

BUYER BEHAVIOR GUIDE

BEHAVIOR IDENTIFICATION DETAIL

Use this as a post meeting worksheet. Identify the behaviors exhibited by your prospect or client.

RESERVED:

- Unresponsive
- Eyes harsh, severe or serious
- Poker Faced
- Limited use of hands, clinched or folded
- Actions cautious or careful
- Limited personal feelings, story telling or small talk
- Wants facts and details
- Preoccupied or vigilant
- Eye contact infrequent

VERY OUTGOING:

- Animated, uses facial expressions
- Hands free, palms up, open
- Smiles, nods, frowns
- Friendly gestures
- Actions open or eager
- Shares personal feelings
- Little effort to push for facts
- Attentive, responsive, enjoys the relationship
- Friendly gaze

HIGH ASSERTIVE:

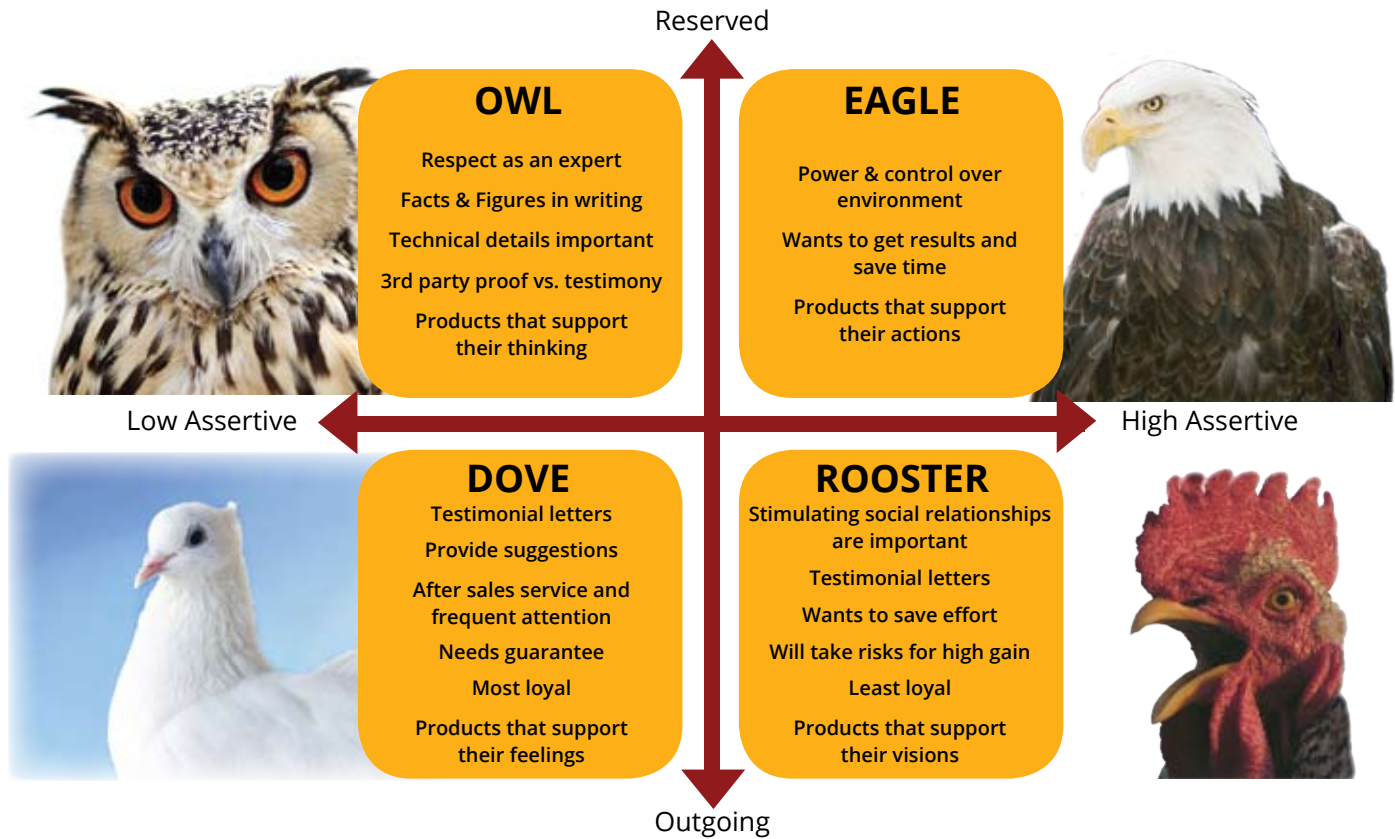
- Emphasizes ideas by tone change
- Make statements more often than asks questions
- Expressions are aggressive or dominant
- Lets one know what is wanted
- Quick, clear or fast paced
- Tends to lean forward to make a point
- Firm handshake

LOW ASSERTIVE:

- Seldom uses voice to emphasize ideas
- Asks questions more often than makes statements
- Expressions and posture are quiet and submissive
- Vague, unclear about what is wanted
- Deliberate, studied or slow in speech
- Tends to lean backwards



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IMPLICATIONS TO SALES & MARKETING PROCESS

	EAGLE	ROOSTER	DOVE	OWL
Back-up Style	Autocratic	Attacker	Acquiesce	Avoider
Measures Personal Value By	Results	Applause	Attention	Activity
For Growth Need To	Listen	Check	Initiate	Decide
Let Them Save	Time	Effort	Relationships	Face
Needs Climate That	Allows to Build Own Structure	Inspires to Their Goals	Suggests	Provide Details
Take Time To Be	Efficient	Stimulating	Agreeable	Accurate
Support Their	Conclusions & Actions	Dreams & Intuitions	Relationships & Feelings	Principles & Thinking
Give Benefits Answer	What	Who	Why	How
For Decisions Give Them	Options & Probability	Testimony & Incentives	Guarantees & Assurances	Evidence & Service
Specialty	Control	Social	Supportive	Technical
Key	No Failure	No Criticism	No Risk	No Mistakes

