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OCTOBER 1999 • VOL. 19 NO. 8

## HUES YOU CAN USE

To better understand how prospects buy, learn to see their personalities in living color

Personalities are anything but black and white, so *What Color is Your Brain?* (Peridot Press, Spring 2000) author Sheila Glazov divides personalities into colors. Consult the chart below to identify your buyer's color and find a selling style that's a perfect match.

COLOR GROUP	HELP BUYERS FEEL	YOUR GOAL	YOUR APPROACH	YOUR CONTENT	YOU DEMONSTRATE
<b>BLUE</b> Creative, flexible, caring, sensitive, nature loving, communicative	That working with you will make a difference to people as well as profits. Recognize their need to be helpful.	To express clearly how important you feel the buyer is and how their purchase will impact their business and the difference they make.	Interactive, personal, warm, friendly and sincere. Be cooperative, sensitive and nurturing. Acknowledge buyer's uniqueness.	Sincere conversation about relationships, personal issues, people and networking.	Good listening skills. Show appreciation for buyers' support; be patient with their questions; share your feelings with them.
<b>ORANGE</b> Unstructured, resourceful, competitive, adventuresome, enthusiastic, negotiating	Respected for their ability to take action, be decisive and take risks.	An entertaining demonstration of the immediate benefits and skills the buyer will acquire from your idea or product.	Enthusiastic, fun, hands-on. Try quick, clever and visual storytelling. Project confidence and be stimulating and challenging.	An exciting adventure with a strong, immediate impact and quick results.	Good listening skills, energizing interest, a sense of humor. Encourage buyers to talk about themselves.
<b>GREEN</b> Independent, curious, knowledgeable, inventive, analytical, technical	Respected for their independence, competence, intellect and analytical decision-making style. Recognize their need to demonstrate intelligence.	Succinct explanation of your products or ideas so buyer understands how to integrate innovative concept precisely into their "Big Picture."	Intellectually sound, rationally consistent. Skip small talk in favor of substantive, sensible conversation.	A logical strategy of your product or idea's problem-solving potential.	Good listening skills and the ability to answer questions with specific facts that support your conclusions. Give buyers time to process what you tell them.
<b>YELLOW</b> Organized, punctual, detailed, responsible, committed, obedient	Respected for their professional protocol and personal values. Recognize their need for dependability and responsibility from you.	Mutual understanding to develop a professional commitment, a high level of integrity and a strong sense of accountability between you and the buyer.	Polite, polished, professional and to the point. Use correct grammar, be diplomatic. Show faith in your products, ideas and company.	Full explanation of your company's solid reputation and the benefits of working with you.	Good listening skills. Practice formality and courtesy and acknowledge buyer's need for organization, security and accountability.