Carolyn Corbin “Closing the Deal”

No matter what you are doing, you are selling. Carolyn learned one lesson early in life from Charles Revson’s (who built Revlon) biography: “He was not selling cosmetics, he was selling hope.”

You’re not selling a car, you’re selling how it makes the buyer of the car feel. What are the buyer’s needs? Does he need to drive fast or need to feel safe? What intangibles will turn them onto your product? Buyers aren’t interested in the product so much as they’re interested in how it makes them feel.

Speech classes and Toastmasters are good ways to learn how to speak and communicate verbally. They teach you listening and breathing exercises. You’ll learn how to deflect tough questions – if you don’t like what’s being asked, you change the subject and keep going.

You have to begin within – know who you are and develop the ability to read others like a book. Meyers-Briggs is very complex and detailed, which is why a simpler, four-quadrant tool like DiSC can be better.

Everyone lives on two continuums – one between safety and risk, another between tasks (things) and relationships (people).


You can tell a lot about a person based on the décor of his/her home and office, how he/she dressed, and the speed of his/her speech.

Your approach must be tailored based on who you’re dealing with.

Selling Intangibles

- Do your homework.
  - Most of your meetings should be from referrals
It is wise to ask the person who has referred you to tell you a little bit about the business professional you are going to meet with. “What’s he like?”

Find out characteristics about them to formulate a game plan around their personality. For a D, go in with facts and get to the bottom line. For an S, build a relationship and make small talk.

“What school did you attend” is a good question, then let them answer. Likewise, ask “Are you a family person?” These are coded questions – the answers will tell you a lot.

You have 4 minutes to make an impression (could be as little as 30 seconds for dominant personality types).

- You should rarely do cold calls

- You can’t do homework in advance with cold calls.
- You need to be able to read a person quickly if you are going to do a cold call.
- Use the same principals of selling to a person’s wants or needs as you would if you had time to plan.

- The vast majority of selling is psychology and relationship building
- Be politically correct when you talk to anybody.
- “WIIFM” (“What’s in it for me?”)

Strategizing Your Sales Pitch In Advance

- Selling to a ‘D’ Personality

  - Go in with just the facts
  - Prepare a very quick bottom line
  - Get it [information] in and get it out while you are there
  - They are interested in “What’s the deal?” and “What do you have for me?”
  - If you are preparing a business proposal, place the executive summary on the top (they’ll have their C look over the details)
  - You can recognize a D by seeing office walls filled with awards, trophies, or special recognitions. A D will talk fast and will seem hurried, possibly rude (get in, get out).
A D will do a quick, firm handshake and give you about 30 seconds to make an impression.

- **Selling to an ‘S’**
  - They are more relational
  - Want to have the small talk/ chit chat
  - Family oriented
  - Want to build a relationship with you before you ask them to do something.
  - May or may not be conscientious of time
  - An S will likely have a candy dish or snacks and may want to come around from behind their desk to sit at the same table with you. They like equality and projecting a “warm and fuzzy” vibe. They want you to feel welcome. An S will have lots of family photos. An S may talk softer and slower and seem very kind and polite. They’ll be reluctant to talk about themselves, focusing instead on others.

- **Selling to a ‘C’**
  - They want the facts and evidence to support your proposal
  - Do not do anything dumb – I didn’t bring my paperwork with me (they will form a lasting impression of you and they do not forget)
  - Credibility is really important to them
  - Perfectionists. Generally want to do things themselves, they don’t trust anyone else
  - A C will have an austere, neutrally-colored office with few decorations. Because credibility is important, they may have diplomas on their wall to establish their credibility. A C will use exacting, precise speech.

- **Selling to an ‘I’**
  - Emphasize who else is on board with your program; who else is on the team?
  - Who they can rub shoulders with
  - They are entertainers (love to tell jokes; very animated in their conversations)
  - An I will have bright office decoration, with lots of colors, pictures of themselves with famous or interesting people. They’re typically very animated and energetic when they talk.
Discerning Body Language

- Engaged and attentive = leaning forward, arms on the desk, looking directly at you while you speak. “Tell me more.”
- Disinterested or cold = leaning back in their chair with folded arms. “Get out of here.”

5 Things People Will Give You as an Objection

Be ready to address these.

- **No Need**- I just do not need it. I do not want to do it.
- **No Trust**- How can they work with you to get beneficial outcomes?
- **No Help**- I don’t see how you can help me. Could mean “yes I do have a problem that needs to be addressed, but you are not providing the solution that I need.”
- **No Hurry**
- **No Time**- Is that the truth? Do not have the time to commit to this. Might not be able to personally commit to it, but could find someone within the organization to help in their place
Decrease the time commitment – we can fill out the paperwork for you

Notice that “No Money” isn’t listed – that’s rarely an objection.

Understand, Feel, Found

You could say something along the lines of “I understand where you are coming from. I have worked with other people who felt that way. However, they have found that ______ can increase their productivity doing it a specific way.”

“I understand” is a way of showing mutuality.

If you’re good at sales, you can attain a 50% success rate.

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