

Asking | Direct

You have the gift of directness. You are unafraid to ask someone point-blank to do something. You understand that the whole reason you are making a call on an account is to ask them to buy from you. Consequently, you see a sales call as much more than idle chitchat. To you a sales call is a structured conversation designed to uncover customer needs and point prospects toward a solution that you can provide.

Even when the sales process is complex, you are able to gauge your progress by the many affirmations you seek from your customer along the way. Bit by bit you make it harder for the customer to say no. You approach problems head on and invite issues to be surfaced. Even when you are faced with objections you do not become easily discouraged. Experience has shown you that many times a "no" can be turned into "yes". For you, often a no is simply a problem, that, when solved will lead to a yes.

Collaboration Alert: You should be aware that in some instances your directness might seem like bluntness. This can be especially true when dealing with your coworkers or support personnel. Remember in these instances that a teaspoon of sugar helps the medicine go down. A little diplomacy can go a long way.

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The Science of Performance