

Strategies for Selling to the Driver customer

Getting an appointment

- ☒ Either by appointment or on spec.
- ☒ If you write, remember that Drivers may not take time to read an introductory letter. If, you prefer to make your first contact by phone, the call should be businesslike and to the point. Take only enough time to identify yourself, explain the business problem your product / service addresses and ask for an appointment.
- ☒ Any letter should confirm the time and date of the appointment and include materials the Driver may need to review prior to the meeting.

Opening the call

- ☒ Provide knowledge and insight to solving a specific problem.
- ☒ Listen and focus complete attention on the Driver's ideas and objectives.
- ☒ Be personable, but reserved and relatively formal.
- ☒ Present factual evidence which establishes the problem and resulting outcome.
- ☒ Maintain a quick pace. Drivers value punctuality and efficient use of their time.

Questioning to uncover Real Needs

- ☒ Question, don't state. Ask fact finding questions leading to what the Driver values and rewards.
- ☒ Clarify priorities.
- ☒ Make your line of questioning consistent with your call objective.
- ☒ Follow up on requests for information immediately.
- ☒ Support the customer's beliefs; indicate how your product can positively affect results.
- ☒ Clarify the Driver's expectations of the next step.

Matching

- ☒ Present your product so that the Driver can compare alternative products and their probable results.
- ☒ Provide documented options.
- ☒ Offer the best quality given any cost limitations.

- ☒ Be specific and factual without overwhelming with details.
- ☒ Appeal to their independence needs; reinforce the Driver's preference for acting in a forthright manner.
- ☒ Summarise content quickly, then let the Driver choose a course of action.

Action Closing

- ☒ Ask for the decision directly, don't beat around the bush.
- ☒ Put your request in clear, factual terms.
- ☒ Offer options and alternatives, if possible.
- ☒ Be prepared to negotiate numbers. Drivers sometimes attach conditions to using.
- ☒ Offer the Driver time to consider the options.

Handling Objections

- ☒ Anticipate objections in advance; come prepared with facts, examples, and clinical papers, to answer these objections.
- ☒ Probe beyond initial objections to get the facts; then respond to objections based on the Driver's values and priorities.

In response to objections to be reassured, these people:

1. Want facts, evidence.
2. Prefer an answer now, not later.
3. Expect answers that take into account their ideas, objectives and conclusions.

Follow up

- ☒ Set up a communication arrangement with the Driver which allows for quick exchange of information about queries.
- ☒ Make sure there are no surprises.

Some Classic Do's and Don'ts when dealing with the Driver Style

You will have difficulty with this style if you:
<ul style="list-style-type: none"><input checked="" type="checkbox"/> Waste their time<input checked="" type="checkbox"/> Are vague and rambling<input checked="" type="checkbox"/> Get too personal or try to get too close<input checked="" type="checkbox"/> Are disorganised<input checked="" type="checkbox"/> Stray from the purpose of the call<input checked="" type="checkbox"/> Ask irrelevant questions<input checked="" type="checkbox"/> Make wild claims<input checked="" type="checkbox"/> Try to control the call<input checked="" type="checkbox"/> Try to chit-chat at length

Instead you should aim to:
<ul style="list-style-type: none"><input checked="" type="checkbox"/> Get down to business quickly<input checked="" type="checkbox"/> Be specific in questioning<input checked="" type="checkbox"/> Use time efficiently<input checked="" type="checkbox"/> Provide alternatives for them to choose from<input checked="" type="checkbox"/> Be factual and succinct<input checked="" type="checkbox"/> Talk about results and outcomes<input checked="" type="checkbox"/> Avoid too much detail<input checked="" type="checkbox"/> When business is finished – go!