

UNDERSTANDING HOW YOUR PROSPECTS & CLIENTS THINK...

GLOBAL THINKERS

- They give overviews
- They use generalisations
- Can be quite vague

HOW TO SELL TO THEM

- Present big picture
- Avoid details
- Use a diagram

INFLUENCING LANGUAGE TO USE

- "Here's the big picture"
- "Framework"
- "In brief"
- "The results will be..."
- "Generally speaking..."
- "Here's an overview..."

SPECIFIC THINKERS

- They are detailed
- They give long explanations
- They analyse problems thoroughly

HOW TO SELL TO THEM

- Avoid vagueness
- Avoid generalising
- Break things down
- Present logical sequences

INFLUENCING LANGUAGE TO USE

- "Next..."
- "Then..."
- "Precisely"
- "First let's..."
- "Second we need to..."
- "This is exactly..."
- "Exactly what..."
- "Specifically can you tell me..."