

Selling to the Four Temperament Styles

By John Boe

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To be effective in sales you must learn to develop trust and rapport quickly with your prospect. People want to do business with people that they feel understand their needs and treat them as an individual. Being able to identify your prospect's primary temperament style is critically important and will allow you to adjust your style to communicate effectively with theirs.

Twenty-four hundred years ago, Hippocrates, the father of medicine, theorized that we are born into one of four primary temperament styles and that each style has its own unique physiology, character traits and outlook on life; Choleric (aggressive), Sanguine (emotional), Phlegmatic (passive) and Melancholy (analytical). According to Hippocrates, the extroverted Choleric (Worker) was short-tempered and ill natured, but had a dynamic desire for action! The extroverted Sanguine (Talker) was cheerful, outgoing and optimistic, but not very serious or organized. The introverted Phlegmatic (Watcher) was slow and sluggish, but could stay calm, cool and collected under pressure. The introverted Melancholy (Thinker) was deep, sad and depressive, but also a thoughtful, gifted and analytical genius. Each of the four primary temperament styles requires a different approach and selling strategy. With a little training and practice you will soon be able to use temperament knowledge to enhance all of your relationships.

The extroverted Worker temperament style prefers a fast, bottom line presentation and is generally quick to make a decision. They want you to respect their time by being well prepared, on time and to the point. They ask "what" questions. Keywords to use are: Results, Speed, and Control. Workers are practical and are interested in how you can save them time and money. Maintain good eye contact and don't let their demanding nature and intimidating body language unnerve you. Avoid details when possible and give the Worker options so you don't threaten their sense of control. Allow them to set the pace of the presentation.

The extroverted Talker temperament style prefers a fast, enthusiastic presentation and tend to be impulsive shoppers. They want you to be entertaining and allow time for them to talk. One of the biggest challenges when presenting to the Talker is to keep them focused on the subject. They ask "who" questions. Keywords to use are: Exciting, Fun, and Enthusiastic. Keep your presentation big picture and avoid details and numbers whenever possible. Use colorful pie charts or graphs to make your point. Testimonials can be quite effective with the status conscious Talker.

The introverted Watcher temperament style prefers a slow, deliberate presentation and are very sensitive to conflict or perceived "sales pressure." They want you to be cordial and friendly. They ask "how" questions. Keywords to use are: Family, Service, and Harmony. You must condition Watchers for change; they are natural born procrastinators who love the status quos. They are

family oriented and expect quality service after the sale. Help the Watcher make a decision by giving them assurance. Due to their pleasing personality and need for harmony, they will sometimes say yes when they mean no.

The introverted Thinker temperament style prefers a slow, detailed presentation and requires time to warm up. They are cautions and skeptical people that take pride in doing their research before they purchase something. Around a Thinker you must be logical and accurate. Double-check your numbers because if they find a mistake, they will question your competence. They ask "why" questions. Keywords to use are: Logical, Safety, and Quality. Expect them to take their time "thinking it over." Thinkers don't want to make a mistake and when they make a purchase they frequently get "buyers remorse". They will typically "shop" your numbers to make sure they are getting the best deal possible. Help the Thinker reduce their fear of making a mistake by giving them evidence.

John Boe, based in Monterey, CA, helps companies recruit, train and motivate top-quality people. To view his online Video Demo or to have John Boe speak at your next event, visit www.johnboe.com or call (831) 375-3668.

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