



SELLING TO VISUAL PEOPLE

1. Visually-oriented people think in pictures, so use visual words with them (See the words & phrases list). Use such phrases as:

"Is that clear to you?"

"Picture the increased productivity you will have with this _____."

"Does that look good to you?"

2. Use photos, films, brochures, charts and pictures of products. A picture to a visually-oriented person is worth a thousand words. Paint a vivid picture for them. You can also use your hands to describe things to them.
3. Dress professionally and "for success" when trying to reach visuals. The visual image you project, with your clothing, briefcase, and the car you drive, is important to these people. They are concerned about appearances and don't like clutter.
4. If you want your customer to get a lasting picture, glance upward as you describe something -- you will be guiding them into their imagining mode.
5. Show them the features and help them to "see" your product or service by saying:

"Look at the _____."

"See how the financing, etc."

"Examine how _____."
6. Visuals are results-oriented and may ask for clarity as to "the bottom line" fast.
7. They demand eye contact from you in order to establish trust.
8. Visually-oriented people often speak rapidly because they're trying to communicate the pictures that are flashing into their minds, before the images vanish. Match their speech patterns.
9. Don't approach visuals too close, too fast. They need to take you in with their eyes to get a complete picture. Typically, they don't appreciate a double handshake immediately. Give them their space.
10. Write down key points and benefits when you close, summarizing as you sign them up!



SELLING TO AUDITORY PEOPLE

1. References are important to auditory people. Inform them what other customers, experts, trade journals say about your product. Psychology Today says: "This type of selling creates intensified attention and receptiveness." It will have a positive impact to quote endorsements word for word, since they think primarily with words (not feelings or pictures).
2. It is important that your voice be interesting...changes in pitch, volume and rate to verbally highlight important points. *How* you say it is as important as *what* you say.
3. Call on the telephone -- auditory-oriented customers enjoy you keeping in touch by phone and using the phone is very time efficient for them.
4. Know that their time is valuable, talk is cheap-- so don't waste it!
5. Use facts, figures, percentages, and market analysis data on their return on investment -- a verbal analysis of benefits speaks to them. Use greater detail and more words about features and benefits.
6. If you have to send them some information they often will not enjoy reading a brochure, so send a cassette tape outlining benefits, features, etc.
7. Use sound-oriented words: "Does that sound good to you?" "I'd like to tell you about ____." "Can I amplify any of the points we've covered?" Appeal to their preference for this kind of information by commenting on how your product sounds: "Listen to that engine!" "This plate stamping machine is twice as quiet as the one you now have."
8. It is important to know that auditory people find it hard to look at you and listen to what you are saying, so give them subconscious approval for looking away, by not demanding eye contact. They need to concentrate on what they hear and that's why they look away from you. Also, don't speak too rapidly or you will lose them.
9. Summarize agreements verbally after closing, using such a phrase as: "We are speaking about (summarize details)."



SELLING TO KINESTHETIC PEOPLE

1. These customers are the feeling and action people. Get them physically involved with your product or service. Encourage them to hold the product, use the computer, feel the car finish, touch the rock fireplace, walk around the yard, stroke the leather seats get comfortable on the couch, etc.
2. Use physical, action and emotion words:
 - "I want you to feel comfortable with these options."
 - "Let's get a handle on your exact requirements."
 - "How do you feel about a service that provides _____."
 - "Experience the luxury of _____."
3. Meet them face to face -- don't rely on phone calls or brochures in the mail. Drop by to see them to emphasize the friendship aspect of your relationship.
4. Touch them, shake their hands in a warm way, put your hand on their shoulder and they will perceive you as more caring, genuine and sincere.
5. Talk about common interests, sports, family, and let them know you care about their feelings. They want to know that you care about them and you are their friend.
6. Glance down to the right sometimes as you speak. This will communicate subconsciously that you are in the feeling mode. Typically, they are not comfortable with constant eye contact.
7. Make sure they are always physically comfortable. If they are not, they won't stay "with" your presentation.
8. Match them: If they have their jackets off, their tie loosened, do the same. They typically like to dress comfortably.
9. Most often, they will make decisions on an emotional level and they need you to connect with them on that level.
10. Finally, when you close -- seal the deal with a handshake and verbalize, "...so we've agreed." They will feel much better having acknowledged an agreement with a handshake.

WORDS AND PHRASES

VISUAL

appears
 blurry
 bright
 clarity
 clear
 clear-cut
 clue
 conspicuous
 demonstrate
 distinct
 dream
 examine
 eye to eye
 foresee
 fuzzy
 get a perspective
 glance at
 hazy (idea)
 horse of a different color
 idea
 illustrate
 imagine
 in light of
 in view of
 inspect
 look
 mental picture
 mind's eye
 notice
 obscure
 observe
 obvious
 outstanding
 paint a picture
 perceive

AUDITORY

amplify
 announce
 ask
 audible
 call
 chime
 clear as a bell
 communicate
 converse
 describe in detail
 discuss
 divulge
 earful
 exclaim
 express yourself
 give an account of
 give me your ear
 gossip
 grant an audience
 harmonize
 hear (me out)
 hold your tongue
 listen
 loud and clear
 noise
 outspoken
 overhear
 pay attention to
 quiet
 quoted
 rings a bell
 roar
 say
 scream
 shout

KINESTHETIC

active
 bearable
 boils down to
 chip of the old block
 cold
 come to grips with
 comfortable
 concrete
 control
 cool
 deep
 emotional
 experience
 feel
 firm
 firm foundation
 get a handle on
 get your goat
 grab
 grasp
 grip
 hand in hand
 hands on
 hang in there
 hard-headed
 hassle
 hold
 hustle
 intuition
 involve
 lay cards on the table
 lose
 lukewarm
 not following you
 pressure