

# SELLING TO DIFFERENT PEOPLE V2



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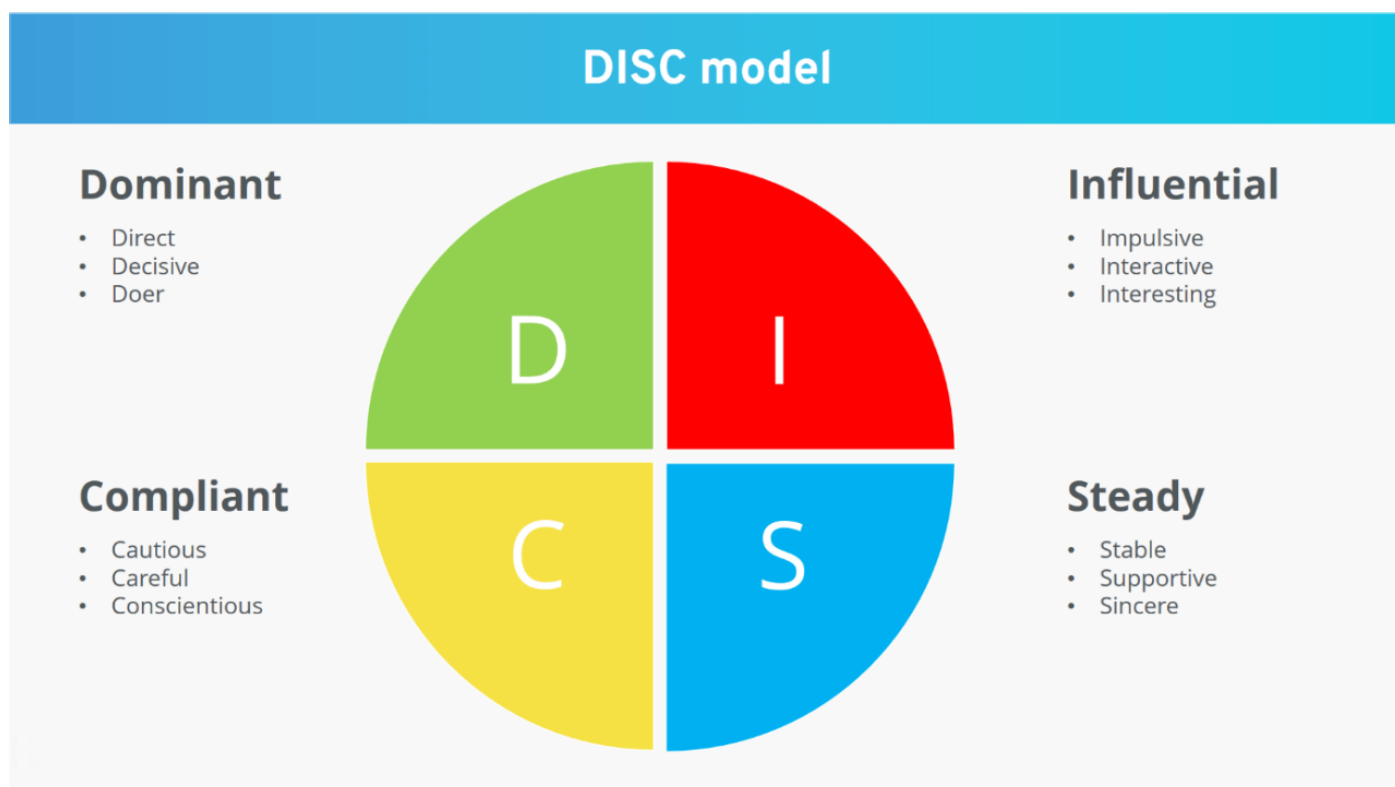
## SELLING TO DIFFERENT BEHAVIOURAL STYLES

Success doesn't come from a one-size-fits-all selling style. Customers buy for different reasons, some are analytical, others emotional; some are cautious, others decisive. Recognising and adapting to **behavioural styles** is key to building trust, communicating value, and ultimately closing more deals.

Whether you're dealing with a detail-driven thinker, an emotional buyer, or a loyal customer, **tailoring your language and approach** helps the customer feel understood and respected. The best salespeople adjust not just what they say, but *how* they say it.

Below are the four core buyer styles based on behavioural traits (inspired by DISC).

Read the brief descriptions and example word tracks, then **challenge yourself to write your own version** that fits your personality and customer base.



Read the brief descriptions and example word tracks, then **challenge yourself to write your own version** that fits your personality and your product.

DISC Type	Behaviour	Selling Strategy	Word Track Example: Your take
<b>D – Dominant</b> <i>(The Driver)</i> <i>"Let's get it done"</i>	Goal driven Direct Competitive Task orientated <i>Quick decision maker</i>	<b>Tip:</b> Avoid small talk, don't oversell features. Present clear options, then let them feel in control of the decision  Be direct and efficient Show ROI/value	<i>"Let's get straight to what matters. This model delivers top performance and great value, do you have any questions or do you want to look at the numbers?"</i>
<b>I – Influential</b> <i>(The Socialiser)</i> <i>"Let's make it fun"</i>	Emotional buyer Loves style and fun Enjoys conversation Seeks social approval <i>Quick decision maker</i>	<b>Tip:</b> Use storytelling, compliment their taste, and make it a comfortable experience. Minimise boring details Focus on looks Build personal connection	<i>"You're going to love the look and feel of this car, it's fun, stylish, and I think totally you. Let's take it for a spin."</i>
<b>S – Steady</b> <i>(The Supporter)</i> <i>"How can I help?"</i>	Loyal and patient Seeks security and comfort <i>Slow decision maker</i> Dislikes pressure Prefers stability	<b>Tip:</b> Provide reassurance, avoid pressure, and highlight warranty, service, etc.. Build rapport and trust. Don't rush or push Emphasise reliability and support	<i>"This model is a reliable, safe and built for everyday comfort. Let's take our time and make sure it's right for you."</i>
<b>C – Compliant</b> <i>(The Analyst)</i> <i>Let's make it correct"</i>	Research-heavy Needs facts/data <i>Slow decision maker</i> Risk-averse Detail-oriented	<b>Tip:</b> Offer brochures, third-party reviews, and answer technical questions patiently. Let them digest the info at their pace.  Be thorough and accurate. Show comparisons and data. Respect need for space.	<i>"Allow me to give you all the information so you can make an informed decision. I have full specs, reliability data, and ownership costs if you'd like to compare options."</i>

## VISUAL CUES

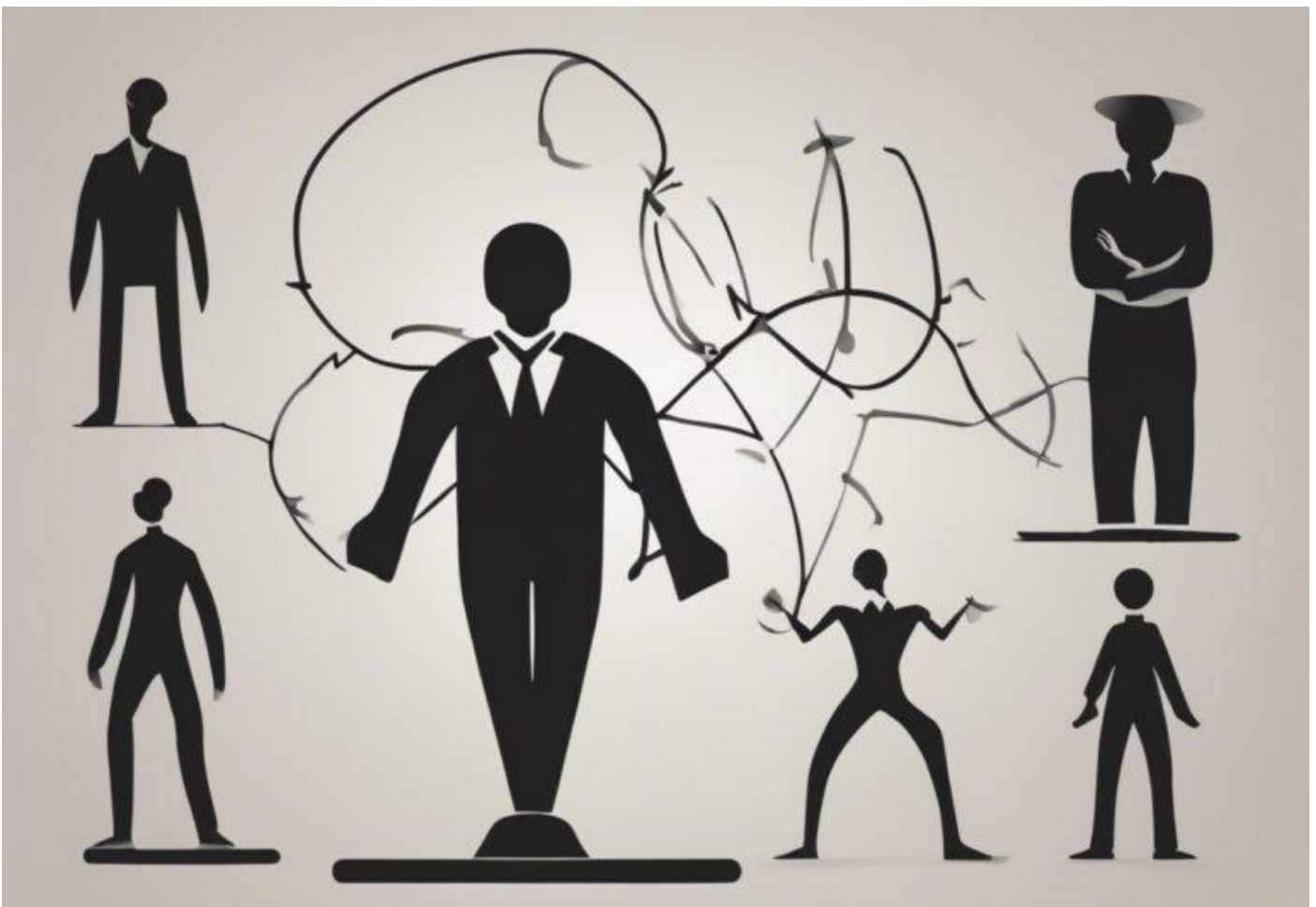
DISC Type	Visual Cues	Traits	Common persona
<b>D</b>	Direct eye contact, upright posture	Decisive, results-oriented	"Let's get it done."
<b>I</b>	Expressive, animated gestures	Sociable, enthusiastic	"Let's make it fun!"
<b>S</b>	Calm demeanour, attentive listening	Patient, supportive	"How can I help?"
<b>C</b>	Focused expression, organised	Analytical, systematic	"Let's get the facts straight."

### Tips for Application

**Observation:** Pay attention to body language, facial expressions, and communication styles to identify DISC types.

**Adaptation:** Adjust your communication approach based on the identified DISC type to enhance interaction.

**Respect Differences:** Acknowledge and appreciate generational traits to foster a harmonious environment.



## SELLING TO DIFFERENT CAR BUYER TYPES



### **Adapt your message. Close more sales.**

Not every buyer walks into your dealership thinking the same way or buying for the same reasons. Some want data, others chase deals. Some are driven by brand loyalty, while others decide on the spot based on emotion or how the vehicle looks.

To truly connect, you need to **speak their language**.

By understanding your customer's **buying type**, you can adjust what you say, tone, and timing to match their mindset. This increases trust, shortens the sales cycle, and improves the overall experience for both of you.

Read the brief descriptions and example word tracks, then **challenge yourself to write your own version** that fits your personality and customer base.

Buyer Type	Strategy	Word Track Example
<b>1. The Researcher</b> (Data-driven, thorough)	<b>Tip:</b> Use brochures, specs, and third-party reviews. Avoid sales pressure—be their resource. <i>Focus on facts, transparency, and being a trusted guide. Validate their research.</i>	<i>"Sounds like you've done your homework, which is great. Let me fill in any gaps and get you the data you might not find online, like real-world performance or ownership costs from customers just like you."</i>
<b>2. The Impulse Buyer</b> (Emotion-driven, fast mover)	<b>Tip:</b> Highlight bold features, simplify the process, and offer instant deals or upgrades Emphasise emotion and immediate satisfaction. Keep things fast and simple.	<i>"You clearly know what you like. Let's get you behind the wheel so you can feel how it drives. This could be the one that turns heads and makes every drive fun."</i>
<b>3. The Deal Hunter</b> (Price-sensitive, strategic)	<b>Tip:</b> Break down savings clearly, show comparisons, and negotiate respectfully. <i>Highlight deals, incentives, and time-sensitive offers. Use urgency wisely.</i>	<i>"You're smart to wait for the right deal. This model has a rebate right now and a loyalty bonus, but they end this weekend. Let's run the numbers so you can see what your savings look like today?"</i>
<b>4. The Brand Loyalist</b> (Trust-focused, consistent)	<b>Tip:</b> Emphasise loyalty rewards, past satisfaction, and ease of transition. <i>Reinforce trust in the brand and show meaningful upgrades.</i>	<i>"It's great that you've been with (Brand) because that loyalty pays off. This model builds on what you already love, with even better safety and tech. Plus, your loyalty may qualify you for exclusive pricing."</i>
<b>5. The Practical Buyer</b> (Needs-based, value-conscious)	<b>Tip:</b> Use reliability data, ownership cost charts, and long-term value. <i>Stay grounded, not flashy. Focus on functionality, safety, and total cost of ownership.</i>	<i>"This one's a popular choice with it's fuel-efficient, top-rated for safety, and built to last reputation. Let's look at how it fits your daily driving and how much you could save over 5 years."</i>

**Check out selling to different generations**

TAKEAWAYS



## ABOUT US

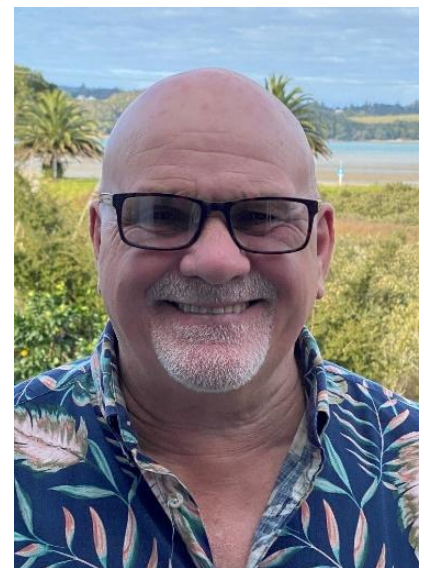
Graham (GTE) leads over 100 workshops annually, focusing on leadership, sales, fixed operations, and customer experience. He's the founder of Success Resources International, a Registered Training Organisation based in Brisbane, and the Managing Director of GTE Training and Development in New Zealand.

Originally from North Wales, Graham has spent 17 years in Australia (2001 – 2019) after more than two decades in New Zealand. His background includes service in both the Royal Navy and the Royal New Zealand Navy.

He's married to Shelley, a Kiwi from the Bay of Islands, and together they have two children Mackenzie and Gareth, along with four grandchildren: Hudson, Avyana, Reo and Vivienne.

Graham (GT) is a highly regarded coach and workshop facilitator specialising in leadership, sales, service and customer experience. He brings a wealth of expertise with the following qualifications:

- Advanced Diploma of Leadership and Management
- Diploma in Automotive Management
- Diploma of Training and Education and Design
- Certificate IV in Finance and Mortgage Broking
- Certificate IV in Business Sales
- New Zealand Certificate in Marketing
- NLP Practitioner



GRAHAM TAYLOR-EDWARDS

Graham's diverse skill set quips him to empower individuals and organisations to achieve their goals.