

# Stonehill

# M2M™ Selling Styles

...for a diverse marketplace

## Guide



## Overview

## Stonehill Match-to-Market™ Selling Styles

In today's new market there is no "one-size-fits-all". How you interact face-to-face must reflect the style of those you want to connect with, making your ability to understand style ranges and flex your style a critical skill.

### Today's wide range of interaction styles

In today's "new" market (that is very diverse) there is a wide range of interaction styles

We tend to interact with others the way we would like to be interacted with ourselves. That results in our interactions being the same way with everyone, based on "our way".

Interacting "our way" and the "same way with everyone" will be OK for some and very off-putting for others in the *new market*.



**Understanding the range of styles in today's market and the ability to flex your style is critical**

Associates need to understand the range of styles they will encounter in the selling process and how to identify them but more importantly, how to *flex* their own style to interact successfully. This will result in:

- ✓ Easier time **getting appointments**
- ✓ More productive **conversations** regarding prospects' financial needs
- ✓ Enhanced **closing ratio**
- ✓ Less **lapses** and higher **persistence**
- ✓ Quality **referrals**

### *Warrior and Negotiator* interaction model for today's *new market*

Stonehill's research into today's diverse market has resulted in a new interaction model that can help associates understand today's range of interaction styles.

This model is called the "**Warrior and Negotiator**" selling styles model. The model:

- ▶ **Was developed specifically for the sales process** and the interactions that are involved when individuals are purchasing financial services products.
- ▶ **Takes into account the wide differences in interaction styles in a diverse population** (*gender, ethnicity and age ranges*)
- ▶ **Does not see styles as stereotypical** (everyone in a certain demographic always acts a certain way.)

**The "Warrior and Negotiator" model will help associates connect with today's style variations**

The model supports the need to work with a wide variety of people but not make the mistake of assuming certain behaviors from certain people. This model will give the right perspective on "your", and others', style.

# Stonehill Match-to-Market™ Selling Styles

The Selling Styles Guide gives real insight into face-to-face interactions. It will help associates sell more successfully and create a more productive and meaningful rapport with their prospects and clients.

## Warrior and Negotiator model in the M2M™ Selling Styles Guide

The *Warrior and Negotiator* model focuses on six important areas in marketing and selling

The model addresses the potential variation in people’s interaction style in:

- |                     |                        |
|---------------------|------------------------|
| 1. Communicating    | 4. Accomplishing Tasks |
| 2. Making Decisions | 5. Relating to Others  |
| 3. Taking Risks     | 6. Using Emotion       |

For example, in *Communication*.....

<b>Warrior</b>	Or	<b>Negotiator</b>
Tends toward <i>events</i> and <i>information</i> as topics for discussion		Tends toward <i>people</i> and their <i>interactions</i> or <i>relationships</i> as topics for discussion

The Guide demonstrates the *Warrior and Negotiator* styles during the selling process

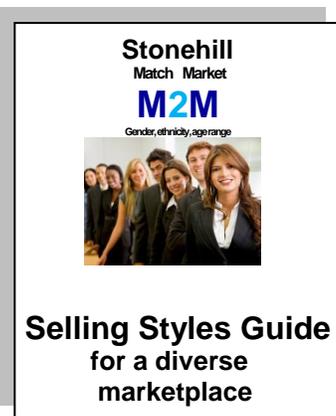
Showing associates how the style differences can be identified and used during each step:



## Using the Selling Styles Guide

The Guide can be used as self-study, in a study group or be facilitator-led training

Below is an overview of the 3 sections of the M2M™ Selling Styles Guide.



**1<sup>st</sup> Understanding the Styles - *Warrior and Negotiator***

An introduction to the two interaction styles – *Warrior* and *Negotiator* and the basic characteristics of each one

**2<sup>nd</sup> Interaction Styles and the Selling Process**

How these interaction styles are demonstrated in and related to each step of the selling process.

**3<sup>rd</sup> Client Interactions – Making the Match**

How to flex your current style to complement the style of your potential buyer and enhance the client experience and relate more effectively to them.

The Guide provides a complete learning experience

With in-depth information, worksheets, real life examples and action steps to apply the information.