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Focusing On The First 30 Seconds To Create Inside Sales Success

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In the fast-paced environment of **inside sales**, the first few seconds are the strategic backbone of the call. For the salesperson to stand out and develop a rapport within that short window of time is a daunting task, one that often fails, resulting in fewer sales and missed revenue goals.

Inside sales teams can meet the challenge by utilizing “**personality identification**” to change style and respond appropriately to the live prospect.

Research in personality theory has helped salespeople understand their own personality style and quickly identify the style of their prospects. The secret to success lies in the **first contact** – identifying the prospect’s personality and the nature of the call in just a few seconds, asking specifically designed questions in order to induce a response from the prospect.

Responses can be evaluated using detailed knowledge and **specific criteria** to carefully consider the content, tone and inflections of the prospect. Based upon the questions and thorough understanding of personality styles, the salesperson can form a preliminary understanding of the prospect within 30 seconds.

- If responses are **direct and straightforward** the individual wants to be in charge of the call and may challenge the caller’s knowledge of the product or service. This call needs to be delivered in a direct and business manner.
- If answers to predefined questions are overly friendly, this individual is **relationship-oriented**, often interested in the caller and conversation. This type of individual should be delivered information with vision and enthusiasm.
- If the response is **low-key** but warm the individual is cautious about change and concerned how this will affect others. The prospect needs to be assured the product or service will not have an adverse impact on their staff. Minimize change.
- If the individual is **polite but cautious**, the call should be approached with attention to detail, accuracy and precision, answering all questions completely.

With a thorough understanding of the caller’s own style, adjustments can be made for the remainder of the call. Success occurs when the caller **customizes** all future communication to the style and needs of the prospect. In essence, the need to communicate to the prospect’s personality style provides the ability to sell the way the prospect wants to be sold to.

This type of structure in the first 30 seconds of the communication specifically differentiates the salesperson. You are relating directly to their personality.

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