



# COVID-19 RECOVERY

In partnership with



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# Welcome

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Marcomm Training

# COVID-19 Webinar

## Practical Export Skills: How to Pitch to Different Personality Types

26 January 2021

# Agenda

- Understand the four Common Buyer Behavioural Styles
- Why we need to adjust our pitching style
- Using buyer behavioural to gain competitive advantage

# How to Pitch to Different Personality Types



# People

# buy

# differently

# Hippocrates



## Choleric

Passionate  
Ambitious  
Bold

## Sanguine

Happy  
Eager  
Optimistic

## Melancholy

Reserved  
Anxious  
Unhappy

## Phlegmatic

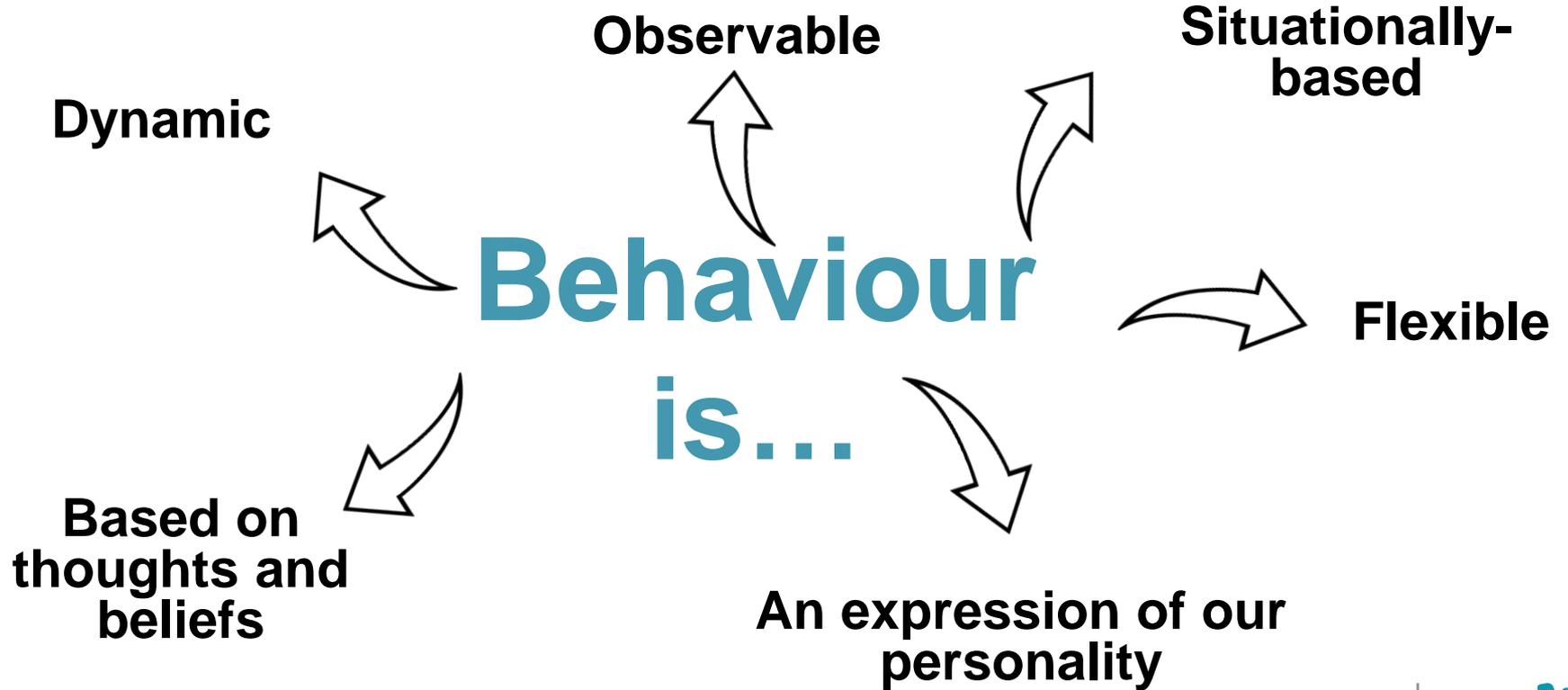
Calm  
Reliable  
Thoughtful

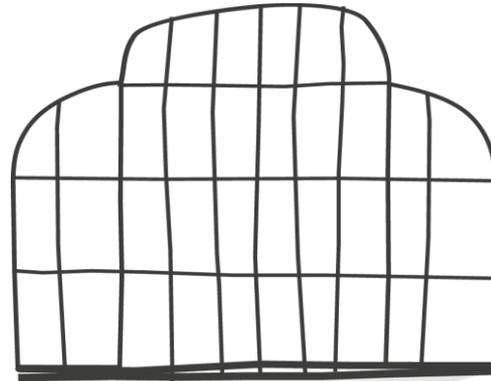
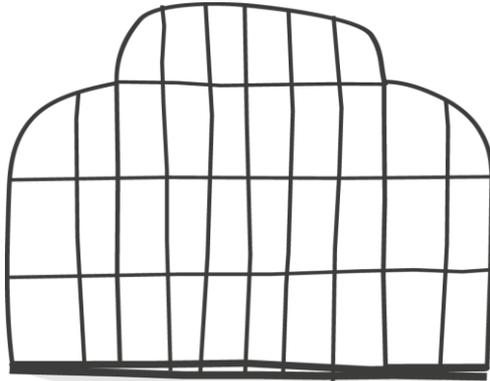
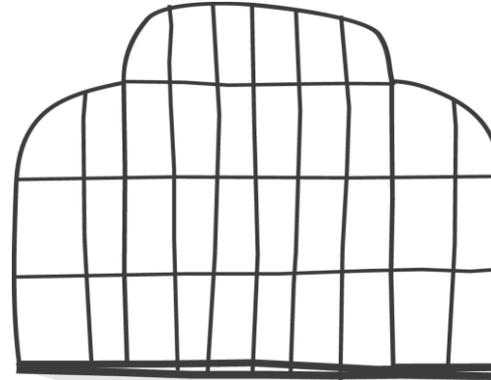
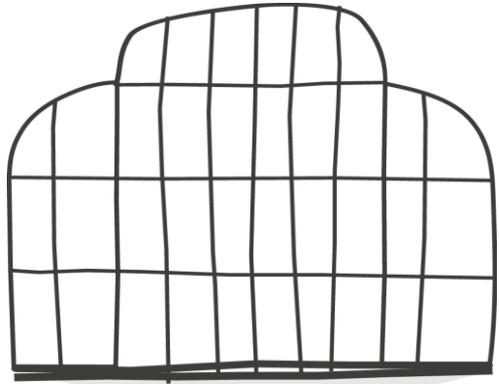
**First** seek to understand yourself

**Then** try to understand others

**Then** use this awareness to manage the differences

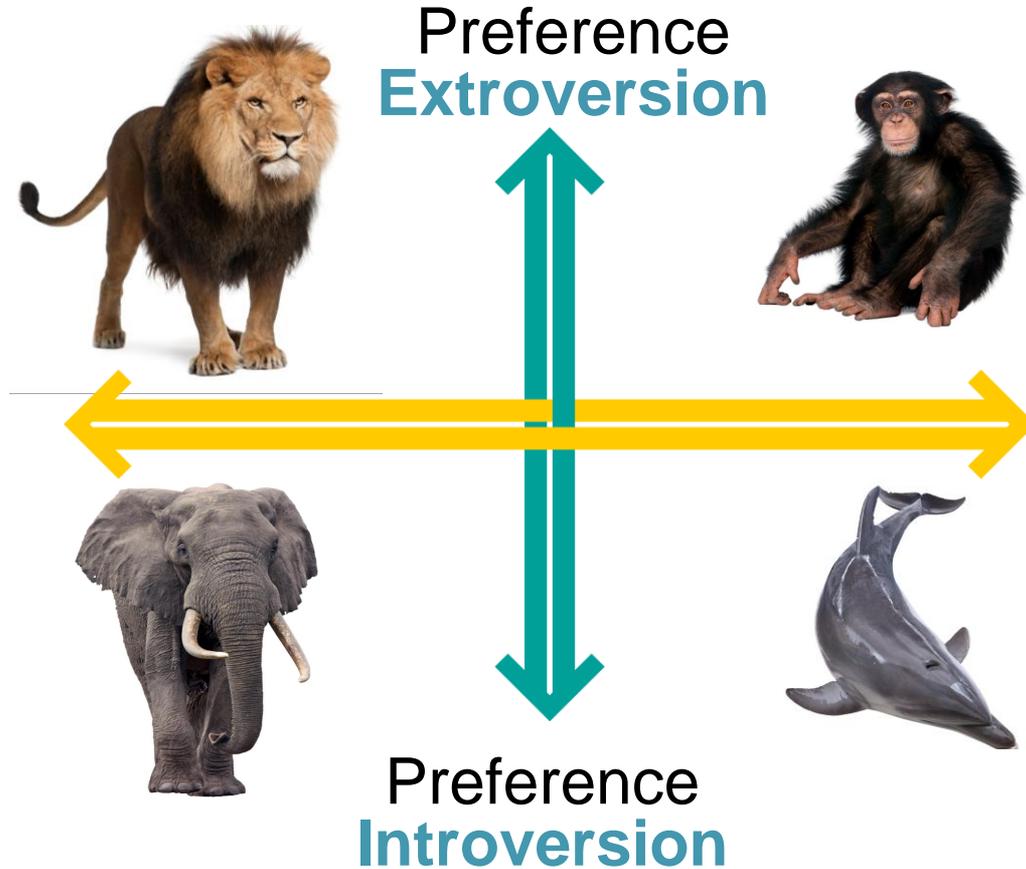








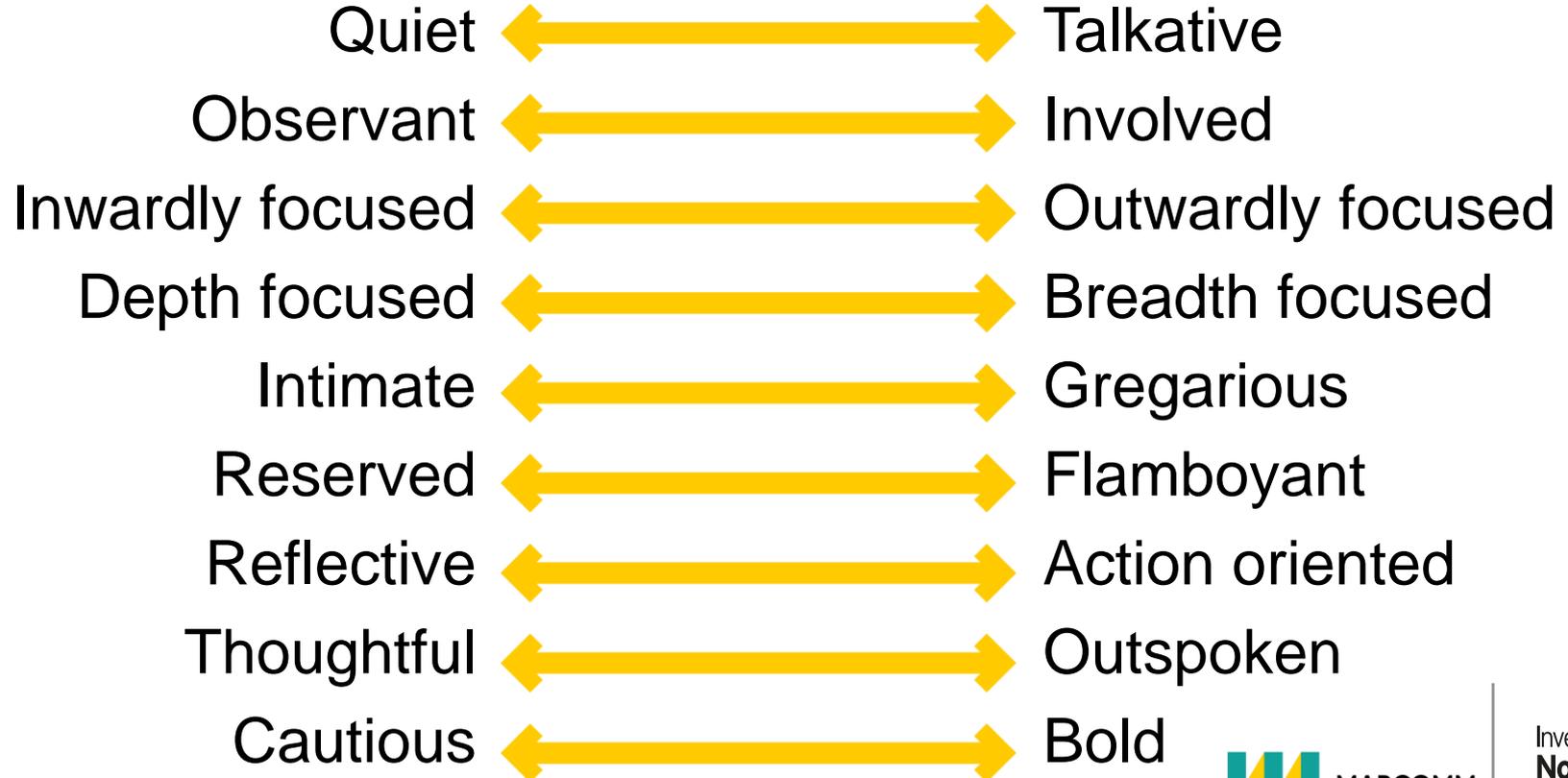
# Level 1: Analysis



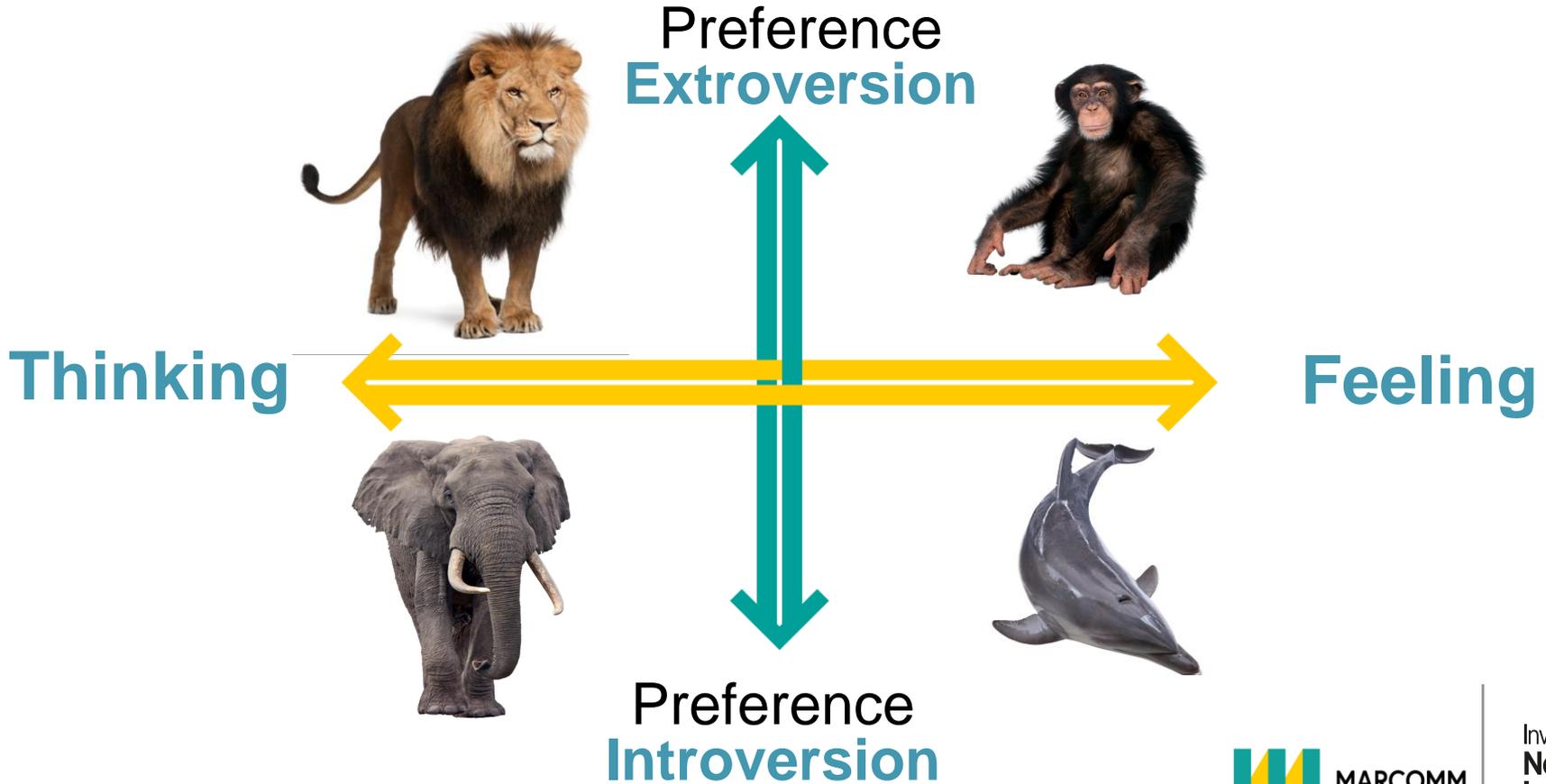
# Introvert/Extrovert

## Introversion

## Extroversion



# Level 2: Analysis



# Preference: Thinking



- Based on head
- Analyse pros and cons
- Consistent
- Logic
- Impersonal



# Preference: Thinking



Decision with  
my head

Logical  
explanations

Telling the truth

Don't value the people



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# Preference: Feeling

- Based on heart
- Personal concerns
- What people care about
- Maintain harmony
- Tactful



# Preference: Feeling



Decision with  
my heart



Important  
to others

Being  
tactful

Don't communicate  
Hard truth



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# Decision making function

## Thinking

## Feeling

Logical	←→	Decides with heart
Objective	←→	Dislikes conflict
Decides with head	←→	Passionate
Wants truth	←→	Driven by emotion
Rational	←→	Gentle
Impersonal	←→	Easily hurt
Critical	←→	Empathetic
Thick-skinned	←→	Caring of others
Firm with people	←→	Warm



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# Individual Activity

In your animal style complete the following:

What words would you typically hear me use?

What am I like on a good day?

What am I like on a bad day?

What is my value to the team?

How might I hold the team back?

How do I like to be pitched to?



# Monkey Says...

It'll be alright,  
trust me

Don't worry

Brilliant, that's  
fantastic



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# Monkey on a Good Day

- Animated
- Friendly
- Rambling explanations
- Fairly loud
- Casual



# Body Language: Monkey

- Smile a lot
- Flamboyant
- Uses expressive gestures



# Recognising a Monkey

- Fun
- Creative
- Motivating



# Monkey on a Bad Day

- Talk a lot
- Lack follow through
- Easily distracted



# Value to the Team

- Optimism and enthusiasm
- Problem solver
- Motivate others
- Generate ideas
- Negotiates conflict



# Possible Limitations

- Inattentive to details
- Lose concentration
- Situational listener
- Interrupt



# Pitching to a Monkey



## Monkey Do's

Create a friendly environment

Share testimonials

Ask open ended questions



## Monkey Don'ts

Eliminate social time

Control the conversation

Ignore their ideas.

# Lion Says...

What do  
you want?

I just want to  
get on with  
my job



He does my  
head in!

# Lion on a Good Day

- Strong
- Clear
- Confident
- Fast paced
- Loud
- Forceful



# Body Language: Lion

- Uses direct eye contact
- Points finger
- Leans towards you



# Recognising a Lion

- In charge
- Focussed
- Results driven



# Lion on a Bad Day

- Blunt
- Aggressive
- Arrogant



# Value to the Team

- Bottom line organiser
- Forward looking
- Places value on time
- Challenges status quo
- Innovative



# Possible Limitations

- Ignore potential risks
- Not weigh up pros and cons
- Not consider opinion of others
- Oversteps authority



# Pitching to a Lion



## Lion Do's

Clear, brief, be gone  
Stick to the business  
Focus on results / outcomes



## Lion Don'ts

Ramble and waste time  
Appear disorganised  
Too sociable

# Elephant Says...

When do you want it by?



Is that correct?

I'm thinking about it

# Elephant on a Good Day

- Comfortable working alone
- Is well prepared
- Accurate
- Thorough
- Logical
- Deliberate



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# Body Language: Elephant

- Few or no hand gestures
- Direct eye contact
- Controlled



# Recognising an Elephant

- Analytical
- Meticulous
- Controlled



# Elephant on a Bad Day

- Take longer to make decisions
- Hard to please
- Reserved



# Value to the Team

- Maintains high standards
- Conscientious and steady
- Defines & clarifies
- Gets information and tests it
- Asks the right questions
- Task-oriented



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# Possible Limitations

- Not flexible
- Hard to please
- Not decisive
- Don't take risks



# Pitching to an Elephant



## Elephant Do's

- Outline pros and cons of proposal
- Support ideas with data
- Reassure no surprises



## Elephant Don'ts

- Refuse to explain detail
- Force a quick decision on anything
- Answer questions vaguely



# Dolphin Says...



Anything  
else I  
can do?

How are you?

Let me do  
this for you

# Dolphin on a Good Day

- Low tone
- Warm
- Detail orientated
- Soft
- Methodical



# Body Language: Dolphin

- Small hand gestures
- Relaxed
- Non-emotional



# Recognising a Dolphin

- Caring
- Patient
- Loyal



# Dolphin on a Bad Day

- Can't say no
- Resist change
- Stubborn



# Value to the Team

- Reliable and dependable
- Good listener
- Patient and empathetic
- Logical thinker
- Loyal, long term relationship



# Possible Limitations

- Resist change
- Difficulty establishing priorities
- Sensitive to criticism
- Slow down the action



# Pitching to a Dolphin



## Dolphin Do's

- Begin with a personal comment—break the ice
- Present your case non-threateningly
- Ask “how” questions



## Dolphin Don'ts

- Rush into business
- Be domineering or demanding
- Forcing them into quick responses



# Sales Style

- Typical negotiator
- Tough
- Uncompromising
- In control
- Drives a hard bargain
- Wants to win



# Pitching Approach

- Be assertive
- Ask questions
- Use facts and logic
- Keep it business like
- Learn how to say no



# Sales Style

- Impulse buyer
- Low boredom threshold
- Short attention span
- Not good listeners
- Like brainstorming sessions



# Pitching Approach

- Looks for the flip chart
- Let them do the work
- Include people as well as facts
- Keep summarising
- Close them down today



# Sales Style

- Friendly relationships
- Find it difficult to say no
- Tell you about the competition
- Loyal
- Unlikely to move to a competitor



# Pitching Approach

- Be their friend
- Work jointly
- Find out about personal interests and family
- Focus discussions on 'how'



# Sales Style

- Distrusts sales people
- Wants to analyse and compare
- Wary of making quick decisions
- Hates small talk



# Pitching Approach

- Don't push into quick decisions
- Stick to specifics
- Decision based on facts
- Established relationships take time
- Tell them what the product won't do



# Closing the Pitch

- Do you think this will get the result you need?
- What's your timescale?
- What do you want me to do next?



# Closing the Pitch

- I reckon this will be great for you lot – don't you?
- How do you see this working for you?
- When can we team up on this?



# Closing the Pitch

- Do you feel this may make a difference and give you and your colleagues the benefits you want?
- Is this something that your colleagues might find valuable?
- Do you have a sense of when your team could get together for this to happen?



# Closing the Pitch

- What are your thoughts?
- What other information do you need in order to make a positive decision about this?
- From a time perspective is this something you think could happen within the present financial year?



# Cross Cultural Sales

## Negotiation Cultures

- Rule Based – Western world
- Relationship based - Asian countries

## Cultural differences

- Concept of time
- Value of rituals
- Personal rapport
- Trust & respect
- Gift giving
- Non verbal





**“It’s a zoo around here”**

The new rules for better communication

nigel risner  
&  
una mcsorley  
new edition



**“It’s a zoo around here”**

The new rules for better communication

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una mcsorley  
new edition

*If you go to the zoo,  
always take something to  
feed the animals.....even  
if the sign says  
“Do not feed the animals”  
It wasn't the animals that  
put them signs up.*

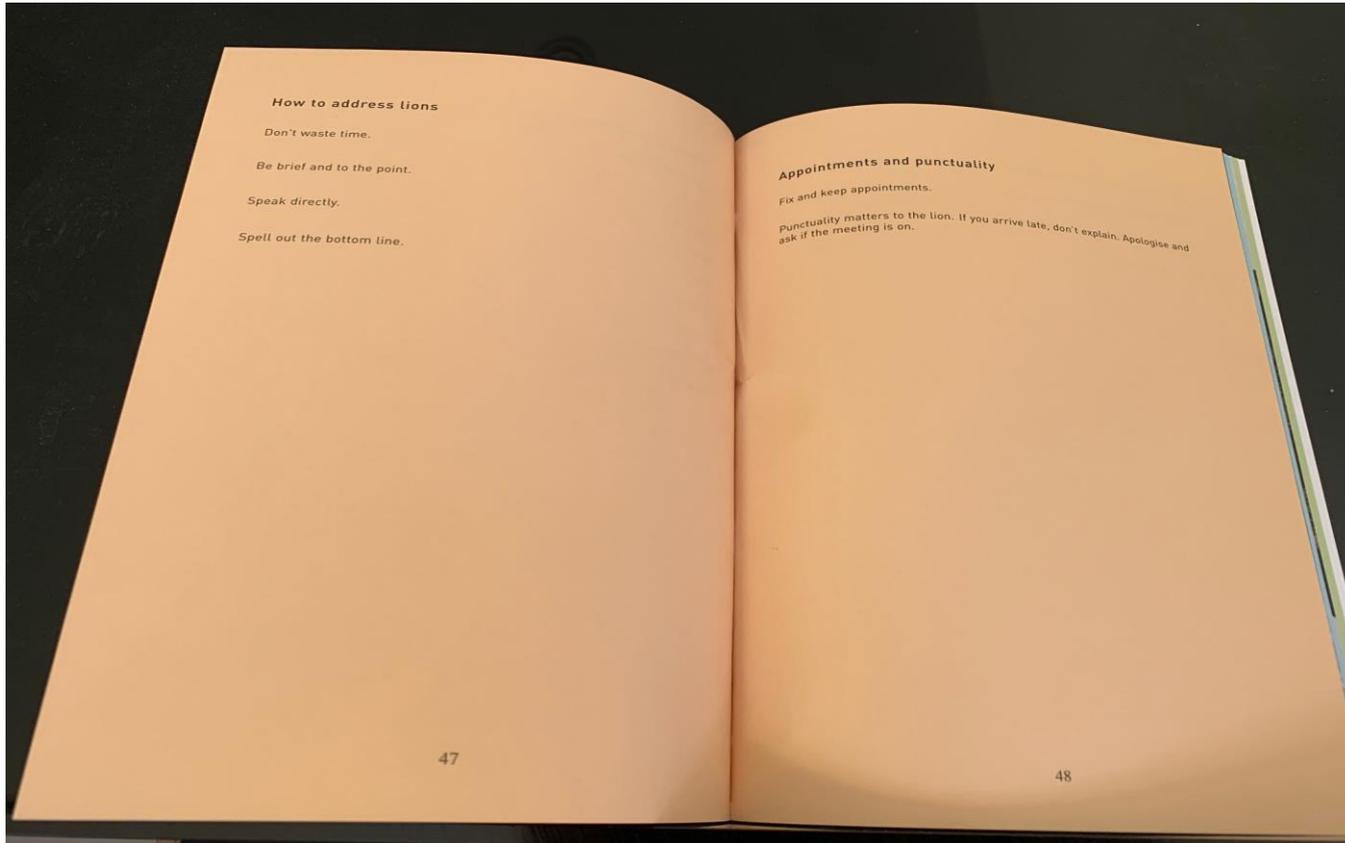
*from The Wit and Wisdom of Forrest Gump*

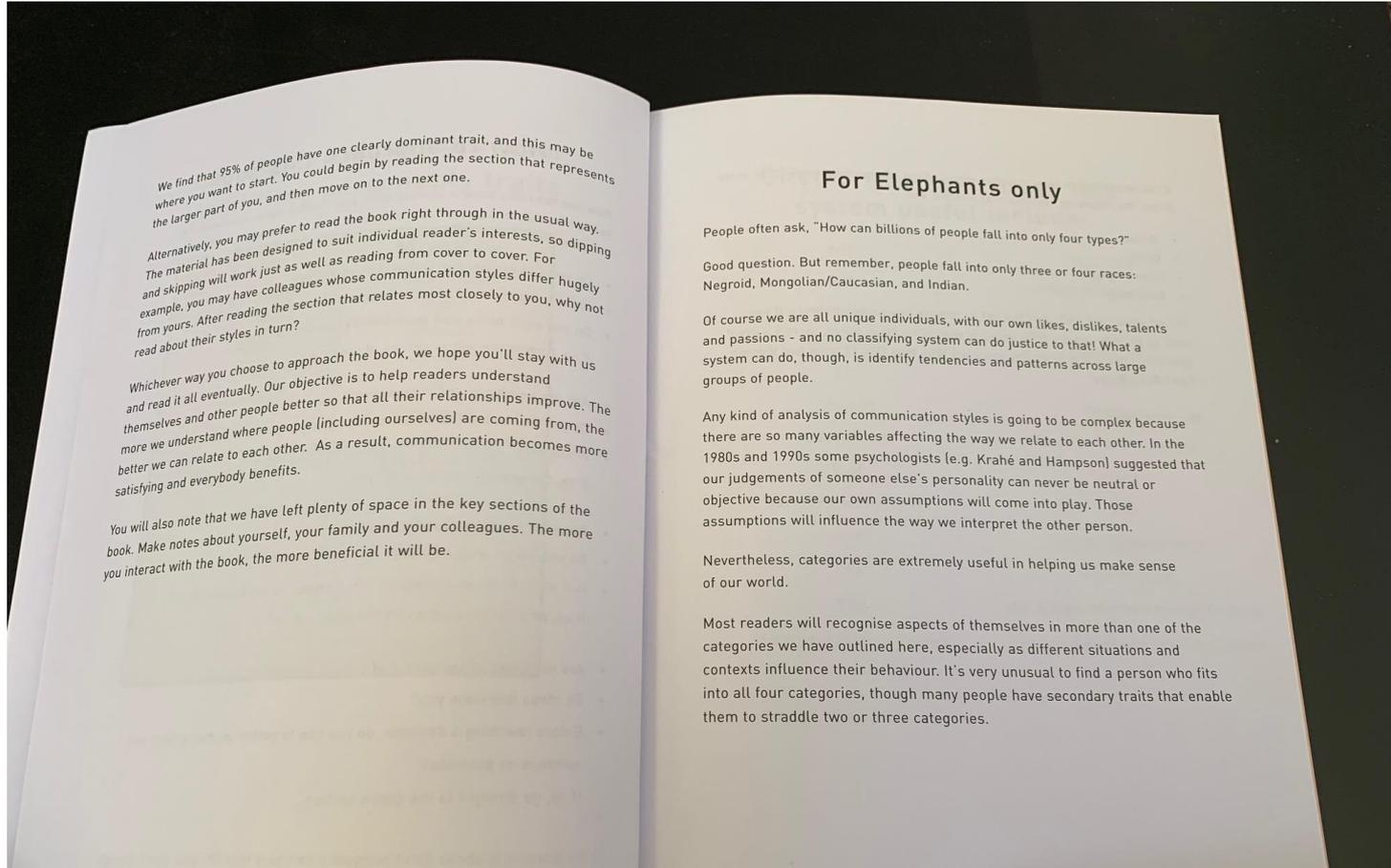
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*We find that 95% of people have one clearly dominant trait, and this may be where you want to start. You could begin by reading the section that represents the larger part of you, and then move on to the next one.*

*Alternatively, you may prefer to read the book right through in the usual way. The material has been designed to suit individual reader's interests, so dipping and skipping will work just as well as reading from cover to cover. For example, you may have colleagues whose communication styles differ hugely from yours. After reading the section that relates most closely to you, why not read about their styles in turn?*

*Whichever way you choose to approach the book, we hope you'll stay with us and read it all eventually. Our objective is to help readers understand themselves and other people better so that all their relationships improve. The more we understand where people (including ourselves) are coming from, the better we can relate to each other. As a result, communication becomes more satisfying and everybody benefits.*

*You will also note that we have left plenty of space in the key sections of the book. Make notes about yourself, your family and your colleagues. The more you interact with the book, the more beneficial it will be.*

## For Elephants only

People often ask, "How can billions of people fall into only four types?"

Good question. But remember, people fall into only three or four races: Negroid, Mongolian/Caucasian, and Indian.

Of course we are all unique individuals, with our own likes, dislikes, talents and passions - and no classifying system can do justice to that! What a system can do, though, is identify tendencies and patterns across large groups of people.

Any kind of analysis of communication styles is going to be complex because there are so many variables affecting the way we relate to each other. In the 1980s and 1990s some psychologists (e.g. Krahe and Hampson) suggested that our judgements of someone else's personality can never be neutral or objective because our own assumptions will come into play. Those assumptions will influence the way we interpret the other person.

Nevertheless, categories are extremely useful in helping us make sense of our world.

Most readers will recognise aspects of themselves in more than one of the categories we have outlined here, especially as different situations and contexts influence their behaviour. It's very unusual to find a person who fits into all four categories, though many people have secondary traits that enable them to straddle two or three categories.



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### Identifying the animals in your zoo

In order to communicate with your people effectively you have to recognise their individual communication styles. The master zoo keeper will study the animals carefully to identify each one accurately. Here's how:

	Monkey	Lion	Dolphin	Elephant
<b>Behaviour</b>	gets excited	likes to have own way	wants attention	asks a lot of questions
	relies on personal charm to get own way	is decisive	likes to be liked	seems indecisive
	has lots of ideas	has strong views	tries to be helpful	is logical
	likes lots of variety	knows own competence	supports others	likes research
<b>Tends to ask</b>	<b>who?</b> (the personal dominant question)	<b>what?</b> (the results - oriented question)	<b>why?</b> (the personal non-goal question)	<b>how?</b> (the technical analytical question)
<b>Likes to save</b>	<b>effort</b> likes to take the easy way	<b>time</b> likes to be efficient	<b>relationships</b> friendship means a lot	<b>face</b> hates to look bad or get caught without enough data
<b>Fears and dislikes</b>	boring explanations, wasting time with too many facts	someone wasting their time, trying to decide for them	rejection, not being cared for	making a mistake

### How to get the best from your people

	Monkey	Lion	Dolphin	Elephant
<b>Best way to treat them</b>	get excited with them show emotion	let them be in charge	be supportive show you care	give lots of data
<b>Recognise that they assess themselves by</b>	applause and feedback	results and goals achieved	friends and relationships "If they still like me I must be doing it right"	activity and keeping busy they believe results will fall into place
<b>Make it possible for them to</b>	get ahead quickly and face new challenges	get into competitive situations - they like to win	relax and feel good, knowing that you care	be let off the hook, not feel cornered or pressured into making a decision
<b>Help them improve by</b>	giving them recognition and some structure within which to reach the goal	giving them a position which requires co-operation with others	providing a structure of goals showing them methods for achieving each goal	encouraging them to develop communication skills so they can relate better to other people
<b>Lead them effectively by</b>	inspiring them to bigger and better accomplishments with short-term schedules	allowing them freedom to do things their own way	outlining specific plans and activities to be accomplished	giving them structure, a framework or "track" to follow
<b>Give presentations that</b>	include jokes and funny stories	give information quickly, and use bullet points	include heart-warming stories	include data presented logically using Powerpoint





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Invest  
**Northern  
Ireland**

# *Four* **STYLES OF COMMUNICATION**



# Understanding is the **key** to success

# Rules about others

Difficult  $\neq$  Wrong

Difficult = Different



## There is Richness in Diversity!

## Useful Links

[www.investni.com/newsletter](http://www.investni.com/newsletter)

[www.investni.com/events](http://www.investni.com/events)

[www.nibusinessinfo.co.uk](http://www.nibusinessinfo.co.uk)