are you the "Right" salesperson?
Want to get the perfect selling job? So, what’s the problem? Don’t know what kind of a salesperson you are? Let’s start with matching the salesperson—you—to the selling environment. The idea that there is only one sales type is a myth. It all depends upon what you’re selling.

When you take a look at the behavioral science gurus, Myers-Briggs, DISC and others, they all break their analysis into four quadrants of behavior. Either we’re all a bunch of dim bulbs and can’t understand more than four concepts, or they are. Anyway I want to put some concepts into a relationship that will help you find the perfect company to hire as an employer.

I use the D.I.S.C. profile as a base model. Lay out a piece of paper and fold it in half top to bottom, and then side to side. Now you should have divided the sheet into four quadrants. Label the upper right area as the “Dominant” quadrant. Label the lower right area as the “Influencer” quadrant. Label the lower left as the “Stabilizer” quadrant and the upper right as the “Controller”
quadrant. The labels will vary from one behavioral group to another but the styles are remarkable similar—I guess that means that there is some validity to the quadrant definitions.

**break it down**

I’m going to talk about some behavioral science stuff as it applies to selling—some stuff from Effective Selling Through Psychology by V.R Buzzotta, Ph.D., and R.E. Lefton, Ph.D.

In their book, The Quadrant Solution, Howard Stevens and Jeff Cox identified four selling environments: high tech/ high touch, high tech/low touch, low tech/high touch and low tech/low touch.

“High tech” means that your prospect does not understand the process/technology involved, not that it is somehow a very technical issue. I know companies that sell very complex things—if the prospect understands the very complex thing, then the environment is “low tech.” If it is a simple thing that the prospect doesn’t understand, then it is “high tech.” It defines your prospect’s understanding of your offering.

“Touch” refers to the amount of involvement required on the part of the salesperson to get the sale. Some environments require constant massaging by the salesperson—that’s “high touch.” Others do not require much maintenance—that’s “low touch.”

Now, write in the upper right quadrant, low tech/high touch. In the lower right, low tech/low touch. In the lower left write, high tech/low touch, and in the upper left write high tech/high touch.

One more thing and we can define the best environment for you to sell into. In the upper right, the Dominant quadrant, write “closer.” In the lower right quadrant write “consultant.” In the lower left write “relationship,” and in the upper left write, “detail.”

**now it gets hard**

So now you’ve got three qualities in each of the four quadrants, right? Here comes the hard part. The selling styles—closer, consultant, relationship and detail—are most effective in an opposite quadrant. That is, the detail person is most effective working in the low tech/low touch environment, the relationship person is most effective working in the low tech/high touch environment, the closer is most effective in the high tech/low touch environment, and the stabilizer is most effective in the low tech/high touch environment.

Spin your head around with that one? I’ll give you a case study that should help.

A bicycle manufacturer had salespeople who called on the independent bicycle retailers and sold the bike shop owners bicycles
and parts and accessories. The shop owners are driver entre-
preneurs and a low tech (they all understood what bicycles are
about), hi touch (they all expected the salesman to come by
and kiss their ring from time to time to get the sale). They were
effective in selling bicycles.

The company decided to market fitness equipment and tried
to sell them with the relationship salespeople. When they tried
to pitch fitness (high tech to the bicycle guys—they didn’t
understand fitness equipment), the launch stumbled. You see,
they changed the environment from low tech/high touch to
high tech/high touch.

Here’s the bottom line; buyers behave according to the envi-
ronment. Buyers who are natural controller types will act like
dominance people when buying things that are familiar to
them—low tech. Dominance people will act like controllers
when buying high tech (unfamiliar) things. What we call a
“buying signal” is moving the prospect into the dominance,
decision-making quadrants—low tech. There’s more, but this
wrong salespeople and have the wrong goals and reward programs.

Pick the wrong company, and you are setting yourself up for failure—or worse. ☭

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is enough to define what kind of company and selling environment you prefer.

now what about you?

So, the issue is to find a selling environment that complements your personal strengths. Caution: Do not pigeonhole yourself too closely because a well-trained salesperson can sell in more than one quadrant. After all, it is all learned behaviors.

Well, if you like opening new accounts but account maintenance bores you, go with a company that has a turnover philosophy—the hunters open accounts and the gatherers (customer service) maintain accounts. Or you may want a single-sale (hit and run) environment.

If you want ongoing relationships, find a company that sells items consumed by the target market—incorporated into their product or consumed in the conduct of their business.

Caution, caution! Danger, danger! Many companies don’t identify their selling environment wisely and don’t adjust their sales program accordingly. What happens is the company builds expectations that don’t relate to the reality of the marketplace. They hire the