

APPLIED MYERS BRIGGS TYPE INDICATOR [MBTI] FOR SALES



With more than 3.5 million questionnaires completed worldwide every year and more than 13,000 qualified users in Europe, the Myers-Briggs Type Indicator (MBTI) questionnaire is the most widely used personality questionnaire in the world. It is based on over 50 years of research and development, and is available in 19 languages.

The MBTI questionnaire describes an individual's personality preferences. It represents these in four dimensions:

Extraversion

Prefers to draw energy from the outer world of activity, people and things.

or **Introversion**

Prefers to draw energy from the inner world of reflections, feelings and ideas.

Sensing

Prefers to focus on information gained from the five senses and on practical applications.

or **Intuition**

Prefers to focus on patterns, connections and possible meanings.

Thinking

Prefers to base decisions on logic and objective analysis of cause and effect.

or **Feeling**

Prefers to base decisions on a valuing process, considering what is important to people.

Judging

Likes a planned, organised approach to life, and prefers to have things decided.

or **Perceiving**

Likes a flexible, spontaneous approach and prefers to keep options open.

The MBTI Step I can be used for:

Individual development - understand your preferred working style and how to develop this to be more effective in a range of situations.

Management and leadership development - help managers and leaders to appreciate the impact of their personal style on others, and identify their strengths and any areas that they may need to develop to become more effective. Works extremely well as part of an executive coaching programme.

Teambuilding and development - increase awareness of the team's working style and, as a result, improve team communication, enhance problem-solving, encourage appreciation of diversity and resolve conflict.

Organisational change - understand why people react differently to change and how to support them through the process.

Improving communication - help people to understand how to communicate effectively with different people and develop influencing and persuading skills.

As with many such tools it is the “way” in which it is trained to your people and whether it truly comes to life in a practical way that will make the difference between success and failure. At Springboard we guarantee that the indicator will be administered by an ex. Sales/Commercial Director who really understands both the psychological background to the indicator and the selling function/roles.

When we use the indicator with your sales team we :

- ~ Ensure that your sales people first understand themselves and the IMPLICATIONS of their type on their selling style
- ~ Concentrate how to spot customer types with confidence [behaviour cues]
- ~ Workshop the impact of customer type on how they like to be sold to, the best language and presentational style etc
- ~ Study type and decision making in negotiations/selling scenarios
- ~ Focus on building the MOST APPROPRIATE type of business relationship based on the customers type [how to engender loyalty and long term relationships]

MBTI can appear complicated and we are only too aware that good selling is about doing “few things really well”. To this end we help your sales people to develop just four basic sales approaches each of which is best suited to particular customer types :

Sales Approach 1 : Focus on FACTS

Sales Approach 2 : Focus on your PERSONALISED SERVICE AND TAILORING

Sales Approach 3 : Focus on PAINTING A FUTURE VISION [How good could it be !]

Sales Approach 4 : Focus on the LOGIC of your offering

Once your sales team can spot types and apply one of the four differing approaches effectively you will be amazed just how quickly sales and profits can grow.

We can tailor packages to meet your specific needs and circumstances - workshops of 1,2 and 3 day duration can be administered and we have even bolted half day sessions onto team meetings for example.

If you would like to know more, speak to one of our qualified practitioner on 07968-944552

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