

SellingPower®

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SHADES OF A SALE

Creativity expert Sheila Glazov says people can be divided into four distinct "brain color" types: Blue, Green, Orange and Yellow. By selling to buyers according to their brain color, you can attract and keep more of them to keep your funnel full.

BLUE *People/relationship oriented.* To identify blue buyers, look for family photos around the office. Tell them you were referred by someone else, and they may start talking about their relationship with that person. To sell to them, focus on rapport building and make friendly and intuitive presentations that emphasize your personal interest in them.

GREEN *Information oriented.* The green buyer is interested in facts, and may have an office full of books and/or diplomas. "I have to think it over" may be this logical buyer's favorite objection. To sell green buyers, emphasize your knowledge and expertise. Make technological or information-based presentations that focus on systems and statistics.

ORANGE *Action oriented.* For orange buyers, actions speak louder than words. They may display photos of themselves engaged in some type of athletic activity. When you ask to meet with them they may say eagerly "Let's do it!" To sell them, sell you product's benefits and results first, in a fast-paced, immediate results-oriented presentation.

YELLOW *Company oriented.* Yellow buyers are disciplined, punctual and well prepared. They may tell you they have to check their planners before agreeing to see you. To sell to yellows, sell your accomplishments, credentials, reputation and tradition of service. Your presentation should be highly detailed and emphasize planning and organization.

Sheila Glazov is an author, professional speaker and educator who created and facilitates a breakthrough program called What Color is Your Brain? that teaches participants to understand and appreciate the mindset of prospective buyers, co-workers, managers and vendors. For more information, write Impact Communication at One West Illinois St., Suite 250, St. Charles, IL 60174, or call 1-888-68-IMPACT.