

# **COURSE TITLE: Selling to Different Personality Types**

## **OVERVIEW**

Good salespeople know that everyone is different and the success of any sales strategy will depend hugely on tailoring your approach to the personality of the customer. One size will never fit all, but if you know how to identify the basic personality types, then you can structure your sales pitch accordingly.

This customizable training program, now optimized for virtual delivery, will teach your salespeople to quickly recognize a buyer's personality type, and adapt their selling approach to match—increasing the likelihood of selling success.

Decision makers are people, and people come in a range of personality styles. It's important for your sales team members to understand the major personality types, how to recognize them quickly, and how to establish trust and rapport by using the communication style the buyer is most comfortable with.

The Selling to Different Personality Types program will teach sales professionals the four **D.I.S.C.** personality types—**Dominance**, **Influence**, **Steadiness**, and **Compliance**—and how they play out in a business setting. Through the activity-filled program, participants will be put in the buyer's seat and learn how to communicate most effectively through phone, email, video and face-to-face situations.

## **WHAT ARE THE PERSONALITY TYPES PARTICIPANTS WILL LEARN TO RECOGNIZE?**

Participants will learn to identify a prospect or customer's personality profile and communication style based on the DISC personality assessment. The tool classifies behaviour into four personality types with common behavioural characteristics and attitudes and is key to understanding the decision-making style.

With this information, your team members will be able to approach in neutral, quickly identify behaviour style, and adapt their approach to be most effective.

## **COURSE DURATION**

2 days

## **TARGET AUDIENCE**

Selling to Different Personality Types is an ideal program for any sales team looking to gain an edge over the competition, adjust their selling strategy to match their buyer's ideal style, and reduce unwanted friction that keeps buyers resistant to making purchasing decisions. Fun and engaging, participants are guaranteed to enjoy the experience and gain tactical, actionable ways to improve their success with customers.

## LEARNING OBJECTIVES

After this session, participants would be able to:

1. Learn proven methods to deal with different personality
  - Explore the dynamics of the four basic personality styles
  - Identify and recognize your own personality style and needs
  - Discover how to quickly and accurately identify the social styles of others
  - Explore the ways you can effectively adjust your behaviour to meet the needs of other styles
2. Learn specific ways to interact through each stage of the sales process to communicate value and appeal to the preferences of the buyer
  - Understand and value differences, gain trust in building respect through appreciation of different behavioural styles
  - Discover the way to effectively sell to other people of all four styles
  - Enhance emotional intelligence and interpersonal communication through understanding of behavioural styles
3. Apply increased team effectiveness through better utilization of individual talents and strengths to increase collaboration

## METHODOLOGY

- **Interactive lecture** - participants are encouraged to interact and questions are employed to stimulate interaction
- **Simulation** - the scenarios allow experience and practice of communication skills
- **Feedback** - there is continuous discussion for participants to comment, make suggestions and share opinions
- **Case Study and Exercise** - these are designed to provide opportunity for participants to work independently and in teams.
- **Live Online Learning Activities (LOLA)** – interactive activities to engage learners
- **Interactive learning tools** – Kahoot and Breakout rooms
- **DISC personality test** – an online test will be conducted to identify each individuals personality

## **PROGRAM BENEFITS**

- **Increased Self-Awareness**  
Participants will discover their own “behavioural DNA” and how it affects every interaction they have with prospects and customers
- **Improved Close Rates**  
Participant learn specific ways to interact through each stage of the sales process to communicate value and appeal to the preferences of the buyer
- **Improved Client Relationships**  
Easy to implement communication strategies allow participants to tailor their communication to gain trust and build a strong, ongoing relationship with each client
- **Enhanced Team Dynamics**  
Straightforward communication tips and coaching reports remove unnecessary conflict so your team can focus on what’s important

## **COURSE OUTLINE**

### **SESSION 1: OVERVIEW OF PROGRAM**

- Trainer Introduction
- Icebreaker Activity
- Workshop Overview
- OPRAH Netiquette

### **SESSION 2: INTRODUCTION TO BEHAVIOURAL ANALYSIS BEHAVIOURAL STYLES: THEORY AND BACKGROUND**

- The Development of DISC
  - History of DISC
  - Factors Contributing to Behavioural Style
- What DISC Measures:
  - Intensity

- o When in an antagonistic environment
- o Emotion
- The Personality System Overview:
  - o Characteristics of the High Dominant
  - o Characteristics of the High Influencer
  - o Characteristics of the High Steadiness
  - o Characteristics of the High Compliance

### **SESSION 3: THE CUSTOMER PERSONALITY TYPES SALES REPS MUST BE ABLE TO RECOGNIZE**

- The four Customer Personality
- Types of Buyers & Their Personality Types
- Dominant buyers
  - o Dominant buyers personality traits
  - o Decision Making Styles
  - o How to sell to them
- Influencer buyers
  - o Influencer buyers personality traits
  - o Decision Making Styles
  - o How to sell to them
- Steady buyers
  - o Steady buyers personality traits
  - o Decision Making Styles
  - o How to sell to them
- Compliance buyers
  - o Compliance buyers personality traits
  - o Decision Making Styles
  - o How to sell to them

### **SESSION 4: THE SECRETS OF USING DISC TO CLOSE MORE DEALS**

- Considering words and body language
- Questions to ask and words to use
- Writing better emails based on personality types
- Using this Information to Have Better Interactions with Buyers

- Natural behavior tendencies exhibited under pressure
- Enhance your emotional intelligence and interpersonal skills
- Adapt selling style to your buyers DISC types
- Tactical ideas

#### **SESSION 5: ACTION PLAN**

- Program Summary
- Action Plan: Start-Stop-Continue
- Participant sharing
- Completion of Evaluations

## **SPEAKER'S PROFILE**

### **K. RAVINTHER**

- CEO & Training Consultant, ASK EDUCATION & TRAINING SDN BHD (MALAYSIA)
- B. Economics (Honours), Master of Management (Distinction),
- International Master Small Medium Enterprise (Distinction), University of Malaya,
- Member of Malaysian Institute of Management (MMIM),
- Certified Training Professional (CTP).
- Certified Coaching and Mentoring Professional (CCMP)
- Certified Practitioner of Neuro-Linguistic Programming (NLP)
- Certified Practitioner of Time Line Therapy™
- National Specialist Entrepreneurship Mentor for Human Resources Development, Malaysia

### **HIGHLIGHTS**

- Senior Consultant at ITD World: The Global Leadership Development Expert.
- Learning Facilitator at Malaysian Institute of Management (MIM)
- Held key leadership position at Public Bank and Panasonic Corporation, a global Japanese corporation with over 29 years of experience.
- Extensive experience in the field of entrepreneurship, sales management, customer relations, leadership, training, team building and human resource management.
- Certified Training Professional (CTP) jointly awarded by ITD World and ARTDO International, recognized globally (CTP2016/06/13/02)
- Certified Coaching and Mentoring Professional (CCMP) which is approved by the International Coach Federation (ICF), the world's most recognized professional coaching body (2017/CCMPKL/0156)
- Certified Trainer for Human Resource Development Council (PSMB), Malaysia (EMP/0758)
- Certified Practitioner of Neuro Linguistic Programming (NLP), recognized by the American Board of Neuro Linguistic Programming (ABNLP) (1.03.2020)
- Certified Practitioner Time Line Therapy® Techniques, recognized by The Time Line Therapy® Association (1.03.2020)
- Certified international trainer and consultant for ITD World's Leadership Development Programs.
- National Specialist Entrepreneurship Mentor for HRDF, trained at Entrepreneurship Institute of India (EDII), Ahmedabad, Gujarat, India.
- Member of Malaysian Institute of Management (OM017000)
- Industrial Speaker & Facilitator at University of Malaya
- Industrial Speaker & Facilitator at Universiti Tunku Abdul Rahman
- Industrial Speaker & Facilitator at Universiti Sains Malaysia
- Industrial Speaker & Facilitator at Penang Youth Development Corporation
- Industrial Speaker & Facilitator at Penang Skills Development Centre
- Partner of University of Malaya Centre for Continuing Education (UMCCED)

### **AREAS OF EXPERTISE**

Sales Leadership Excellence	Personal Excellence & The Success Principles
Channel Sales Management	Training & HR Development
Retail Sales Management	Facilitation Skills
Motivating Yourself & Others	Organizational Development
High Impact Presentation Skills	Customer Service and Relationship Management
Influencing Skills	Effective Communication skills
Negotiation Skills	Academia-Industry Collaboration
Supervisory Skills	Emotional Intelligence

## **BIOGRAPHY**

K. Ravinther is the Principal Consultant at ASK EDUCATION & TRAINING SDN BHD and Senior Consultant at ITD World, a Global Leadership Development Expert. He holds a Bachelor of Economics (honours) degree, Master of Management (distinctions) degree and International Masters of Small-medium Enterprise (distinctions) from the top university in Malaysia (University of Malaya). He gained wide exposure at the University of Melbourne and gained valuable practical management experience at Kraft Australia. He has vast cross-cultural experience across more than 33 countries in the world.

He has over 29 years of corporate experience, a major part being in Channel Sales Management. He started his career in Human Resources in Public Bank Group and later developed his sales skills in Panasonic Malaysia, managing a sales team covering Pan-Malaysia. Later, he moved into a new business venture and began working as a training consultant in area of Sales Training and Customer Relations consultation.

His practical experiences are in the area of sales strategy implementation and human resources development. Having mastered Matsushita Management philosophy and business principles from various on the job training, functional responsibilities and Overseas Training combined with his direct experience leading and managing sales team and dealers' network, he is an excellent trainer on Konosuke Matsushita philosophy of business and result orientated team work.

He is passionate about an academia-industry relationship. Since 2009, he has helped organizations to form successful collaboration between industry and academia world. This collaboration is to share responsibility with academic world in the development of the work-force skill, attributes and competences that industry regularly seek in graduates and involves universities and corporate companies. He is a specialist in forming sales academies, which caters for soft skills development, orientation, career counselling, career guidance, seasonal working, internship, work shadowing and work placement.

He regularly conducts personal success workshops and seminars on leadership, team building, professional selling skills, channel sales management, motivation, presentation skills and customer service. Specifically, he has conducted customized training for Panasonic Malaysia, Celcom Axiata Berhad, Maxis Communication, Zuellig Pharma, DiGi Communication, Pelangi Publication, Allianz Life Insurance, Air Asia Academy, ASTRO, HLG Capital, Motorola, SC Johnson, Fonterra, Dutch lady, American Express, Swisslog, UniAsia General Insurance, Intel, TM Point, Inno Biologics Sdn Bhd, Tamico Bell Holdings, Delta Business Solutions, Maybank, Malaysian Government Agencies (Education Ministry, Housing Ministry and Local Government), AES (Vietnam), Connell Brothers (Vietnam), Intel (Vietnam), Nestle (Vietnam) and many more.

In the course of his work, he also mentors and coaches' individuals to reflect on their business and life, validate and define their objectives through to realization. He specialises in the area of retail and wholesale, telecommunication, pharmaceutical and publications. Since 2004, he has groomed individuals in the area of planning, budgeting, sales administration, department administration, strategy implementation, business development, sales campaigns, public relations, presentation skills, industry-academia collaboration and human resources development.

Ravinther has a commitment to touch, enrich, and transform the work culture and perspectives of leaders in organizations as he firmly believes that these individuals need to take control of their lives and work to be truly happy and productive.