

# *Selling Styles – including closing*

**TASK  
FACTS  
LOGIC  
REASONS**

**ANALYTICAL**

- Give them all the facts and details.
- Allow plenty of time.
- Don't talk down: get technical.
- They like to learn
- Give information on competitors, for comparison, showing how you are better.
- Alternative close

**CONTROLLER**

- Give them a short summary of the benefits, especially the fast and visible ones like saving time or money
- Make the process of buying easy
- Sharp angle close (if I can satisfy you on that will you buy it?)

**PEOPLE  
FEELINGS  
EMOTIONS**

**AMIABLE**

- Get to know them.
- Build a relationship by listening.
- Don't pressurise them.
- Self disclose.
- Feel felt found
- Emphasise safety and after-sales support
- Direct close – “What do you think?” + silence.

**ENTHUSIAST**

- Give them a feel, a picture, a vision.
- Let them try or touch the product, or have samples.
- Point out novelty
- Give references & stories.
- Make the process fun - meals out etc.
- Assumptive close “What colour are you going to have?” “When do you want it delivered?”

**Quiet  
Careful  
Take their time**

**Assertive  
Quick  
Decisive**