

The Columbus Dispatch

Tweak Sales Pitch to Suit Client's Personality

Whether selling a product or service to a customer or an idea to a colleague, your results may be improved by identifying which of the four basic personality types best characterizes that person and then tailoring your pitch accordingly.

"The four personality types have been around since Hippocrates," said Cindy Kubica, an interpersonal skills speaker and trainer in Nashville, Tenn. "It's been used and over-used by countless sales trainers and management consultants."

Kubica said she has made this complicated sales tool more modern by designating each of the four types after a character from the TV sitcom *Seinfeld*:

■The Kramer -- Kramers are optimists, extroverts, thinkers, dreamers and doers. They influence people with their enthusiasm. They have a tendency to be "big-picture"



CINDY KUBICA, JEFF AND MARC SLUTSKY

oriented and are more likely to shoot from the hip.

When selling to Kramers, don't give too many details. Help them "feel" and "envision" the final result.

■The Elaine -- Elaines are dominating and directors. Like Kramers, Elaines also are doers, extroverts and optimists. But, they're more self-oriented and want to know as much about the process as the end result. They ruminate over decisions and often second-guess themselves.

When selling to an Elaine, give lots of details of "how" they will achieve their result step by step.

■The Jerry -- Jerrys are generally introverts, low key a good supporters. They have a tendency to be cautious and like consistency. Jerrys become more like Kramers when they're in a totally safe environment.

When selling to a Jerry, stress low risk, avoid pressure tactics and listen.

■The Newman -- Newmans are analyzers, conscientious, pessimists, introverts and doers.

When selling to a Newman, give them all the data. Show them charts and graphs. Use logic and

limit emotions.

What about a "George?" Kubica said some personalities cross over between the four types. You get a George by extracting the worst traits of the other four. When possible, avoid Georges, get everything in writing and get paid up front.

BizSmart action plan

■Make a list of 10 clients (or employees) you work with on a regular basis.

■Place each one in one of the four personality profiles. If they cross over between categories, place them in the one that is the closest.

■Try to recall how you've interacted with each of them in the past.

■Knowing the type of personality traits they exhibit, write ideas of how you think you could improve your working relationship by relating to them on their level.

**For more information about
Cindy Kubica contact:**

414 Parish Place
Franklin, TN 37067

(615) 771-3800
e-mail : Cindy@CindyKubica.com

www.CindyKubica.com