



Salecology[®]

Salecology Personality Colour Series

Maximise your Sales Meetings

Build trust, be more confident
when you pitch and negotiate
better

Welcome to Salecology®

Salecology shows you how to connect with the customer's subconscious mind and **influence them to say "Yes"!**

Salecology specialises in helping people and organisations transform sales performance. As experts in sales, strategic thinking and psychology, we have an unbeaten track record in giving individuals and companies the edge they need to succeed.

Salecology programmes reveal subtle, but fundamental differences between successful sales calls and those that fail, as well as those that fail to excel. Based on the latest psychological research, our courses change the way sales people interact with prospects and customers, teaching them to uncover and close bigger opportunities, and build compelling solutions that demonstrate greater value for their customers.

As part of our work, empirical research is used to reinforce the learning points and provide insight into what separates great sales people from the average performer. You will learn real application skills and behaviours that you can apply instantly to drive conversion and build bigger, better solutions for your customers.

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Salecology delivers immediate and sustainable long-term success in sales and revenue growth



Introduction

The Meeting Challenge

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Sales Meeting Challenges

Over the past 4 decades sales people have been taught a myriad of knowledge, skills and techniques, including how to ask questions, how to demonstrate products using features and benefits, how to rationalise the objection and overcome it, how to demonstrate a Return on Investment and so on.

With all that there are still 2 questions in the mind of the sales person as they enter the sales meeting:

1: Do they like the proposition

2: Do they like me

These are 2 questions that we often tackle with our clients. The logical, rational structured approach of sales proposals, products and services must obviously meet the needs of the customer. However, Neuroscience has shown us that as much as 95% of our decision making is made in the irrational, sub-conscious part of our brain.

The word 'like' is a more emotive subject than rational and logical thoughts.

So how do we ensure that they like us enough to open up about their pain points and be honest about their wants and needs. To engage with us in a more open and friendly manner, that not only builds strong rapport but reduces the objections and increases the conversion rates. The answer actually comes down to focusing more on the interaction and communication.

There's a world-famous saying that you should 'treat people the way you want to be treated'. That's a marvellous concept for everyday life, but it does not fit the bill when it comes to being a salesperson.

If you are a big picture kind of person, you may talk in more holistic terms, generalities and potentially be very creative with lots of ideas and possibilities. When faced with a detailed centric sales person who wants to get into granularity of the technical aspects of the solution, though interesting, will probably bore you to tears and turn you off.

Equally, if you are a more stickler for the details, and do a lot of research before ever engaging with sales people, when faced with a chatty sales person, who is a little overly animated and vague on the exact details, then they will not fill you with confidence and you are likely to take your business elsewhere.

So it's imperative for sales people to adjust their interaction to match the prospects. It will make them feel more comfortable and safe to talk to you and hence, they are more willing to engage in a conversation with you, more willing to open up, which in turn will make them more willing to say yes. . This all happens for the prospect at subconscious level and they cannot help but to connect with you and like you.

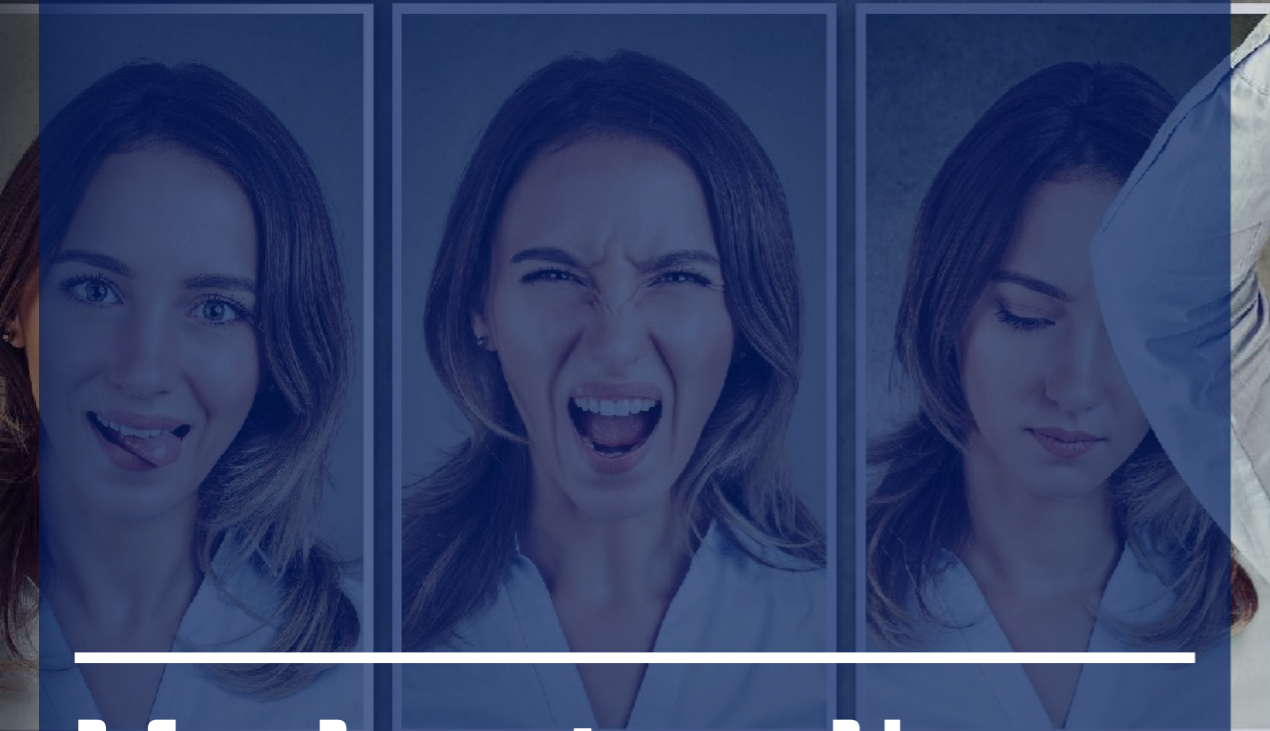
This adjustment needs to be made throughout the sales process. If you are going to lead the client towards your products and services, you need to amend you style in all aspects of the sales cycle from opening the conversation and throughout your discovery questions. Your product / service demonstration will also need to match and the format in which you ask for the order will be solely dependent on the customers persona.

This booklet will share some hints and tips in how you can raise your game using Salecology's 4 Personality Colours and how to maximise your sales meetings across each of the 4 stages of the sale, and get more yes's!

"People buy from people they like and trust"

A woman with voluminous, dark curly hair is smiling broadly, showing her teeth. She is wearing a dark purple blazer over a white top and a necklace with a blue pendant. She is shaking hands with another person whose hand is visible in the foreground. The background is blurred, suggesting an office or meeting environment.

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Understanding Personality

Salecology Personality Colours



Understanding Personality

People have different preferences that make up their personality type, and some personalities work better together than others. Your personality type might make it easier to work with one colleague and leave you struggling to work with another.

We all have a different way of seeing and interacting with the world. Knowing and understanding your own personality type is useful, but being able to identify someone else's personality means you instantly adapt and transform your style to better connect with theirs, build better relationships and improve your interaction with others.

Spotting others preferred style of thinking and communicating enables you to modify your approach and build instant rapport and develop deeper more meaningful relationships.

The Salecology Personality Colours make it easy for you to group your customers into one of 4 personality types and adjust your style accordingly. Understanding the personality types will help you to adjust your approach, language, qualities of information and communication style to meet the personality of your customers.

“Understanding our personalities makes it significantly easier to **change the things within our grasp**. This is whole point of studying various frameworks! Some people resist personality frameworks because they say such frameworks put them in a box. **I've found that understanding my personality helps me step out of the box** I'm trapped in. When I understand myself, I can get out of my own way.”

Anne Bogel
Creator of popular blog
Modern Mrs. Darcy

“The best way to connect quickly with your prospect is to understand their personality and preferred behaviour types.”

Salecology Personality Colours

To make the process of personality assessment more accessible, we have developed a personality assessment tool based on the work of Dr. Carl Jung and the principle of learning and visual language. From a neurological perspective visual language is the first language our brains recognise regardless of cultural background, spoken language, gender, or age. For this reason, our personality tool uses four simple colours to identify personality archetypes.

To begin, we use to measure cognitive style in four distinct areas:

- How we get our **mental energy**
- How we **perceive information**
- How we **process information**
- How we **make decisions**

The Salecology Personality Colours take the personality types and focuses on the four core types so that it is easier for individuals to identify another person's type and to determine how to adjust their style to meet another person's preferred style.

**Understanding yourself,
helps you to understand others**

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How to quickly determine your Salecology Colour

Feeling / Thinking Dichotomy

Using the vertical scale answer the following question, "I make my decisions..."

The **Thinking** preference is that your decision making is always based round the facts as presented, you will have a strong moral compass of right vs wrong, and tend to look at things more objectively when taking decisions.

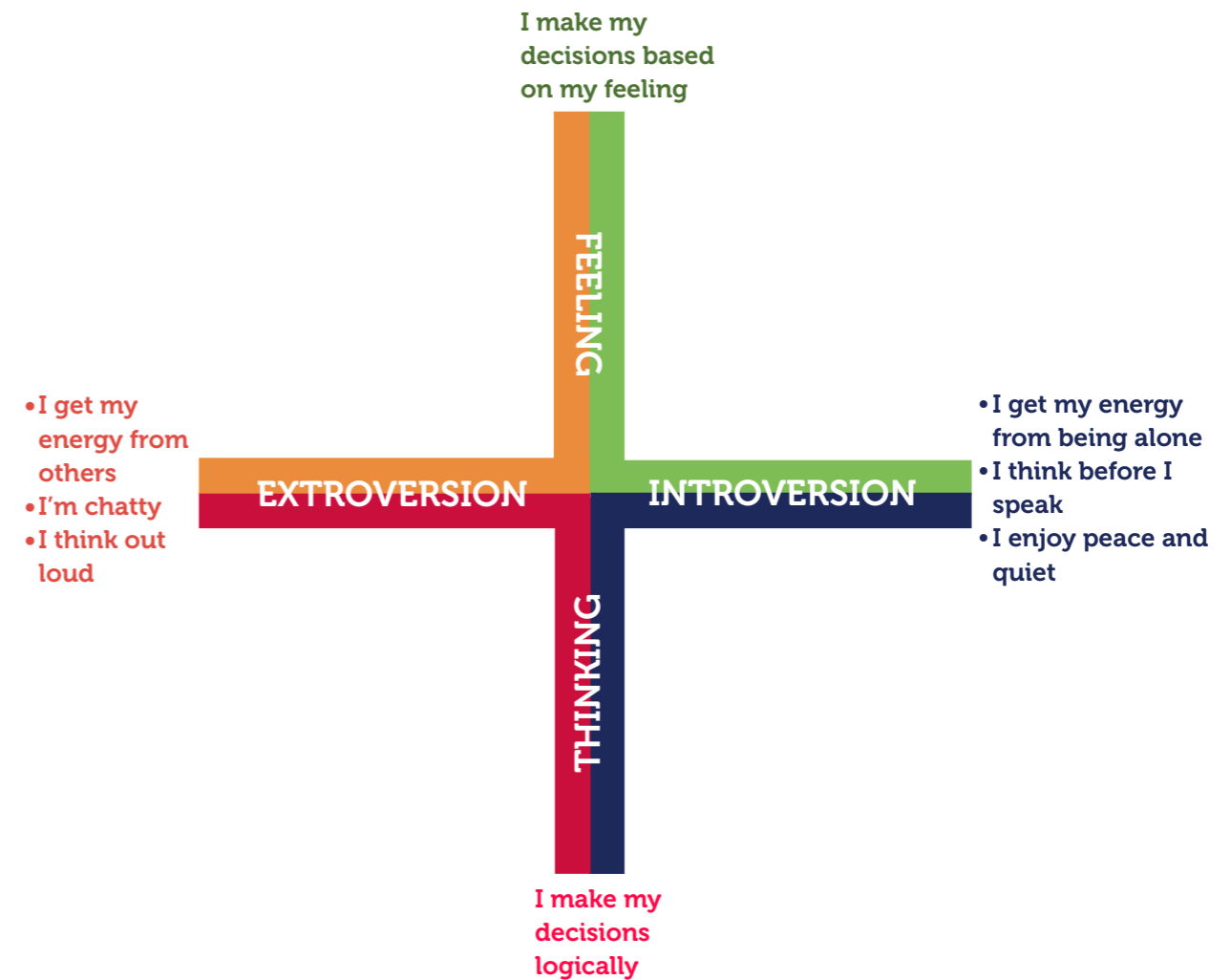
The **Feeling** preference doesn't mean that you don't look at the data, but will base your decisions more on what you feel about the situation, not just what the facts say.

Extroversion / Introversion Dichotomy

Using the horizontal scale answer the following question, "I get my energy..."

The **Extroversion** preference means that you are quite an open and socially engaging person, you can obviously be quiet and reflective, but you get energy from being around others.

An **Introversion** preference means that although you are happy to socialise, you get your energy from within and taking time out. You enjoy peace and quiet and are prone to people watching.



Different people bring out different aspects of your personality

Orange

Green

EXTROVERSION

INTROVERSION

Red

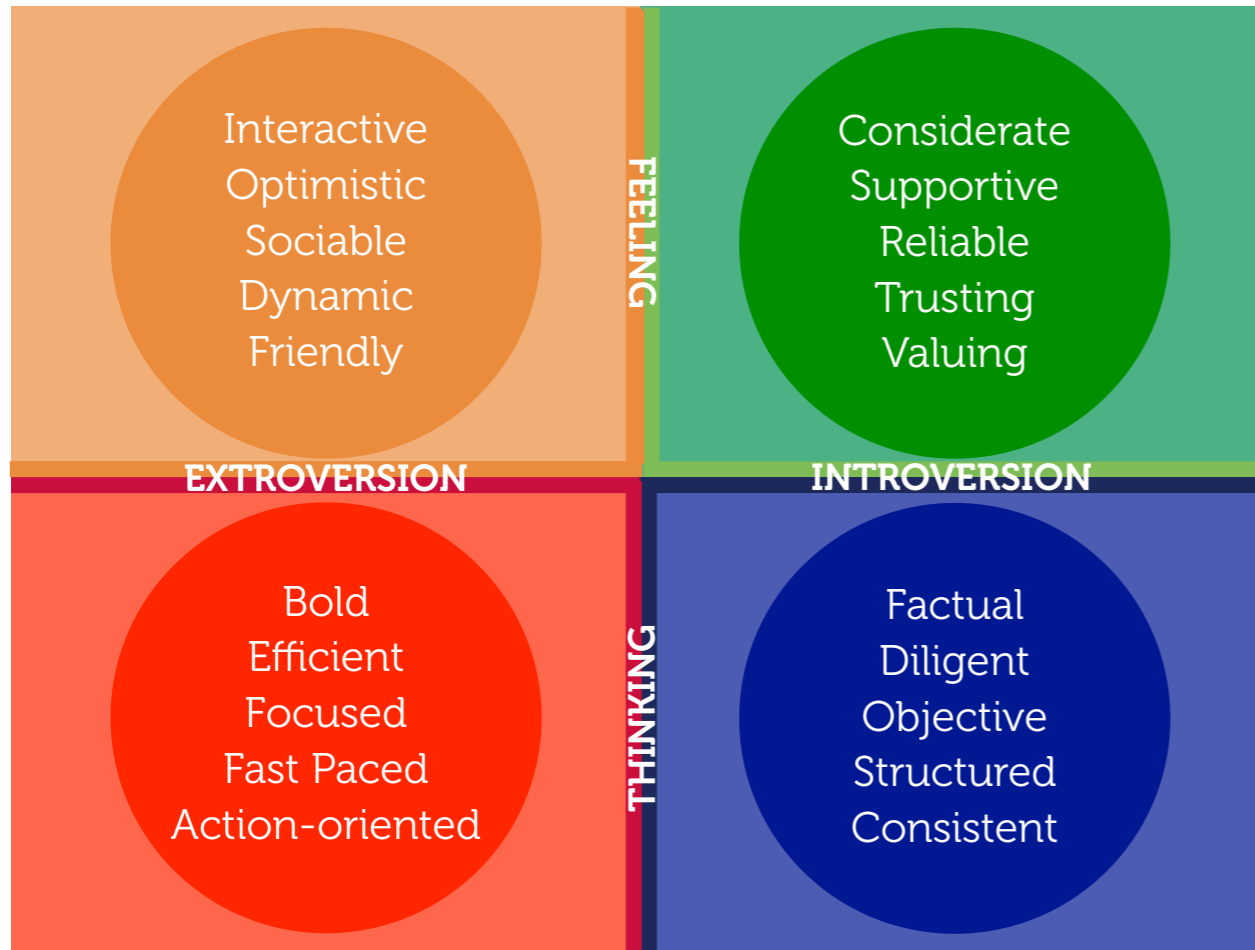
Blue

FEELING

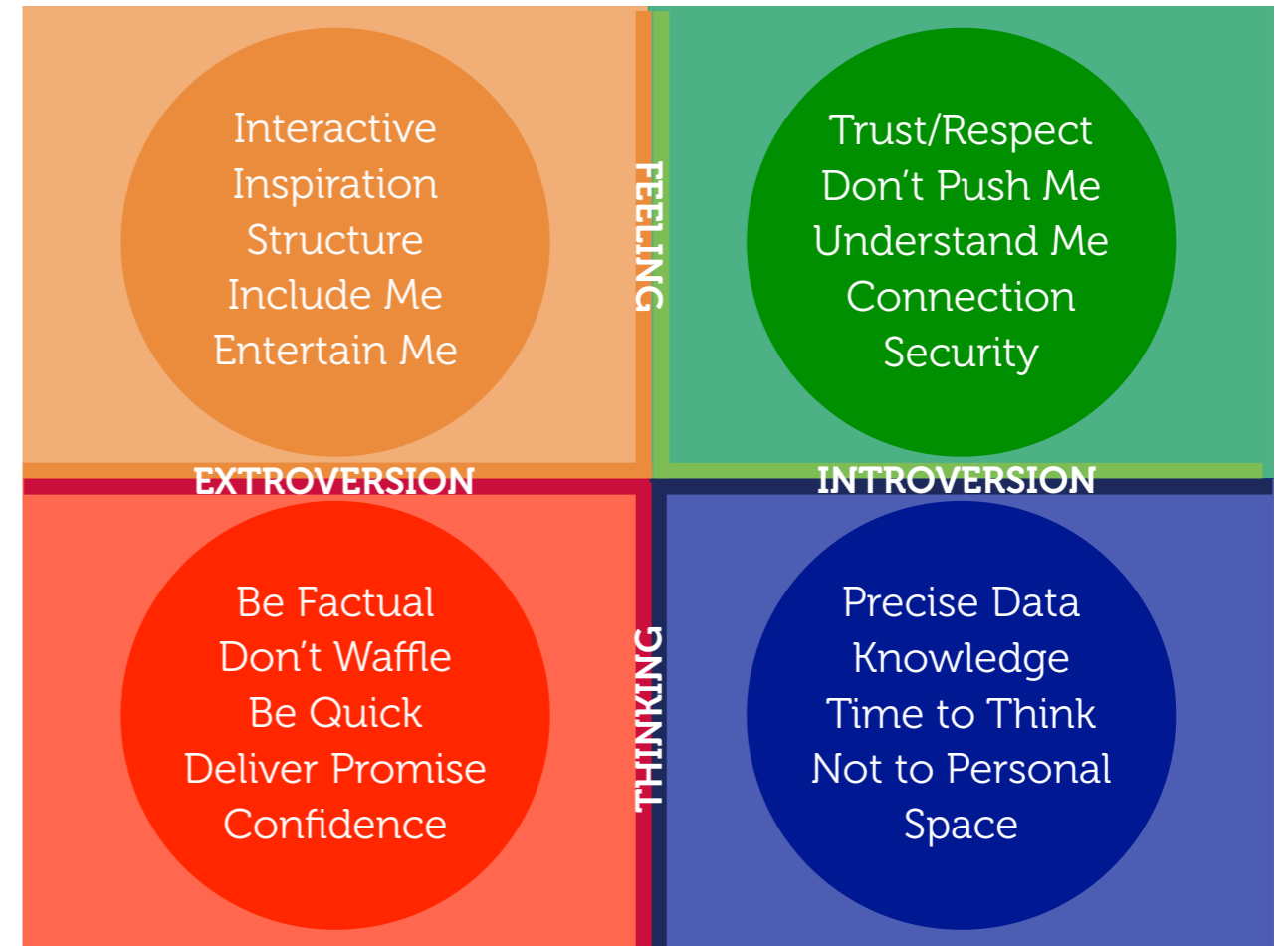
THINKING

Salecology Personality Colours

What these colours represent



How to communicate to these personality types







Communication Styles for each Personality Type

By identifying someone's preferred personality type we can learn how to best communicate with them.

Understanding the differences between the Salecology Personality Colours is the first step to adjusting your approach to every conversation with a prospect, customer, co-worker, etc. For example, you are unlikely to engage in a discussion about facts and figures with an orange persona, as they would be more likely to want to engage in a more personal, get to know you conversation.

Listed below is a summary of key aspects to consider when communicating with the various colours, but please bear in mind **we have all 4 colours within us**. It is called a Preference Type as we are identifying how people prefer to be, and which colours they resonate better with. Just because your preference colour might be Orange, does not mean you can't be quiet and be deep in thought such as a Blue personality colour. Of course you can, it might take a little more energy, but **everyone can be any colour from time to time**.

 Orange	Oranges are enthusiastic and energetic big picture thinkers preferring interesting visual aids over lengthy, informational blurbs. When speaking with Oranges, maintain an enthusiastic, casual, optimistic tone. Avoid being too serious or focusing too much on facts and figures. They are creative and love nothing more than getting involved.
 Red	When communicating with more dominant Reds, you should be more formal, but brief. Although they sit in the Rational / Thinking dichotomy, be careful not to overwhelm them with too many details or open-ended questions, they are fast, decisive, and action orientated, so if the data looks right they are willing to accept it - but it better be right!
 Green	Greens love to help and support others. It's important not to skip pleasantries with Greens. Be consistent in using a kind, encouraging tone and try not to be forceful or overly direct. They are feelings based and focus on others. They like to be asked for help. Greens want you to show them you genuinely care and are interested in the solution, not selling the product.
 Blue	Blues who dislikes unnecessary pleasantries, favouring specific, concrete information instead. They are detailed factually based. Do not skip or gloss over important information - demonstrate your knowledge. You should be factually based and use a formal objective tone. Remember these are introverted thinking types of people, quiet and reflective. Don't rush, be patient, they want to get into the detail.



Maximise your sales meeting

Utilising Salecology Personality
Colours

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Conducting an effective sales meeting

Understanding Salecology Personality colours enables us to use a language to help guide and shape better sales calls and meetings. Over the next few pages you will see various hints and tips to maximise your influence in the sales meeting, continue to be rapport and trust, and increase your likability throughout the sales process.

We will look at the following 4 Parts of every sales meeting:

- Connect** Opening the meeting / sales call and engaging the customer into the conversation
- Explore** How to maximise the discovery phase, getting the customer to open up in the conversation
- Demonstrate** How to communicate with the various personalities in your sales presentation
- Commit** How to create a call to action that will engage the personality and make it happen.

For each aspect of the Sales meeting we will share items to consider to appeal to each personality that will not only resonate but get them emotionally engaging with you. To get you started below are some general Do's and Don'ts.

PERSONALITY TYPE	DO	DON'T
 Orange	<ul style="list-style-type: none"> • Ask to meet now, or very shortly • Engage in small-talk and build rapport • Remain enthusiastic and empathetic and upbeat 	<ul style="list-style-type: none"> • Speak in a serious tone • Involve too many details • Schedule far in advance
 Red	<ul style="list-style-type: none"> • Get straight to the point of the conversation • Ask direct questions • Ask them to choose the time and/or place 	<ul style="list-style-type: none"> • Engage in small talk • Be passive or reserved • let the call or meeting run past its scheduled time
 Green	<ul style="list-style-type: none"> • Ask questions about how they're feeling • Thank them for their time • Maintain a warm tone 	<ul style="list-style-type: none"> • Be blunt or forceful • Require an immediate decision • Forget to engage in friendly, casual conversation first
 Blue	<ul style="list-style-type: none"> • Provide evidence and data to support claims • Use business-like language and tone • Communicate the most important details beforehand in writing 	<ul style="list-style-type: none"> • Interrupt or change the subject • Make claims that you can't support • Involve unnecessary small-talk

Connect - Opening the Conversation

The initial phase of the meeting is ideal to connect with your customer and start to look for cues and clues on their personality colour and look into matching and mirroring them. Mirroring isn't a new science in sales. It is something that is often spoke about and agreed upon as useful, but from Salecology's perspective we split this into **Matching** their Verbal behaviour and **Mirroring** their Body Language and gestures.

Mirroring Body Language




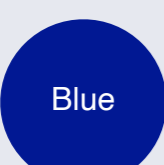
In the first instance, take a look at whether they have open or closed body language, are they looking for eye contact and or physically engage, or are they more reserved, keeping their own space and possibly little less animated.

Matching Verbal Behaviour

Listen to their use of voice and intonation. Consider whether they are fast or slow talkers, what sort of pitch, tone and volume do they use.

Hopefully you can quickly see some of the colour traits of Extrovert and introvert in this matching and mirroring. This will instantaneously confirm for you that you client is one of two extroverted or introverted colours. Secondly, pay attention to what they are doing, what they are talking about and what is important, as on one hand it is going to be more about people, and the other, more about business - again another clue in discovering the colourful personality.

Considering these 2 aspects, you will better be enabled to connect with the customer and ensure you get off to a flying start.

PERSONALITY TYPE	CONNECTION	MATCHING & MIRRORING
 <p>Orange</p>	<ul style="list-style-type: none"> • Enjoy small talk • Probably sharing stories involving themselves and others 	<p>Animated, open body language, smiling, good eye contact Uptempo, bubbly, strong inflection in the voice.</p>
 <p>Red</p>	<ul style="list-style-type: none"> • Brief small talk then straight into the topic • Business related or on a more professional basis 	<p>Open confident body language, more formal, strong eye contact, fast purposeful walk. Strong clear and slightly louder voice, can be matter of fact</p>
 <p>Green</p>	<ul style="list-style-type: none"> • Showing interest in people • Being Patient and Polite, wants to ensure everyone is ok. 	<p>More closed and reserved body language, less eye contact Softer, slightly slower paced, sincere in tone.</p>
 <p>Blue</p>	<ul style="list-style-type: none"> • Not overly engaged in polite conversation • Waiting to get started, but will discuss topical factual news or industry knowledge 	<p>Confident but closed body language, little eye contact to start, detached from the group Slower paced tempo, words are carefully selected, could use a questioning tone.</p>

Exploring Wants and Needs

As you move into the Explore phase of a sales meeting, the usual rules apply as you want to get the customer to open up and share their challenges, pain points, wants and needs.

Hopefully during the connect stage, you have ascertained the right colours to adapt to and started to build rapport. This rapport is essential to allow the customer to be more open in sharing with you the real dilemmas they face.

The key to influencing the customer through the Explore stage, is to not only have them share facts and situational data, but to emotionally engage them into the solution. It is this emotional engagement that will determine whether they 'like' the proposition when it comes.

Asking questions is also a great way to continue to build rapport and

demonstrate that you are interested in helping them solve their problems, not to sell them a solution. Understanding your customers colour personality will help you to determine which areas to focus your questions on more. Below are 4 different question types that you can utilise through this discovery phase.

- Background Questions** Uncovering the current situation and general information.
- Problem Questions** Getting the customer to articulate the various challenges, pains and problems they are facing.
- Value Questions** Looking at potential solutions and attributes that can solve the problem - i.e. building the Needs.
- Impact Questions** Looking at the knock on effects of the Problem or the Needs.

PERSONALITY TYPE	YOUR APPROACH	TECHNIQUES
Orange	Creative Problem Solver	<ul style="list-style-type: none"> • Less time focusing on the problem questions • More time exploring potential solutions • Expect lots of creative problem solving • Utilise whiteboard or flip chart to engage the customer
Red	Business Guru	<ul style="list-style-type: none"> • Pick a few targeted Problem and Value Questions • Focus on the Impact Questions to ascertain ROI • Ask for numbers • Be Bold and Matter of Fact
Green	Empathetic Supporter	<ul style="list-style-type: none"> • Share time across Problems and Needs • Take time to understand Why • Ask Impact Questions about People (who else is affected) • Use Feeling based questions (worried, concerned)
Blue	Scientific Collaborator	<ul style="list-style-type: none"> • Ascertain the route cause, not the symptoms in questions • Don't rush to solution, expand on Impact Questions • Validate the numbers, what evidence is there to support • Continue the diagnostic outside of the meeting if needed

Demonstrate

The Demonstrate phase is where you take over from the customer and sell them a solution. From the earlier stages in Connect phase we discussed Matching and Mirroring. The psychological impact of you matching and mirroring the customer is to get into a deep rapport. When you are in rapport with someone you naturally mirror them.

Since you have spent time getting “In-Sync” with the customer it is your turn to take the lead and have them mirror you. You are going to utilise a number of tools at your disposal to get the customer to like your proposal and presentation. If they are still connected, when you nod, they will hopefully start nodding in agreement.

But that isn't much to do with personality, that's Neurology and you can read more about that at another time. Your sales presentation or pitch needs to be delivered in a manner that enables your customer to not only

understand it but to buy into it. You need to deliver it in such a way that they get it without having to think. It just makes sense.

Remember the 2 dichotomies:

Extroversion / Introversion focusing on how they like to experience the world

Thinking / Feeling focused on how they take their decisions.

With these 2 aspects in mind you can consider how best to approach the sales presentation. Are you going to be animated or more planted, more factually driven or more emotive in your pitch.

Below are some hints and tips to consider as you start to show how you meet their needs.

PERSONALITY TYPE	APPROACH	TECHNIQUES
Orange	Paint me the picture	<ul style="list-style-type: none"> • Utilise story telling about success stories • Use aspirational images in the presentation • Include them in the pitch and use the word “We” • Be high energy and excited
Red	show me the money	<ul style="list-style-type: none"> • Play the Ego - make them look good • Demonstrate strong business ROI's • Use Bullet Points and Graphs • Be Clever
Green	Show me you feel me	<ul style="list-style-type: none"> • Start with Why the project is important to them (not you) • Be calm and caring, sit if possible • Ask for their input • Share stories of how other people benefited
Blue	Tell me the answer	<ul style="list-style-type: none"> • Use Deductive Reasoning to show the journey to the solution • Use Hyperlinks in the slide deck to backup any numbers • Send attachments with more data if appropriate • Use data tables instead of charts (or both)

Gaining Commitment

The 4th stage of any sales meeting is gaining commitment from the customer. This might be **asking for the order**, or attempting to book a follow up meeting to take the sale to the next logical step.

Asking for an order is actually very simple, all you have to do is 'Ask'. There are many ways of doing from from the simple "Would you like to go ahead" through to all the various closing techniques there are out there such as:

assumptive close - "when would you like it delivered"

alternate close - "what colour would you like it in - red or black"

now or never close - "we only have this option available till month end"

Closing the sale is not a skill or technique, **its a state of mind**. One of the challenges many people have with it is that quite often, up until this point,

they have spent all their time trying to provide help, guidance, assistance etc to the customer. None of the sales process has actually been for the sales person. Not until this moment in the sale has the sales person asking for anything for themselves. Suddenly the whole process comes to this point where they need to ask for the order, which more often than not converts to a commission payment. This is why some struggle to ask for the order, and seemingly shy away from the 'Ask'.





To reprogram the sales person they need to realise that they are not asking for the order for themselves, they are asking if the customer would like to go ahead and get the solution sorted out for them.

Below are some other things to consider towards the end of the meeting.

PERSONALITY TYPE

CONSIDERATIONS

TACTICS

 Orange	Oranges are creative and have a tendency to change their mind or be influenced by other things. They have great memories and often don't write things down.	Oranges need a little more RED from the sales person towards the end of the meeting to set actions to move forward. Also follow up the meeting with some bullet points of next steps.
 Red	Reds love taking decisions and work fast, however many of them don't enjoy getting deep into the detail.	Although you have been red to be on a par, take a green or blue step towards the end of the meeting to get into a more tactical next steps. Consider asking Reds who else should get involved in the project, or who you could also talk to to get more data or information (to save them time looking it up).
 Green	Greens are very harmonious and don't like to cause any friction. They enjoy consensus which can delay or stifle some projects.	Although you need to be empathetic and supportive, you will also need to support them in areas where they are not strong, e.g. with blockers in the business. Ask where they need help and what you can do, or coach them around it.
 Blue	Blue's won't be rushed and want to ensure they get it right. This can mean longer project times.	There is no such thing as too much data. To speed up the process send across information before meetings. If there is a terms and conditions that need reading, don't bring it on the day and expect them to sign. They will want to read it, line by line - send it all in advance.

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Salecology

The Science of building connections with prospects and influencing them to say yes resulting in more revenues.



Salecology explained

Salecology is the Psychology of selling. It looks at all the touch points with prospects and helps you to build a better connectivity with them.

Salecology will help you understand how your prospects and customers think, how they make decisions, and how to influence them to make the right choices.

As research continues into Neuroscience, we continue to learn why people are acting and behaving the way they do and that 95% of all decisions are made in the subconscious mind.

In light of this research, never before have we seen sales people, marketers, and retailers trying to influence this subconscious mind as much as today.

A strong product is not going to win the deal, but then again neither is a great personality.



Salecology teaches you how to get into the customer's head, understand how they think, act and behave, thus enabling you to modify your behaviour to connect in a way which is personal to them. Salecology will show you

how to connect, build better relationships and present ideas and solutions that resonate with your customers and prospects.

The revolution here is that it connects several aspects of human nature, as opposed to just one. People may have learnt personality on some course – usually team building, others may have read about mirroring techniques, and others been on a sales course learning questioning techniques.

What makes Salecology unique is, for the first time, it brings all the sciences together to transform your performance.

People buy from people they trust!

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Salecologists are **the world's leading sales behaviour psychologists**. We transform your team from the inside out. The Salecology methodology is the brain and applied behavioural science of building connections with your prospects and **generating instant revenue growth by influencing them to say YES!**

Why Salecology

At Salecology we offer a range of high impact services to help you and your company be brilliant. We have specialist expertise to help enhance and develop your company from individual company improvement solutions to complete organisational transformation. Our goal is to drive significant, sustainable impact that will accelerate your company and deliver top line revenue growth. We have an unbeaten track record in giving charities the edge they need to succeed.

Our clients rely on the Salecology to keep their sales force at the peak of their game, and we've helped them to achieve double-digit growth throughout one of the toughest economic periods in history. No company can afford to stand still in today's constantly evolving sales environment. So we don't. At Salecology we make it our business to keep up with the world's most innovative and successful approaches to sales – and to translate them into solutions that deliver direct results for your company.

Salecology is the world's thought leader on building connections with prospects, and customers and influencing them to say, "Yes"!

Prospects and customers have more information at their fingertips than ever before, so an effective sales person must be much more than a walking brochure. The Salecology program uses proven market leading tools to accurately identify the shortcomings of a team or strategy. We take a blended approach to our programmes to ensure that we keep the audience engaged, and combine this with fieldwork and assessments throughout the learning journey. At Salecology, we consider ourselves to be business partners to your company and an extension to your team. Your success is our success.

Our training delivery teams and psychologists understand the behaviours, skills, capabilities and motivations that drive top-performing sales people, and how to unlock their full potential.

*Your sales approach must change to reflect
the fundamental shift in
how customers want to buy...*

Salecology Offers You

Sales Transformation

Industry leader on the world's most innovative and successful approaches to asking and extensive experience in translating them into solutions that deliver direct top line growth.

Salecology

Combining science and data, Salecology provides supercharged set of skills that enables sales, marketing and customer experience teams to engage with customers & prospects on a completely new level, combining neuroscience, psychology, linguistics, neuromarketing and sociology.

Client Portal/Salecology Academy

Measures and sustains the impact of learning and behavioural change in and outside the classroom.

Coaching

Interactive process to help individuals and companies develop more rapidly and produce more satisfying results; improving ability to set goals, take action, make better decisions and make full use of their natural strengths.

WGLL

We specialise in helping companies objectively define 'What Great Looks Like', delivering tangible outcomes and real commercial value by defining high performance competencies and assessments — giving people the opportunity to be Brilliant!

Your Salecology Team

We attract, retain and partner with the best people to create, acquire and maintain specialist expertise that identifies the difference between good and great in people, in teams and in companies.

What keeps your Salecology team different from other consultancies and training providers is that if our people stand in front of a customer they need to be able to walk the talk. To do this all of our Sales training and coaching delivery team still hold sales targets. This keeps it real and ensures that **our trainers teach and coach on behaviours that work**, not theoretical models. Not only that, subject matter experts, specialists and sales people are renowned for being hard to change, and therefore, it is imperative that they feel their coach is not an academic theorist but one with **real company transformation experience**.

"Salecology's ability to really understand the key business challenges we face, together with their engaging learning style, have made an enormous positive impact with real tangible results in sales growth."

Hillary Harris

Chief Talent Officer
Reed Business Information

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Salecology®

accelerate your sales today

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