

## **There Are Only Two Types of Selling**

There really are only two types of sales.

Everyone sells in one degree or another in one of these fashions. As you analyze your or your personnel's sales performance, keep these selling types in mind. I constantly find expectations unrealistic for sales results when someone is trying to sell contrary to their sales type. Be honest enough to realize how you roll and adjust accordingly. Of course this assumes a few things, A. you want to sell, B. you have a good work ethic, and C. you believe in your product or service. Here are the two types and how they should be orchestrated:

**The Gunner:** This person is a high energy, type "A" personality. Most people think that this is the ideal sales person. It may be but most will never get really deep into an account. They tend to nail the quicker opportunities and gather tons of them. They are almost always high producers but tend to be transient. A Gunner will look for the best situation to produce revenue. Seldom a long term employee unless compensated well.

**The Plugger:** This type is consistent in contact and develops results as opposed to produce them. They take more time to get the business but tend to go deeper into accounts. Their activity still must be high as often these folks want to "manage" accounts extensively when they gain them. These are usual long term employees that build quality account bases.

You may contend there are other types but in reality they are usually variations of these two. Having reasonable expectations for these folks and driving them in relation to their talents, can make a good situation for all.

Step back and take a look and determine which type are you?

*Tom Woodcock is a sales consultant to contractors and contractor suppliers, who speaks to and trains contractors locally and nationwide. He can be reached via his website at [www.tomwoodcocksealthedeal.com](http://www.tomwoodcocksealthedeal.com)*