

Who is your customer? What matters to them?
How can you convince them?

Adapt your sales approach to your customer's personality type!

Determined customers



Their focus:

ACTIONS AND RESULTS

How they talk

Determined, driver-type customers tend to jump in and finish what other people are saying. They get impatient if you don't cut straight to the point.

10 words that catch their attention

Results, objectives, performance, productivity, efficiency, progress, responsibilities, experience, challenges, achievements

5 TIPS for getting them onside

- Focus on results, the goal, the ultimate objective
- Be direct, to the point and as brief as possible
- Present the best solution (don't bother with alternatives)
- Underscore the practical side of the ideas put forward
- Stick to the facts, talk about progress and achievements

Empathetic customers

Their focus: RELATIONSHIPS

How they talk

Empathetic customers use interrogative sentence structures, end their sentences with questions and talk in the conditional and future tense a lot.



10 words that catch their attention

Needs, motivations, understanding, people, cooperation, teamwork, beliefs, values, aspirations, relationships

5 TIPS for getting them onside

- Take time to chat
- Get on their side, show you understand
- Rephrase and express feelings
- Smile, listen to them, reassure them
- Lead the conversation to reach a conclusion

Fact-driven customers

Their focus: FACTS AND FIGURES

How they talk

Factual customers talk in lists and bullet points, and are constantly looking for a logical structure.



10 words that catch their attention

Facts, processes, control, rules, analyses, proofs, details, procedures, methods, test

5 TIPS for getting them onside

- Prepare carefully so that you can be precise and factual
- Be prepared with options or alternatives
- Answer calmly and methodically
- Provide tangible proofs and ample details
- Take notes, clarify, quantify

Inventive customers



Their focus:

CONCEPTS AND IDEAS

How they talk

Inventive people use scholarly words rather than simple words when they talk. They tend to ask two questions at once and skip from one subject to something completely unrelated.

10 words that catch their attention

Concepts, new ideas, innovations, possibilities, tolerance, new methods, new resources, problems and outlooks

5 TIPS for getting them onside

- Spend time talking things over with them
- Don't get impatient if they get off the track
- Show an interest, ask questions, let them have their say
- Rephrase frequently to focus your customer and structure your discussion
- Remember to conclude

These four customer types form the basis of the DEFI method developed by Cegos' experts in sales.

DEFI is a quick and easy way to identify your core personality type and that of your customers so you can adapt your communication style to other people's style.

Do your sales teams sometimes have trouble
identifying the different personality types?
We can give them the guidance they need!

Contact us

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BEYOND KNOWLEDGE*