

THE 7 PERSONALITIES YOU RUN INTO WHEN SELLING TO C-SUITE EXECUTIVES



In the world of sales, you run into a lot of personalities. Knowing how to sell to each will determine how successful you are at closing deals. To help you make your sales pitch a home run every time, we've created an infographic for mastering each C-suite personality you'll come across during the sales process.

THE ANALYZER

Analyzers prefer to base their purchasing decision on statistics and qualitative data. They don't take their decision making lightly. Before making any purchase, they will do their research, verify every claim, and fact-check your product or service to ensure that it aligns with your pitch.



How To Sell To Them

- *Be prepared.* Analytical types are going to ask you questions galore and you better have the answers if you want to close the deal.
- *Be patient.* They like reviewing all of the data, which means they'll take some time before finalizing their decision.
- *Be responsive.* If they request more data/materials, be sure to respond quickly. The longer you make them wait, the more likely they are to move their analytical mind to another solution

THE VISIONARY

The Visionary is the stereotypical "big-picture" C-suite executive. It's their ideas and vision that drives the company forward. While Visionaries excel at navigating the 10,000-foot view, they're not always wired to successfully manage the day-to-day tasks and workflows needed to manifest their vision. They've got great forethought but not a ton of tactical planning skills.



How To Sell To Them

- *Be able to paint the big picture.* How will your product or service benefit them in the long run? What is the ROI?
- *Be adaptive.* Come ready with different scenarios where your product or service solves the problem at hand.
- *Be specific.* Who in the company does your product or service directly benefit? And how does it impact their bottom line?

THE CREATIVE

The Creative is the larger than life C-suite executive. They've got a creative mind for problem-solving and the confidence to make their voice heard. Creatives aren't fans of making high-level decisions. Instead, their purchasing decisions are based on the way your product/service solves their problem.



How To Sell To Them

- *Be supportive.* When a creative C-suite executive gets excited about a product/service, they're going to start sprouting ideas. Ideas about product improvements, use-case scenarios, and even how to better sell the product/service. Embrace their excitement.
- *Be creative.* Don't be afraid to incorporate fun graphics, stand-out colors, and embrace a more "off-the-wall" presentation style.

THE EMPATH

The Empath is the "heart" of the C-Suite. Their concern is with the overall welfare of their family of employees. This C-suite executive likes to make decisions that will benefit everyone, not just one or two teams. Empath doesn't want to feel like they're being sold to or that they're being bought.

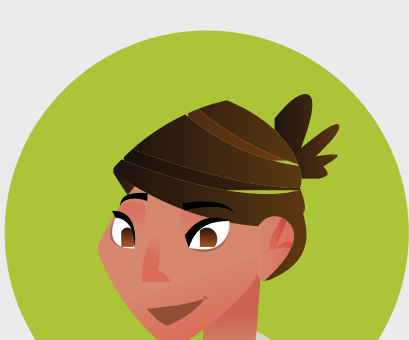


How To Sell To Them

- *Be a provider.* Focus on the provider-client relationship. They want to feel a genuine connection.
- *Be descriptive.* Empaths want to know how the product or service offers will benefit everyone.
- *Be personable.* This C-suite executive knows people like they know numbers. To sell effectively to this personality type, you need to show a genuine interest in their work and employees during your pitch and follow up.

THE ORGANIZER

The Organizer is often known as the right-hand of a Visionary C-suite executive. These personality types ensure that all the trains run on time and are often charged with creating the processes and frameworks that brings the high-level plan to life. Organizers dot their I's and cross their T's before making their final decision.



How To Sell To Them

- *Be organized.* Show up on time. End on time. Don't come in with questions you can't answer, missing facts, or a disorganized presentation.
- *Be professional.* Straighten your tie, iron your pants, and make sure your socks match your shoes and pants.
- *Be detailed.* Unlike other C-suite personality types, the organizer lives for understanding the nitty-gritty details of how your product/service works.

THE CONNECTOR

The connector is the glue that keeps the whole operation running smooth. Without them, the Analyzers wouldn't be able to get along with Visionaries nor the Creatives with the Organizers. The Connector thrives by ensuring everyone in the organization is speaking the same language and works to bring cross-teams together to strengthen the organization as a whole.

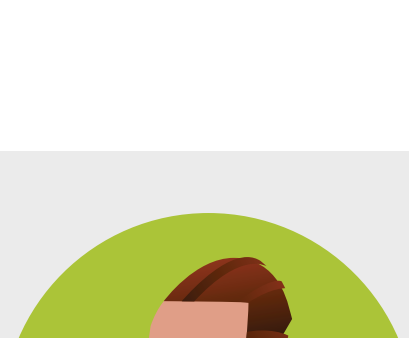


How To Sell To Them

- *Be empathetic.* They're in this position because they understand how people work and how best to utilize their strengths.
- *Be open.* Get ready to answer a lot of questions, this executive wants to see how your product/service fits within the company.
- *Be proactive.* Not only should you be able to address their questions, but you should also come to the pitch ready to talk about how your product/service connects with multiple teams and departments.

THE DRIVER

Two-parts C-suite executive and one-part wrecking ball, Drivers tend to be tenacious powerhouses that don't rest until their goals are met. Unlike Visionaries that sometimes lose sight of the day-to-day, Drivers know exactly how to execute their lofty plans and who on the team is best suited to support their efforts.



How To Sell To Them

- *Be actionable.* Show don't tell. Driver's don't want to hear pretty words, they value action
- *Be concise.* Drivers don't have time for casual small talk. Get in, make your pitch, give them the details, and get out.
- *Be direct.* Don't fluff your language. Be specific in how your product/service works and how it can directly support the Driver's goals.

To be a great salesperson, you need to not only know **WHAT** you're selling, but you also need to know to **WHOM** you're selling. By understanding your prospects' desires, motivations, and trigger points, you can better tailor your pitch to focus on their specific needs and ultimately close more business.

READY TO ACCELERATE YOUR PIPELINE?

Does your team understand the language of finance?
 Would you like to have more impactful conversations with decision makers?

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