

Want to become a 'master' on sale, you must know 5 styles of sales!

A good salesman never just uses a sales style. They always know how to change sales techniques for each customer and situation.

Selling is not just like what you think, or rather, not just two words describing it: sales. You have to understand what your selling style is to adjust and utilize it.

Why?

Very simple. If you know what your "style" is, you'll easily promote it. "Style" also forms your identity and is also something that makes you different from your peers.

However, the problem here is: not all sales situations are the same and are successful. Therefore, just being loyal to a selling style is no longer appropriate.

At this point, you are forced to adapt, be flexible, apply each technique to different circumstances, then it is likely that you will succeed.

Here are 5 sales styles, as well as 5 sales techniques that any saler needs to know!

1. Aggressive Selling (Aggressive selling style)

This is the sales style that the salesman maintains **high concentration** and their sole purpose is **to sell**.



They are **bold, determined salers** (even aggressive) and always do their best to succeed in sales only at the first meeting or with just one call.

They are people who do not believe in the so-called "sales process". Everything needs to be decisive and quick. For them, if prospect is showing signs of anxiety, sales fail.

The most special feature of this style sales people is that they **work very effectively independently** but if done in groups, the role and ability to express is quite faint.

2. Relationship building / Consultative Selling (Building relationships)

Relationship building / Consultative Selling is widely accepted as **the most successful selling style** . These "style" followers always know how **to tailor the sale techniques to suit each customer and the situation** is not so important to whether or not prospect "current buyers" become buyers.



Going this way means that **the sales process takes time to be successful** , not in a moment.

3. Need-oriented Selling (Demand-driven sales style)

This sales style requires the seller to think fast, adapt quickly, be polite, be smart and can ask smart questions to **find out what the customer needs**.



After discovering the needs of consumers, saler will **"turn" themselves into a problem solver, help customers troubleshoot and start introducing solutions**.

Simply, Need-oriented Selling is about finding out more about the potential needs of potential customers to drive products in a way that meets those needs instead of trying to create new needs (Based on benefits of products).

4. Product-oriented Selling (Product-oriented selling style)

Sellers of this style are often inclined to **explain the features and benefits of products** to potential customers through the use of demo models, sample products, trial experiences until completely convincing. be them.



One point to emphasize here is that sales are obliged to **fully understand the services or products** they are selling for "prospect" that may have many different questions, combined with examples / proofs. to increase persuasion. Yes, then you can grasp the victory in your hand.

5. Competition-oriented Selling (Competitive selling style)

The sales go in a competitive sales style that is very **patient and persistent in persuading potential customers**. They overcome opposition and discomfort by never answering "no", instead, they are willing to do everything to end the deal that can create a direct influence between the two. With such a mindset of competition, sellers will do more than expected so that the task can be completed.



With the motivation to **meet targets / requirements before others** in fierce sales competition, no matter how tough the situation is, they still find ways to sell goods.

Should salespeople adopt a selling style to all customers? With the experience of many sales experts, the answer is no. The "masters" on sale always change their selling techniques depending on the customer and the

circumstances. Ask questions, listen, know how to make buyers "have to" order and know product knowledge - all important. However, the key here is to understand when to apply each skill and technique, or more accurately, **the flexibility in selling style.**

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