



Buyer Behavior Brilliance

Learn To Read, Respond &
Reap the Rewards in
Every Relationship



Amelia Mimi Brown
AmpUpSuccess.com



The dream car



THE GOAL



objectives



**IDENTIFY AND
UNDERSTAND
YOUR PREFERRED
STYLE**

objectives



IDENTIFY AND
UNDERSTAND
YOUR
PREFERRED
STYLE

recognize and
observe your
clients style

objectives




Appreciate
and work with
your oppos
type

ADAPT your selling
approach to the
4 styles approach
To ACHIEVE BUY-IN

The image features three vinyl records stacked and slightly offset from each other, positioned on the left side of the frame. The records are set against a dark, textured background that resembles a dense field of small, dark, angular particles. In the center of the top record, there is a light gray circular area containing text.

LEARN TO
ADAPT THE
FOUR STYLES
TO ACHIEVE
BUY-IN

A close-up photograph of a person's hand holding a silver, ribbed metal can. A white straw is inserted into the can. The person's mouth is open, showing their teeth, as if they are drinking. The background is plain white.

What's the most
important skill of any
sales person?

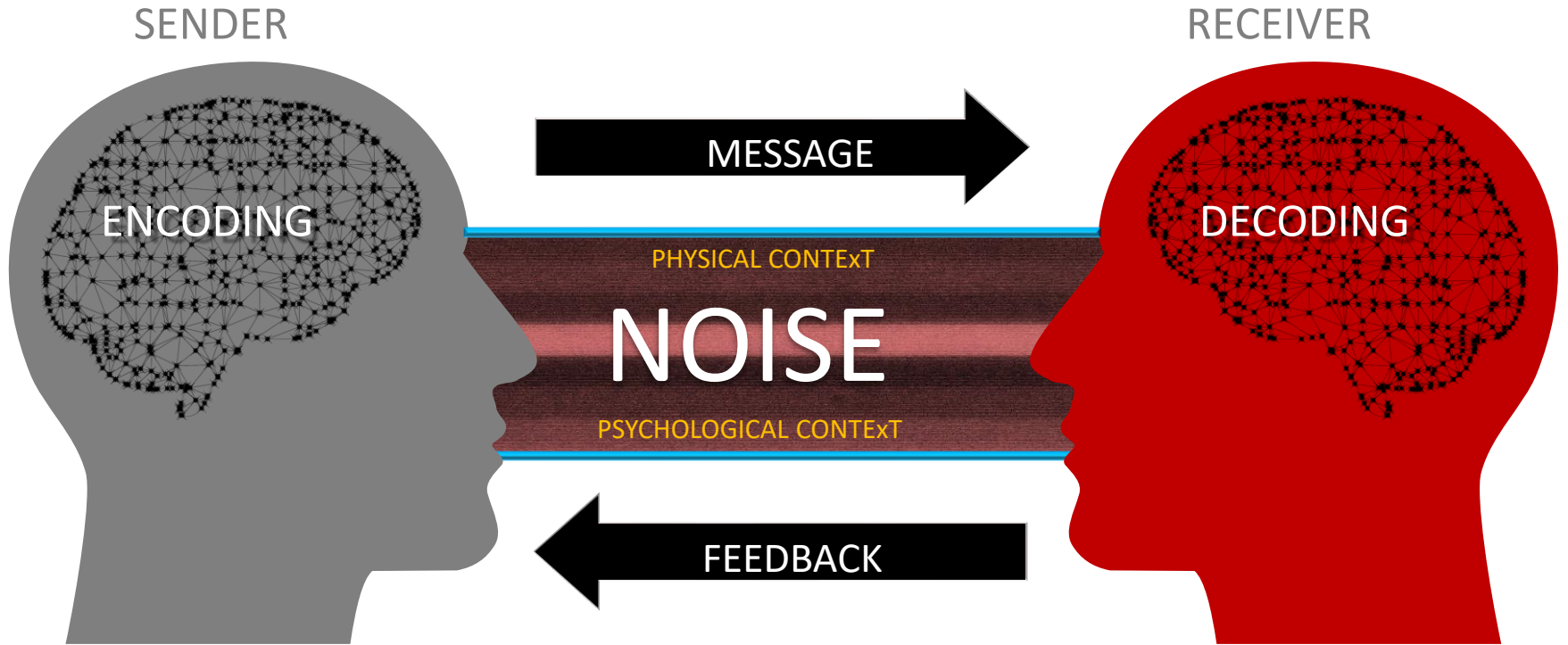
The most effective
salespeople know that
listening is the most
important part of their job

Bill gates





Communication Model



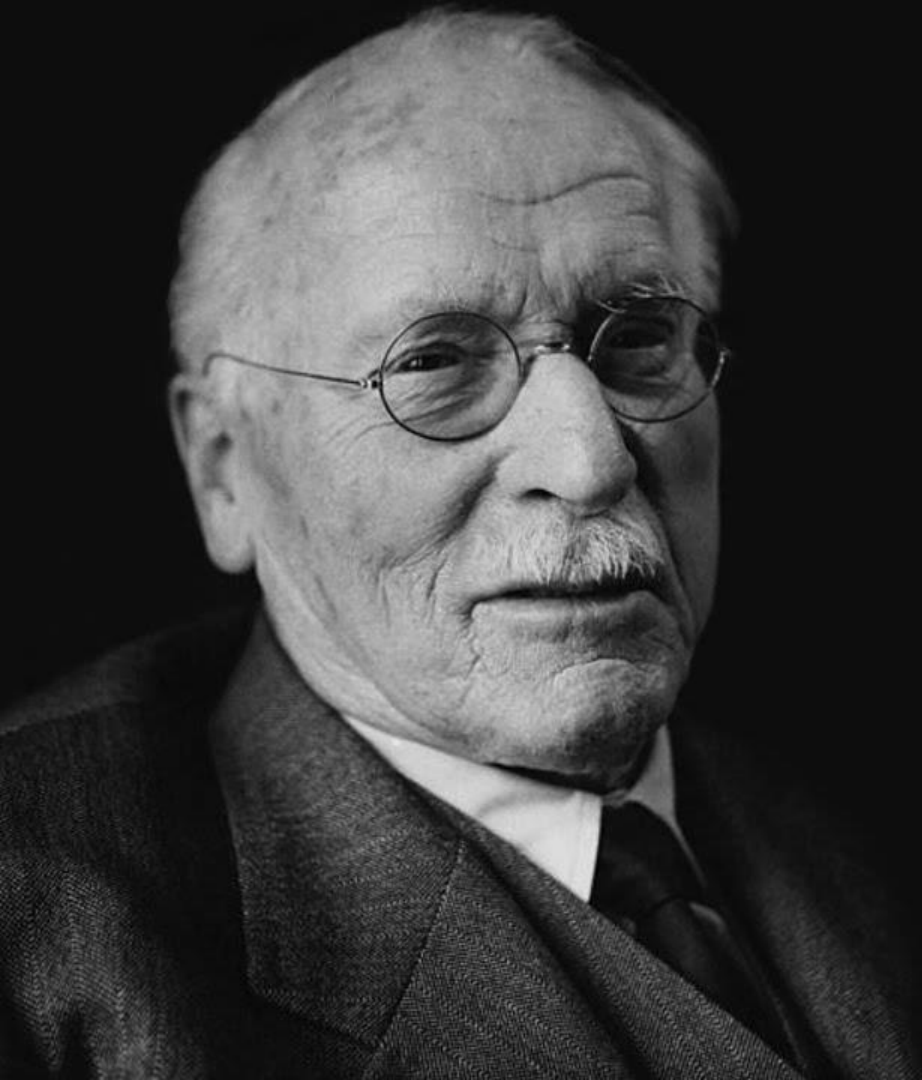


activity

Write Down Your **digits**

248-470-1276

Call me maybe?



Based on work
from psychologist
carl jung

Communication interaction styles

feeler



Communication interaction styles

feeler



entertainer



Communication interaction styles

feeler



entertainer



commander



Communication interaction styles

feeler



entertainer



commander



reflector



Your communication interaction style

Get it right

Slow
Thorough
Like detail
Precise
Careful
Reserved
Indirect
Less assertive
Cooperative

Get along

Task-focused | Thinking/guarded

reflector



commander



feeler



entertainer



People-oriented | Feeling/expressive

Get it done

Fast
Superficial
Big picture
High level
Risk takers
Outgoing
Direct
More assertive
Competitive

Get applause

Name it. Claim it.

feeler



entertainer



commander



reflector



WHAT'S YOUR

STYLE?

reflector



Analytical
Calculating
Deliberate
Precise
Reserved
Quiet

commander



Assertive
Controlled
Direct
Formal
Efficient
Independent

feeler



Attentive
Cooperative
Empathetic
Loyal
Patient
Supportive

entertainer



Animated
Approachable
Enthusiastic
Influential
Outgoing
Spontaneous



What words are missing that would help describe your style?





What should the other types know about selling to you?





**What drives you crazy about your
opposite style?**

**What do you appreciate about your
opposite style?**



entertainer



entertainer



- Talkative and passionate
- Gregarious and enthusiastic
- Impulsive and spontaneous
- Glass-half-full optimists
- Works excitedly with others
- Exaggerate and generalize
- Creative problem solvers

entertainer



Basement View

- **Easily Distracted:** Short attention span may lead to missed details in client conversations.
- **Dislikes Routine:** Boredom with repetitive tasks can result in inconsistent follow-up.
- **Overly Excitable:** Enthusiasm may overshadow the need for clear, actionable next steps.
- **Task-Hopping:** Jumps between leads or opportunities without fully closing the loop.
- **Detail Blindness:** Neglects important product or service details that matter to the client.

Sales Strategies

Key Focus: Energy, enthusiasm, and connection.

entertainer



- Start with engaging small talk to build rapport.
- Use stories, testimonials, and social proof to highlight value.
- Present big-picture benefits and exciting possibilities.
- Maintain a positive, high-energy tone throughout the interaction.
- Involve them in brainstorming or collaboration.
- Be flexible and adaptable to their spontaneous nature

entertainer



APPEARANCE:

- 🎵 Dresses to get attention

- 🎵 Bright colors and styles

- 🎵 (Often) lots of make-up

- 🎵 Gestures energetically

VOICE:

- 🎵 Loud, fast and musical

Entertainers Stand up!



reflector



reflector



- Analytical and accurate
- Loves facts and data
- Structured and organized
- Intelligent 'deep' thinker
- Always knows the rules
- Works to high standards
- Careful in choosing words
- Not apt to tell stories

reflector



Basement View

- Can be critical of others
- Slow, cautious pace
- Gets bogged down in detail
- Can't see wood for trees
- May not verbalise feelings
- Often highly risk averse
- Everything is a process
- Ask-oriented, even when giving directions
- Believe their ideas make more sense
-

reflector



APPEARANCE:

- Black, grey, white tones
- Controlled hair
- Discreet make up or none
- Stillness/minimal movement

VOICE:

- Sometimes lacks expression
- Speaks slowly and softly;
little inflection

Sales Strategies

Key Focus: Accuracy, logic, and process.

reflector



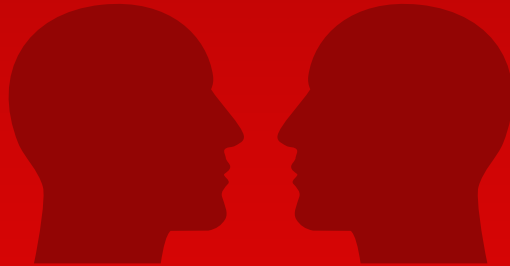
- Be prepared with detailed data, facts, and evidence.
- Present a logical, structured case for your solution.
- Explain processes and outcomes step-by-step.
- Allow them time to ask questions and analyze information.
- Avoid being overly emotional or vague—stick to the facts.
- Highlight your product's compliance with standards and best practices.

reflectors give a wave!



Your opposite styles may drive
you

CRAZY







Everything that irritates us about others can lead us to an understanding of ourselves.

Carl Jung



MR.
Brown



My mother-
in-love



Flexing
Your Style



Driving down the Lodge Freeway

Flexing Your Style Technique



Take 5

Flex Your Style
Technique



Let them
“think Out
Loud”

feeler



feeler



- Warm and friendly

- Patient and supportive

- Calm and steady

- Empathic listener

- Non-judgemental

- Reliable and dependable

- Harmonious team player

Basement View

feeler



- Slow to decide and act

- May be resistant to change

- Dislikes conflict/confrontation

- Takes criticism personally

- Sometimes holds a grudge

- Reactive – waits to be told

- Quiet around 'strong' people

Sales Strategies

Key Focus: Trust, relationships, and stability.

feeler



- Take time to build personal rapport and trust.
- Emphasize long-term benefits and reliability of your solution.
- Avoid high-pressure tactics; give them time to process decisions.
- Highlight how your product or service supports people and fosters teamwork.
- Provide reassurance and consistency throughout the sales process.
- Address concerns with empathy and understanding.

feeler



APPEARANCE:

- Dresses to fit in
- Hairstyle conventional
- Natural-looking make-up
- Soft, gentle handshake

VOICE:

- Quiet, gentle, pleasant

Feelers pat your chest!





Michelle's
meltdown



Flexing Your Style Technique

Listen &
Acknowledge

Empathy formula

Feel

Felt

Found



A black and white photograph showing two hands, one from the left and one from the right, holding a small, folded piece of paper. The hands are positioned in the center of the frame, with the paper held between them. The background is a blurred crowd of people, suggesting a public event or gathering. The lighting is soft, and the overall tone is somewhat somber or contemplative.

Wanna
Cheat
Sheet?

commander



commander



- Independent self-starter

- Competitive and challenging

- Goal-focused and determined

- Seeks power and control

- Assertive and direct

- Multi-tasker extraordinaire

- Relentless agent of change

commander



Basement View

- Argumentative attitude

- Takes on too much at once

- Low advice tolerance

- Always knows better

- Oversteps authority

- Sometimes manipulative

- Expects too much of others

Sales Strategies

Key Focus: Efficiency, results, and control.

commander



- Be direct and concise; get to the point quickly.
- Highlight measurable outcomes and ROI.
- Provide options but let them make the final decision.
- Focus on results, not process or personal details.
- Respect their time—avoid small talk and lengthy explanations.
- Use confident, assertive language.

commander



APPEARANCE:

- Dresses to impress

- Likes brand labels

- Professional make-up

- Strong handshake

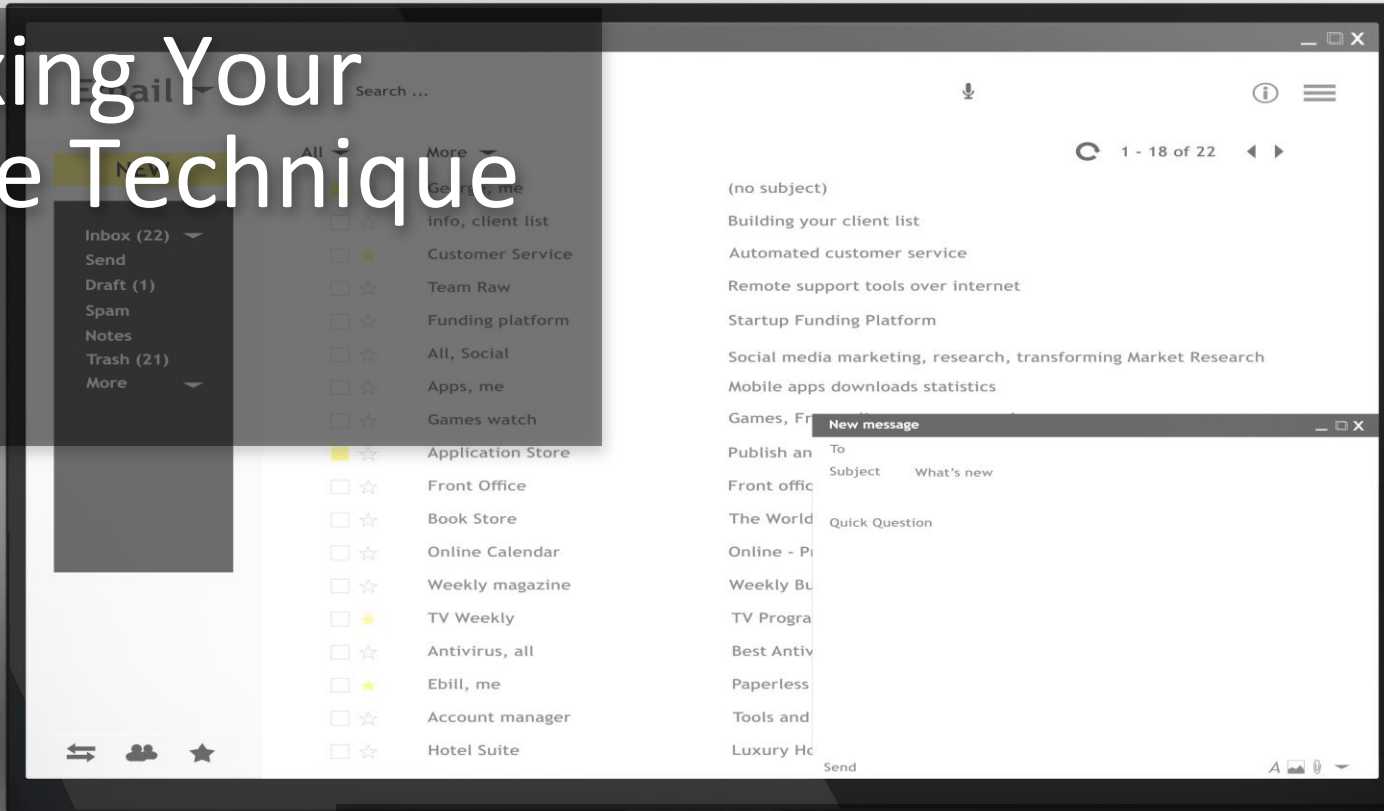
VOICE:

- Strong, powerful, loud

Commanders stamp your feet



Flexing Your Style Technique



Sending Emails

ENGAGEMENT STRATEGIES

Engaging feelers



Feelers are empathy-oriented:
“I need to feel good about my next steps.”

CHARACTER TRAITS:

- Cooperative
- Sensitive
- Patient

REMEMBER TO:

- Invite their opinion
- Provide Reassurance
- Show personal involvement

Engaging ENTERTAINERS



Entertainers are socially oriented: “Let’s have some laughs while we fix the problem.”

CHARACTER TRAITS:

- Outgoing
- Enthusiastic
- Spontaneous

REMEMBER TO:

- Maintain an informal tone
- Mention personal information
- Focus first on the “big picture”

Engaging reflectoRS



Reflectors are process-oriented: “Take the time to fully explain the what and the why.”

CHARACTER TRAITS:

- Analytical

- Thorough

- Serious

REMEMBER TO:

- Not interrupt

- Explain processes

- Slow down conversation

Engaging commanders



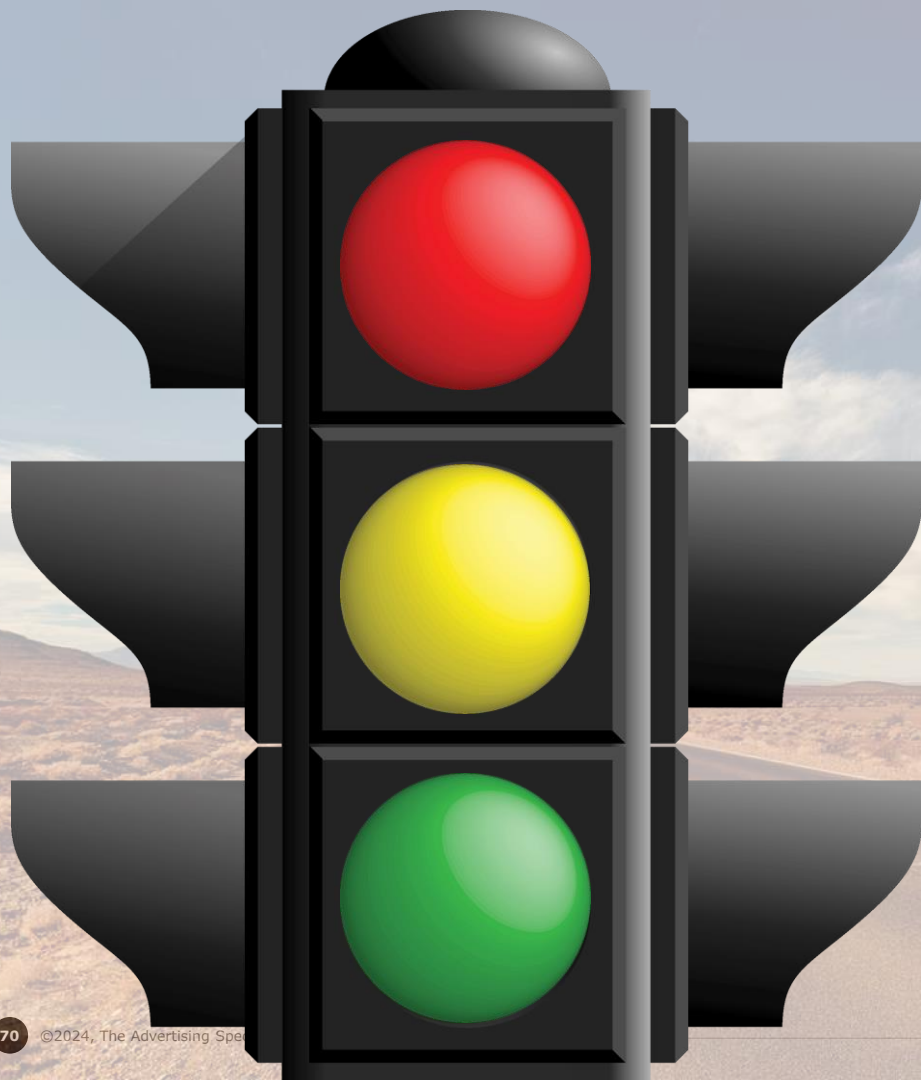
Commanders are results-oriented: “Let’s cut to the chase.”

CHARACTER TRAITS:

- Independent
- Candid
- Determined

REMEMBER TO:

- Directly address issue
- Speed up pace of conversation
- Provide clear timeline for result



Stop.

Continue.

Start.

Communication
Rock Star
Oath



ASI 
SHOW  **W**®
Orlando

