

Buying Styles: Being Responsive to Your Customers



To Arrange For A Paul Webb Certified Speaker to Speak At Your Next Training Event, Contact:

Margaret Tabb: 860-217-1136

Email: Margaret@WebbVT.com

www.PaulWebbTraining.com – Sales & Management

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**** Learning Objective ****

Understanding Customers Buying Styles

Understanding how we LEARN & how we BUY . . . Buying Styles - increases Rapport and Trust. This workshop provides the tools for BEING RESPONSIVE AND BUILDING INCREASED TRUST in a shorter amount of time.

PEOPLE LIKE TO DO BUSINESS WITH PEOPLE THAT THEY LIKE AND TRUST – identify the customers buying styles and “respond” – switching your selling style to match with their buying style. Become more “Responsive to Your Customers” and you’ll increase trust. And that leads to increased sales and customer service!

Paul H. Webb is the CEO of Street Smart – Paul Webb Training / WebbVT and Paul Webb Special Events . . . all divisions of International Training Solutions, Inc. His clients range from vehicle manufacturers, state and national auto industry associations, dealer groups and individual dealerships. He began his automotive career in 1988 and has presented training and consulting to automotive OEM’s, NADA Dealer 20 Groups, NADA Management Seminars, NADA Conventions, NCM 20 Groups, State Associations, International Automotive Associations and hundreds of individual dealerships. As Director of Training for both private and publicly owned dealership groups, Mr. Webb has delivered customized sales and management training programs to increase profits as much as 142% . . . plus increasing one dealership’s operation from 438 units per month to a record 719 vehicles in one month.

Keynote Addresses / Custom Seminars / Training Workshops

THE V.A.K. SYSTEM

Neuro

Linguistic

Programming

_____ - _____ - _____ / _____

HOW We LEARN AND HOW OUR CUSTOMERS BUY.

VISUAL: (Sight) _____

AUDITORY: (Sounds) _____

KINESTHETIC: (Gut Feeling) _____

*"I'll **SHOW** you the vehicle ...
EXPLAIN things to you ...
so you'll **FEEL** comfortable."*

Neuro-Linguistic Programming (NLP)

Neuro - (Brain)

Nervous system through which experience is received and processed through the five senses.

Linguistic - (Talk)

Language and nonverbal communication systems through which neural representations are coded, ordered, and given meaning.

Programming - (Input - Output)

The ability to organize our communication and neurological systems to achieve specific desired goals and results.

Using V.A.K. will triple your **RAPPORT** in one-third the time. Does this **look** like something that will help you provide better customer service? Sure. Do others respond better if it **sounds** good? Sure. Would you **feel** more comfortable the more you **practiced** the VAK system? You bet!

V.A.K. is how we talk to our brain. How we learn. And – HOW WE BUY. When you think about past experiences, do you have **pictures** in your head? Do you verbally **say** or **hear sounds** and words from the past? Does your heart have an **achy feeling** or get very **emotional**.

We LEARN information either **Visually** – **Auditorily** – or **Kinesthetically**. We prefer one or perhaps two of the types to the others. Ever hear someone say, “I **see** what you’re saying.” “**Sounds** good to me.” “This **feels** like something I’d like to **practice**.” Employees and customers are **showing** us and **telling** us and **giving us the feeling** of their V.A.K. all the time and we now have the opportunity to capture that information – ADJUST OUR FORM OF COMMUNICATION - and use it toward the improvement of employee and customer loyalty.

WHEN WE ADJUST AND PRACTICE THIS TECHNIQUE IT MAKES US EXCEPTIONAL SALES PROFESSIONALS PROVIDING SUPERIOR CUSTOMER SERVICE.

Visual: 35% Picture Bright Show Aim Appear Dim See Look View Perspective Hazy Scan Saw Imagine Clear Portray Watch Observe

Auditory: 25% Inform Tone Static Ring Say Ask Tell Voice Talk I said He said Explain Speak Inquire Discuss Hear Sounds Saying Say Mention

Kinesthetic: 40% Grab Feel Support Concrete Handle Touch-base Pull-strings Hang-tough Hands-on Grip Whip Sting

THE VISUAL'S VOCABULARY

Perspective	"Let's keep this in Perspective ."
Show	"Can you Show it to me?"
Bright	"That's a pretty Bright idea."
Picture	"I can Picture that."
Clear	"It's pretty Clear so far."
Looks	"It Looks good."
See	"I See what you mean."
View	"Let me give you my View about that."

HOW TO COMMUNICATE WITH A VISUAL

1. Use Visual words. Your visual person wants you to talk to him/her precisely. Using a visual vocabulary.
2. Recognize when you are talking to a visual. Two ways: (1) Their eyes go up to the left or the right or they star blankly because they are creating visual pictures in their minds: (2) They themselves use visual-based words.
3. Keep brochures, graphs and pictures in front of visuals constantly when you are with them. Any concept will be understood and comprehended much more quickly if you can show the person a picture or a graph while you talk.

THE AUDITORY VOCABULARY

Tone	"Don't take that Tone with me, young man."
Static	"All I ever get from you is a lot of Static ."
Hear	"Yeah I Hear what you're saying."
Ring	"Hey that Rings a bell."
Sound	" Sounds good to me."
Say	" Say , did you hear the one about the two ostriches?"
Tell	"Can you Tell me more about it?"
Talk	" Talk to me further about this."

HOW TO COMMUNICATE WITH AN AUDITORY

1. Use Auditory words. Listen more to the delivery than the actual content.
2. Highlight sound qualities. Sound of a closing door or the quiet of the interior.
3. Explain concepts verbally. Show charts – wait 12 seconds, and then explain with words. Change your pitch and tone.

THE KINESTHETIC'S VOCABULARY

Touch base	"Hey, let's Touch Base next week..."
Handle	"Let me see if I can get a Handle on that."
Grab	"How does that Grab you?"
Rub	"Well, it Rubs me the wrong way."
Feel	"Here's how I Feel about what you just said."

HOW TO COMMUNICATE WITH A KINESTHETIC

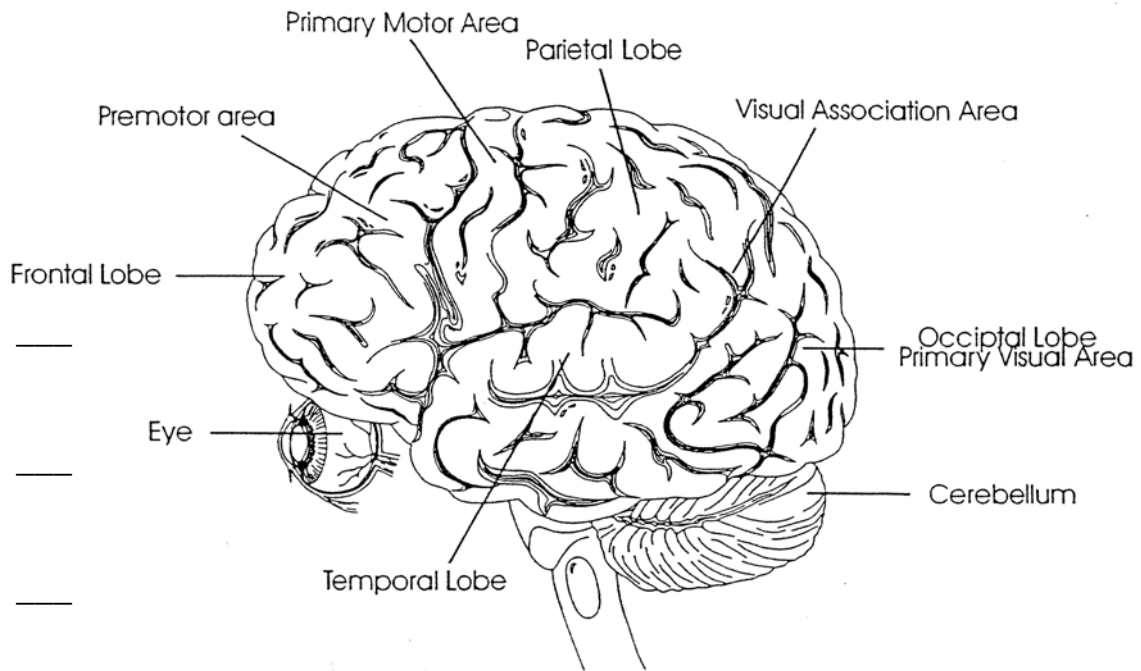
1. Use Kinesthetic words. Listen aggressively to pick up their mode.
2. Give them things to touch. When they reach for papers consider them Kinesthetic.
3. Watch for shifting. If they change you should change. Add Auditory and Visual and you have a Kinesthetic. They use all the senses combined.

Remember: When you can get your customers and co-workers to think in their most natural mode, they are going to respond more quickly with you because you will gain their trust faster. You will communicate with intent and meaning and accomplish more goals.

Eye Accessing Cues

As the central processing unit for all emotions, memories, external stimuli and internal response, the brain is a complex organ to say the least. To understand how an individual processes internal information and to predict how s/he will act upon it, we need to first understand a little about how the brain is organized.

The Lobes of the Cortex



The cortex of each hemisphere is divided into four areas called lobes. The frontal lobe is primarily involved in planning, decision-making, and purposeful behavior. (K) The parietal lobe represents the body in the brain. It receives sensory information from the body. (K) Part of the occipital lobe is devoted to vision and is often called the visual cortex. (V) The temporal lobe appears to have several important functions, including hearing, perception, and memory. (A)

Name: _____

- Y N (1.) I enjoy art galleries and window-shopping.
- Y N (2.) I was good at spelling in school.
- Y N (3.) My confidence increases when I look good.
- Y N (4.) I would rather be shown an illustration than have something explained to me.
- Y N (5.) I find myself evaluating others based on their appearance.
- Y N (6.) I like to watch television and go to the movies.
- Y N (7.) It's important that my car is kept clean, inside and out
- Y N (8.) I enjoy "people watching."
- Y N (9.) I often remember what someone looked like, but not his or her name.
- Y N (10.) I enjoy photography.
- Y N (11) I enjoy speakers more if they use visual aids.
- Y N (12.) I am good at finding my way using a map.
- Y N (13.) It's important that my house is clean and tidy.
- Y N (14.) I make a list of things I need to do each day.

TOTAL = 1 point for every yes answer.

- Y N (1) I love to listen to music.
- Y N (2) I would rather take an oral test than a written exam.
- Y N (3) I've been told that I have a great voice.
- Y N (4) I can resolve problems more quickly when I talk out loud.
- Y N (5) I can usually determine someone's sincerity by the sound of his or her voice.
- Y N (6) I would rather listen to cassettes than read books.
- Y N (7) I can hear even the slightest sound that my car makes.
- Y N (8) Others tell me that I am easy to talk to.
- Y N (9) I am aware of what voices sound like on the phone as well as face-to-face.
- Y N (10) I often find myself humming or singing to the radio.
- Y N (11) I would rather have an idea explained to me than to read it.
- Y N (12) I am a good listener.
- Y N (13) I like a house with rooms that allow for quiet areas.
- Y N (14) I like to try to imitate the way people talk.

TOTAL = 1 point for every yes answer.

- Y N (1) I feel compelled to dance to good music.
- Y N (2) I tend to answer test questions using my "gut" feelings.
- Y N (3) I enjoy being touched.
- Y N (4) I find myself touching or holding things as they are being explained.
- Y N (5) The way others shake hands means a lot to me.
- Y N (6) I **like** hiking and other outdoor activities.
- Y N (7) I like a car that feels good when I drive it.
- Y N (8) I tend to touch people when I talk to them.
- Y N (9) I can't remember what people look **like**.
- Y N (10) I like to make things with my hands.
- Y N (11) I like to participate in activities rather than watch.
- Y N (12) I feel positive or negative towards others sometimes without knowing why.
- Y N (13) I exercise because of the way I feel afterwards.
- Y N (14) I've been told that I am well coordinated.

TOTAL = 1 point for every yes answer.

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NIADA Workshop Summary:

Buying Styles:

Being Responsive to Your Customers

MANAGER COMMITMENT PLAN

Dealership: _____ Dept: _____ Name: _____

Check one: Immediate Goal _____ 30 Day Goal _____ 60 Day Goal _____

WHAT:

HOW TO: Describe your action plan to reach your goal/commitment to the team.

GPI (Gross Profit Improvement) Calculations: How much gross will come into your department?

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For more than 43 years, Street Smart – Paul Webb Training - Webb Virtual Training – Paul Webb Special Events . . . All Divisions of I.T.S., Inc. . . . continue to help dealerships turn strategy into results through the power of their people. Our training programs help companies around the world generate measurable results in critical areas of customer service, sales effectiveness, and leadership development.

NIADA / June 25, 2009

**** Present This Form to the Speaker OR Fax to: 949-388-3034 ****