

A large, abstract graphic on the left side of the page, composed of several overlapping, rounded shapes in yellow, red, purple, green, and blue, creating a dynamic, multi-colored composition.

emergenetics®
UNITED KINGDOM

Sales Performance and Brain Science

Thinking our way to success

What We Have Always Known

The most successful sales people adapt their behaviours and actions towards those they are selling to. As a result, they are more successful than their competitors.

This adaptability spans talking, listening, asserting, questioning and adjusting to new ideas. It also includes the communication media they choose to use in particular situations, ranging between meetings, phone calls, emails, strategy papers, slide presentations and conferences.

The bottom line is that the 'best' sales people match their style to the preferences of the people they deal with, making themselves acceptable, engaging and easy to do business with.

This adaptability can be learned. This learned adaptability is at the core of sales success.

“the ‘best’ sales people match their style to the preferences of the people they deal with”



The Next Competitive Advantage

The latest knowledge that enables sales people to learn this adaptability is brain science.

It provides a scientific understanding of how human brains communicate, which sales people can use to readily adapt when relating to customers or prospects and ultimately be more successful.

This short paper outlines the most important scientific knowledge about successful interactions between people and offers practical suggestions that sales teams can use to immediately drive performance.

What Science Is Now Telling Us

We now definitively know that each individual a salesperson deals with will have clear preferences in terms of how they like to be treated and receive information.

Judging how and when to adapt is a key skill that relatively few sales people do instinctively. Most need help to initially learn this skill, if they are to select the right approach and connect effectively with all of their clients.

Some sales people exhibit an almost 'Marmite' like quality: some clients love them and others dislike them.

Often the sales person will be unaware of why they are disliked by others.

The impact on conversion rates and sales productivity will be profound if adaptability is learned.

A potential client who prefers a thoughtful, detailed presentation that they have time to consider and test, could be frustrated by an enthusiastic envisioning of a big picture. Equally, a 'big picture' person may lose interest if given more detail than they require.

You can place this skill in the hands of sales people, using the available knowledge of brain science.

Choosing the wrong communication approach for a client is dangerous, as we now know how acutely sensitive the human brain is to deciding whether or not to trust someone.

There are some simple tactics that can be employed to help trust develop. These include proving **credibility, reliability** and **empathy**, whilst minimising any hint of self-interest. Once “non-trust” chemicals are released by the brain of a client or prospect, any sales person is fighting a losing battle to gain an effective deal.

Emergenetics

Emergenetics is a powerful framework that enables sales people to understand and then adapt their behaviours and language when working with both clients/prospects and internal stakeholders.

By identifying their clients' or prospects' preferences, they can choose to exhibit the behaviours and approaches that are most likely to help their clients listen to them and choose to do business with them.

Think of the following examples of how two potential clients can be very different in what they 'prefer' from a salesperson.

Compare:

Someone who needs to see a detailed plan before they buy an idea

versus

Someone who simply needs a new vision of the future.

Someone who needs quiet time on their own to think things through

versus

someone who does not even think about the topic until they arrive at the meeting!

Someone who needs time with colleagues to work through ideas

versus

someone who prefers making the decision alone.

Imagine if a salesperson could identify which of the above approaches a potential client needed, either before the meeting, or in the first few seconds of the meeting. They could then adapt their style immediately, establishing effective communications and trust.

In addition, **Emergenetics can help sales people build relationships within their own companies.**

Most companies have witnessed the negative impact of sales people at war with colleagues in marketing and other functions.

This is often caused by a clash of approaches, combined with an inability to adapt behaviours so that they can work effectively together.



Organisations are reliant on their sales people to represent their client's needs to their colleagues in other functions such as customer service, marketing, operations and logistics. If they do not have mutually productive relationships with those functions, it compromises their ability to really understand and then efficiently meet client needs.

Behaviour Styles

It is an old cliché, but true – the best sales people remember they have two ears and one mouth.

The ability to listen well is one of the most powerful tools a salesperson can use. It helps them hear the potential client giving clues on how they think and which behavioural style they prefer.

Listening works particularly well, when competitors' sales people are too fond of their own voice. A sales person can come across as much more empathetic, interested, understanding and wise, simply by listening 'actively' and attentively.

It is particularly important for a sales person to remember this if they have personal preferences for talking a lot or being very direct. Flexing to the situation will pay dividends.

Once this basic foundation of good listening is mastered, a sales person can start to observe like a hawk and utilise some wise questions to understand their client's thinking preferences.

Taking time to listen is just one aspect of the three behavioural attributes that Emergenetics has identified can help sales people perform better. The others relate to the style in which we argue a point and how we react when someone moves the goalposts. All three are vital in selling.

**“ the best sales
people
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and one mouth ”**

Thinking Styles

A client's preparation for a meeting, or their conduct as a sales person arrives, can hint at how they think.

A potential client who does not give directions to their office, changes a meeting repeatedly, has no agenda or arrives late, may well have a '**conceptual**' preference (Emergenetics terminology).

A potential client with a clear agenda for a meeting, or who asks about the practicalities of the journey to the meeting, may have a '**structural**' preference.

Conceptual and Structural thinking are two of four thinking attributes that Emergenetics has identified people exhibit.



This is brain science, but not rocket science. It simply requires a sales person to observe with diligence and an open mind, rather than focus on what they are wanting to say next.

In addition, by asking an open question, a sales person will start to hear clues to the client or prospect's thinking preferences through their replies. Every question will reveal data that will be useful when a sales person moves into planning their pitch content and language selection.

In Summary

- 1.** Listening for evidence of a client or prospect preferences is a skill that can be learned. Training followed by diligent practice can soon make it habitual.
- 2.** It is important for sales people to suppress their own preferences for a conversation and focus on what their client will find enjoyable and easy.
- 3.** Sales people will win favour (and orders) by listening attentively and then responding in an appropriate style.

For more information on this topic or to discuss how to help your sales people become more effective, please contact us at info@emergenetics.co.uk or +44 (0)1223 424541.