

Sales etips



info@leadershipconnections.com

## Build Rapport with the Right Communication

Three types of people exist-they are the visually oriented, the primarily auditory, and the kinesthetic.

At least 55 percent of all Americans are visually dominant. That means they interpret the world and their experiences through their sense of sight most of the time. They tend to use phrases such as, "Looks great,"

"Show me your product," or "I'd like to see that." Sell visuals by showing and using pictures, charts and other visual aids.

Auditory buyers make up an estimated 20 percent of the population, and process information through linguistic thought. They use phrases like, "Sounds good", "Tell me about it", or "I hear you." In selling to the auditory, use quotes, testimonials, and let them ask a lot of questions.

Kinesthetic buyers, who make up the remaining 25 percent, rely heavily on feelings and emotions and say things like, "It feels right", "I'll touch base with you later", or "I'm comfortable with that." Create good feelings for them with emotional stories, give them time to decide, and allow them to touch the product, service, or brochure.

**"I think the one lesson I have learned is that there is no substitute for paying attention."** Diane Sawyer

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