



DNA Sales Style Adaptation Report™ for: Chris Coddington

Primary Communication DNA Style: **Information**
Secondary Communication DNA Style: **Goal-Setting**

Guidelines For Adapting Your Sales Style When Selling To Chris Coddington:

Introduction	<ul style="list-style-type: none"> • Ask about a current event • Ask about their successes
Pace	<ul style="list-style-type: none"> • Proceed with details • Proceed to the bottom line quickly
Personal Approach	<ul style="list-style-type: none"> • Keep it focused • Keep it business like
Keeping them Connected	<ul style="list-style-type: none"> • Do not over embellish stories • Address their goals first
Meeting Approach	<ul style="list-style-type: none"> • Be well prepared and structured • Allow them to direct the process
Presentation Style	<ul style="list-style-type: none"> • Explain how it will happen • Explain the big picture
Closing Style	<ul style="list-style-type: none"> • Allow time to retreat and think • Give them options to decide on
Sales Management	<ul style="list-style-type: none"> • Have additional information available • Be specific on when the action steps will get done
Negotiation	<ul style="list-style-type: none"> • Recognize price sensitivity • Allow them to win
Sales Conclusion	<ul style="list-style-type: none"> • Summarize the offering carefully • Find out what else they want to know
I will remember that my client's purchasing strength is:	<ul style="list-style-type: none"> • Will perform proper due diligence • Will be decisive and change oriented
I will remember that my client's purchasing struggle is:	<ul style="list-style-type: none"> • May seek to over analyze • May underestimate implementation time