

More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



Surf's up!

Keith Lubner at SalesGravy.com says many of us are mistaken when we try to list the personality traits of the most productive salespeople.

Being an extrovert is NOT one of the traits, contrary to what people traditionally believe.

“Research has shown that the best salespeople are actually ambiverts— those who can flex and have the ability to adapt to situations. These people typically make more money, have deeper pipelines, and enjoy greater success,” Lubner says.

Ambiverts realize that working with different people often requires a different approach for each situation. On the other hand extroverts are “often overly assertive, ignoring the needs and interests of the people they are selling to.” More often than not, when confronted with a disagreement, ambiverts will display a natural balance with their discussions.

Ambiverts are also more inclined to place an emphasis on “listening rather than pitching”. This trait tends to strengthen the relationship between the prospect and the salesperson.

He lists five ways to improve your sales approach, by being more adaptable:

1. Virtual is here to stay.

This may seem too obvious, but the sooner you adopt virtual selling techniques into your approach, the sooner you will see greater returns. The salesperson who does this will be the one who is set apart in this new selling environment.

2. Be a chameleon.

Adjust to the personality of the person you are interacting with. Be intentional about putting your personality on the backburner when dealing with someone whose dominant personality traits clash with yours.

For instance, if the person you are talking to likes to communicate by telling you stories about their weekend, adapt by listening well, even if you are eager to get to the actual point of the meeting.

3. Adapt your sales process.

Lubner says, “We all have a defined sales process that is intended to help us win more by following it. However, we must also adapt to the buying and decision-making processes of our prospects that make up the overall sales process journey.”

We mustn't become too determined and rigid in following our internal process. If we do, we may miss the emotional signals that our prospects may be giving us.

4. Leverage self-awareness.

You must be flexible and aware of what you need to work on as a person. For instance, you must “adapt to the realization that your self-improvement includes flexing, and having the ability to adapt to other communication styles by listening more.

5. Learn to surf.

Lubner refers to an article he read recently about how we will always encounter uncertain times and that we always have choices. “The author compared overcoming adversity in life with surfing. The waves in the ocean will always come”, he says. “They will never stop. We can either let the waves hit us, or we can choose to surf the waves.”

