

JUST SELL IT

The **4 personality types of buyers**
and how to sell to them without the sweat, stress or sleaze

Lean into your authentic self to make selling fun and easy!
with Master Sales Coach + Strategist Michelle Terpstra

The Closer

Fast-Paced, Task-Oriented

Prioritizes: Results, bottom-line, action

Trusts: Confidence, knowledge

Note: Be respectful of their time, give options, and confidently ask how they'd like to proceed with moving forward.

Get To "YES!" Like THIS:

We've helped a lot of our clients get massive results quickly because of X. I'd recommend moving forward with this program/service, especially since you remind me of Z, one of our clients, who has a similar goal and mission.

The Communicator

Fast-Paced, People-Oriented

Prioritize: Relationships, enthusiasm, action

Trusts: Openness, vulnerability

Note: Be respectful of their time, build a relationship with them, and enthusiastically offer ways to move forward.

Get To "YES!" Like THIS:

Most of our clients choose this Z plan because of X, and because they love having access to Y, similar to yourself. For those who have big goals like you, I've also seen a lot of success in our Z plan. Learn how to implement selling strategies here.

The Cognizant

Slow-Paced, Task-Oriented

Prioritize: Quality, dependability, low-pressure approach

Trusts: Research, data, low-risk calls to action

Note: Be efficient with their time, share research and reviews, and offer a low-pressure approach to move forward.

Get To "YES!" Like THIS:

Our program/service is a holistic approach and wise investment that supports your exact business model. Along with that, our X plan includes weekly private coaching calls, your own accountability partner to help you along your journey, and convenient VOXER support for quick questions.

The Collaborator

Slow-Paced, People-Oriented

Prioritize: Relationships, dependability, low-pressure approach

Trusts: Testimonials, reviews, low-risk calls to action

Note: Build a relationship with them, share testimonials, and offer a low-pressure approach to move forward.

Get To "YES!" Like THIS:

Every aspect of your business will benefit from "X" service/program because of the "X" reason. Is this something that speaks to you, NAME? ...I love how you're always considering your business growth as a whole, and not just saying yes to things that aren't in alignment with your values.

>> Next Steps: Learn my framework for closing here.