Maximum Results

According to Buffini & Company's REALStrengths® Assessment, there are two main styles of selling — motivator and facilitator. Knowing your style to be able to adapt in response to your client's verbal and nonverbal cues is vital for successfully closing a transaction.



MOTIVATORS

- ✓ You encourage and influence clients to make a specific decision.
- ✓ Negotiation comes naturally to you.
- ✓ Influencing others motivates you.
- ✓ Momentum drives you.

! **Be aware of:** Pushing too hard, prioritizing the transaction over the relationship.

Make the Most of Your Style

- Ask questions to understand the client's needs.
- Offer options to help clients make decisions, instead of telling them what to do.
- Avoid forcing a sale. Clients have to want it more than you do.

FACILITATORS

- ✓ You create a comfortable environment for clients to draw their own conclusions.
- ✓ Listening comes naturally to you.
- ✓ Respect is important to you.
- ✓ You provide options to create winning outcomes.

! **Be aware of:** Saying “yes” to everything could cause you to miss out on opportunities.

Make the Most of Your Style

- Provide clear directions.
- Be direct and assertive.
- Give strong, professional advice that points clients in the right direction, rather than inundating them with options.

To take this free assessment and learn more about how to use your selling style to your best advantage visit realstrengths.com.