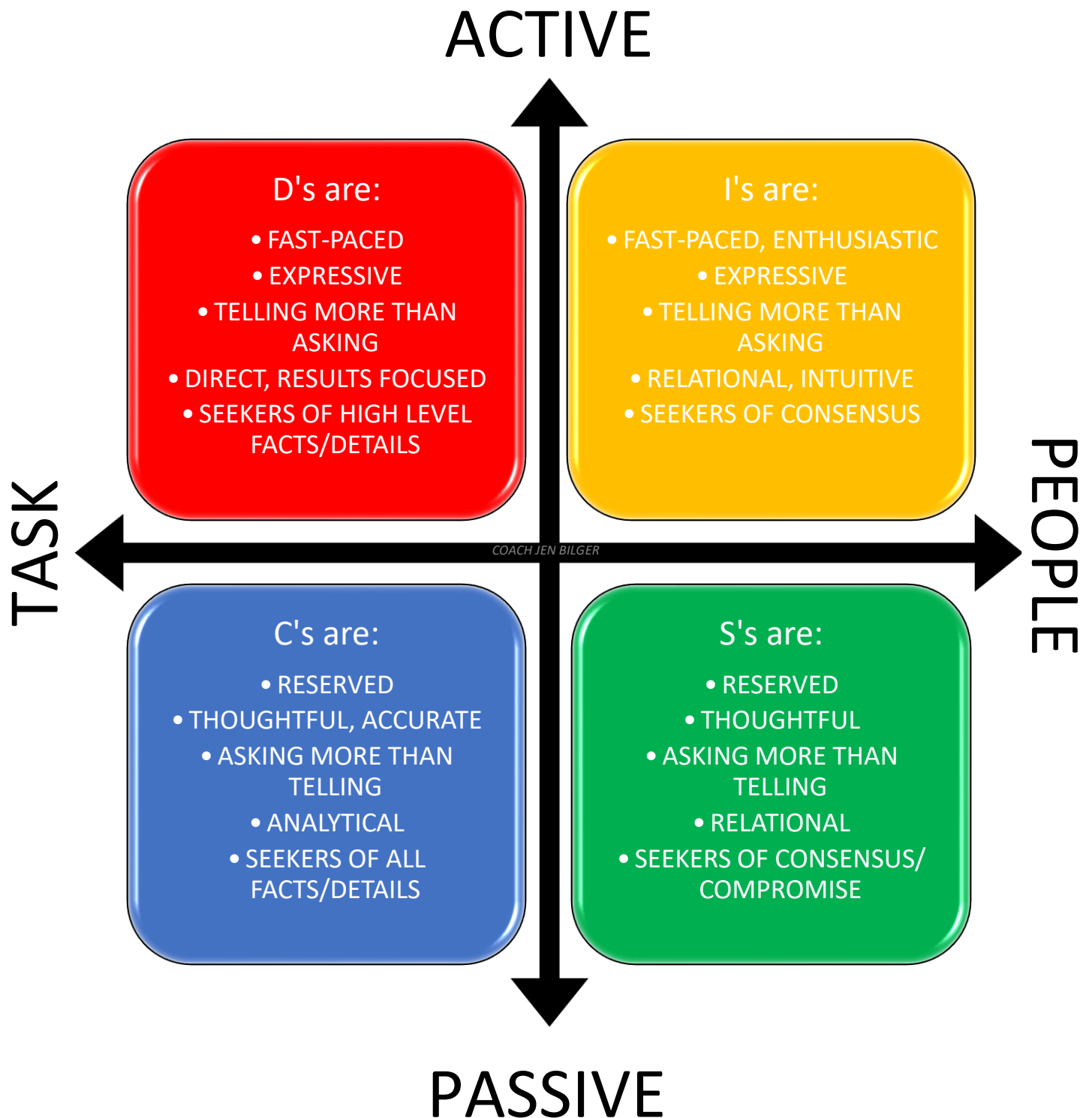


# CUSTOMER MAPPING GUIDE



# SALES INTERACTION GUIDE

IDEALIST, FUTURE REACHING, SEES POSSIBILITIES

MOTIVATED BY DATA

## WITH D CUSTOMERS

**DO** USE A CONFIDENT NO-NONSENSE APPROACH AND SHOW THEM A DESIRE TO GET IMMEDIATE RESULTS

**DO NOT** WASTE TIME, BE INDECISIVE OR ADD TOO MANY DETAILS TO EXPLANATION

## WITH I CUSTOMERS

**DO** CREATE A POSITIVE, UPBEAT EXPERIENCE AND ENSURE THERE IS TIME FOR STORYTELLING

**DO NOT** ADD TOO MANY DETAILS TO EXPLANATION, BE COLD OR DETACHED AND DO NOT FORGET TO SHOW EMPATHY FOR THEIR CONCERNS

COACH JEN BILGER

## WITH C CUSTOMERS

**DO** USE A LOGICAL APPROACH WITH EVIDENCE TO BACK UP CLAIMS THAT ENSURES THERE IS AMPLE TIME TO ANSWER QUESTIONS AND REVIEW ALL THE DETAILS

**DO NOT** PRESSURE THEM FOR A QUICK DECISION, HAVE AN OVERLY EMOTIONAL APPROACH OR ASK PERSONAL QUESTIONS

## WITH S CUSTOMERS

**DO** PROVIDE REASSURANCE AND USE A CASUAL, LOW-PRESSURE APPROACH THAT ALLOWS THEM AMPLE TIME TO PROCESS INFORMATION AND ASK QUESTIONS

**DO NOT** PRESSURE, BE PUSHY, CAUSE CONFLICT OR UNCERTAINTY

MOTIVATED BY EXPERIENCE

REALIST, LOOKS TO PAST FOR ANSWERS