

The secret
to achieving
SUPERHUMAN SALES



H.E.R.O.

What is H.E.R.O.?



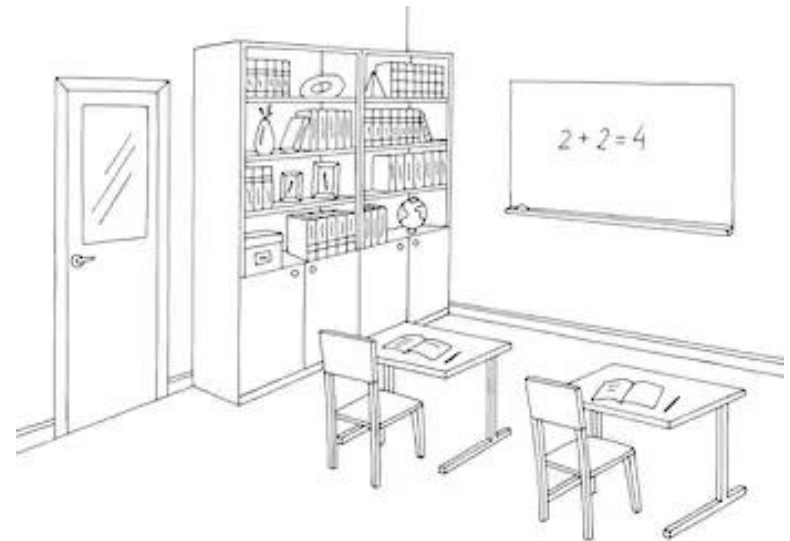
H.E.R.O.

The H.E.R.O. program is an experiential self diagnostic tool to help you better understand yourself, your co-workers, and your prospects to achieve greater relationships and sales



WHAT ARE WE GOING TO LEARN?

- Explain the four personality types (top level)
- Explain each personality style
- Explain how to identify your self
- Explain how to identify others
- Discuss the motivations and fears for each
- Provide the proven word tracks to use with each personality type



Have you ever...

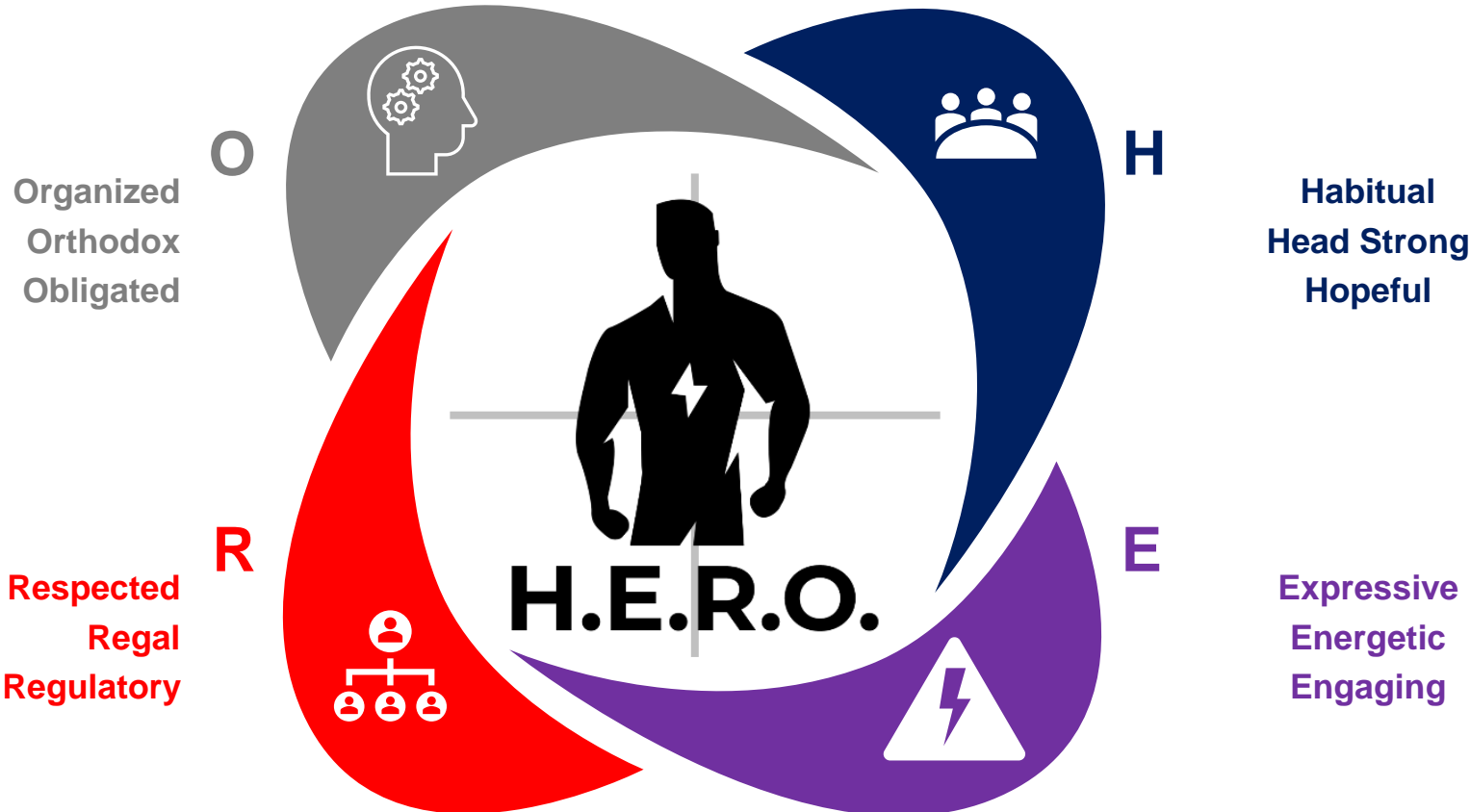
- Met someone you really liked, someone you just had instant chemistry with?
- Met someone that took an effort on your part to bond with?
- Met someone and wondered why you even made the effort at all?!



The good news is all people are...

Predictably different

DEFINING YOUR HERO



Everyone has ALL



H E
O R

Habitual, Head strong
Expressive, Engaging
Respected, Regal
Organized, Orthodox

You have a secret identity and a true hero



Let's talk about the H

- Good listener
- Team player
- Possessive
- Steady predictable
- Understanding
- Friendly



H results measures the pace at which a person responds to change



INTENSITY...

THE HIGH H PREFERS TO START AND COMPLETE ONE PROJECT AT A TIME.

THEY ARE MORE RESISTANT TO CHANGE.

THE LOW H IS FASTER PACED AND EMBRACES CHANGE



ANTAGONISTIC ENVIRONMENT...

THE HIGH H WILL RESPOND PASSIVELY AND TRY TO BLEND INTO SITUATIONS.

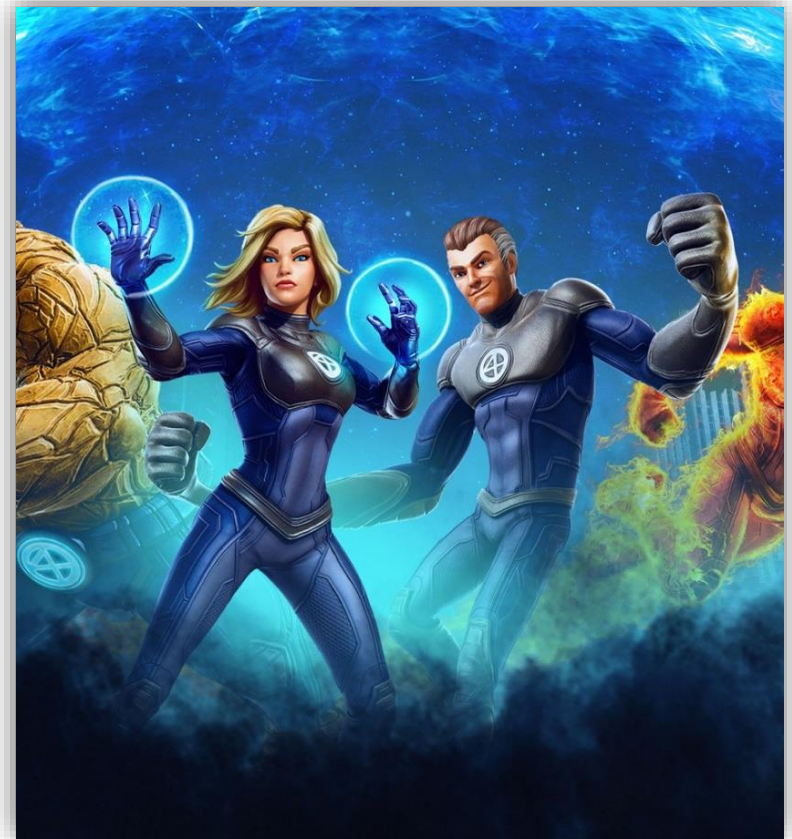


EMOTION...

HIGH H'S ARE HARDER TO READ EMOTIONALLY, WHILE LOW H'S ARE EASIER TO READ.

The H's value to the team

- Reliable
- Dependable
- Loyal
- Compliant towards authority
- Good listener
- Patient
- Empathetic
- Good at reconciling conflicts



The H's challenge areas

- Resists change
- Takes a long time to adjust to change
- Holds a grudge
- Will give in rather than argue
- Difficulty establishing priorities



The H's greatest fear is...

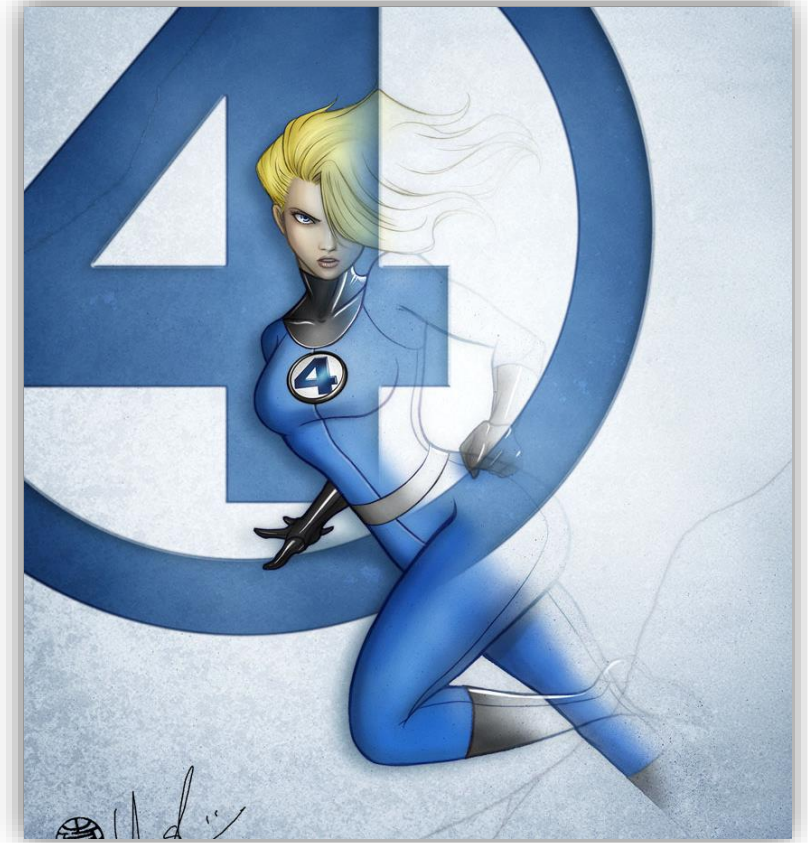
Loss of security

H's love it when you...

- Express genuine interest in them as a person
- Give them “how to” answers
- Clearly define their role
- Show patience with them
- Give sincere appreciation
- Allow time to adjust to changes
- Present ideas in nonthreatening manner
- Provide feedback

H's have difficulty understanding you when you...

- Are pushy
- Are overly aggressive
- Are demanding
- Are confrontational



How to identify the H prospect...

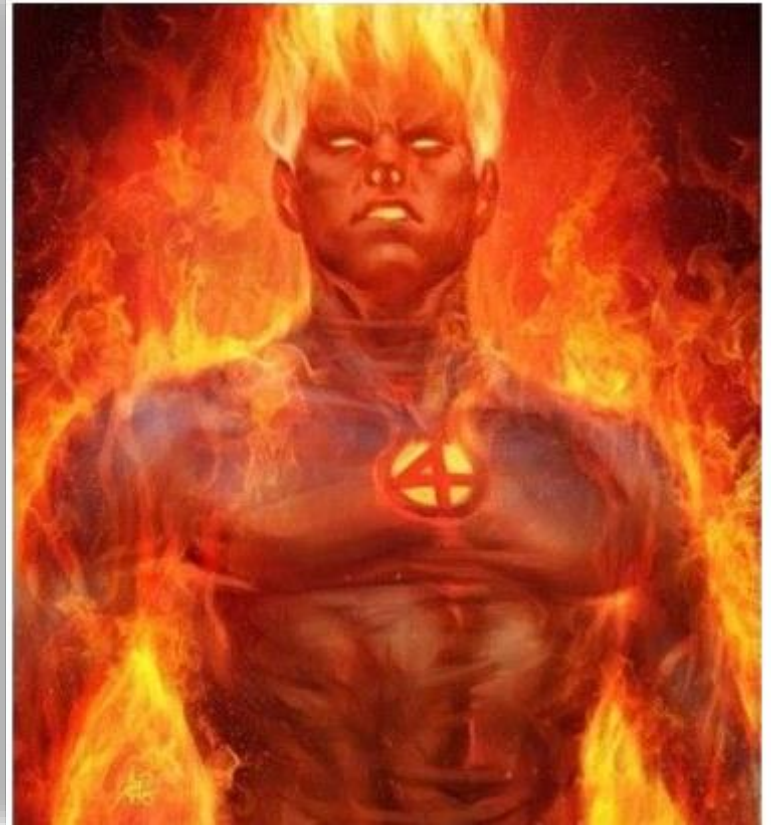
- “Just looking”.
- “First place we have been too”.
- “Not buying today”.
- You may get one, two, or all three if you are lucky! Do not be discouraged. They are just looking for someone they **like**, **trust**, and **respect** to sell them a Product. Be that person... and ninety minutes later...

What to say to the H prospect...

- “I don’t blame you. There are a lot of “Products” out here. Huh”? Nod your head while saying this and give them time to respond. When they say yes, they are yours!
- “I bet everybody you meet is trying to sell you a “Product”. Am I right”? Wait for the response!
- “When you are ready, what are you looking for”?

Let's talk about E characteristics

- Expressive
- Enthusiastic
- Energetic
- Emotional
- Trusting
- Optimistic
- Persuasive
- Talkative
- Impulsive



E results measure how a person influences or persuades others



ENERGY

THE HIGH E WILL BE MORE VERBAL AND PERSUASIVE IN TRYING TO INFLUENCE, WHILE THE LOW E WILL USE DATA AND FACTS.



ANTAGONISTIC ENVIRONMENT

THE HIGH E RESPONDS ACTIVELY AND MAY TRY TO NEGOTIATE AN AGREEMENT OR APOLOGIZE QUICKLY.



EMOTION

HIGH E'S ARE JOYFUL AND OPTIMISTIC.
LOW E'S TEND TO BE MORE PESSIMISTIC.

The E's value to the team

- Creative problem solver
- Great encourager
- Motivates others to achieve
- Positive sense of humor
- Negotiates conflicts
- Peace maker



The E's challenge areas

- Inattentive to detail
- More concerned with popularity than results
- Overuses gestures and facial expressions
- Tends to listen only when it's convenient



The E's greatest fear

Rejection

E's love it when you...

- Give them an opportunity to talk about their ideas, other people, and their emotions
- Help them put their “talk” into action
- Share your ideas and experiences with them
- Recognize their accomplishments
- Give them opportunities to motivate and influence others
- Are friendly and light- hearted



E's have difficulty understanding you when you...

- Do all the talking
- Eliminate their social time
- Ignore their ideas and accomplishments
- Tell them what to do without asking their input
- Give them “detail” work

Identifying the E prospect

- The E prospect will be very friendly and talkative. They will not tell you they are just looking. They will tell you what they are looking for!
- You must be a great listener with the E. Two ears! One mouth!

Word tracks with the E...

- “The Product looks great”!
- “Imagine what your friends will say when they see you with this”!
- “When you pull up, everybody will know that is you”!
- Compliment! Compliment! Compliment!
- Think it sounds a little “cheesy? That’s because you are not an E!

Let's talk about the R characteristics

- Respected
- Regal
- Risk taker
 - High ego strength
 - Problem solver
 - Self- starter



R results measure how a person solves problems and responds to challenges...



INTENSITY

THE HIGHER THE R, THE MORE ACTIVE AND INTENSE ONE WILL BE IN TRYING TO OVERCOME PROBLEMS AND OBSTACLES.

THE LOWER THE R, THE GREATER THE TENDENCY TO GATHER DATA BEFORE MAKING A DECISION



ANTAGONISTIC ENVIRONMENTS

DIRECT AND AGGRESSIVE RESPONSE



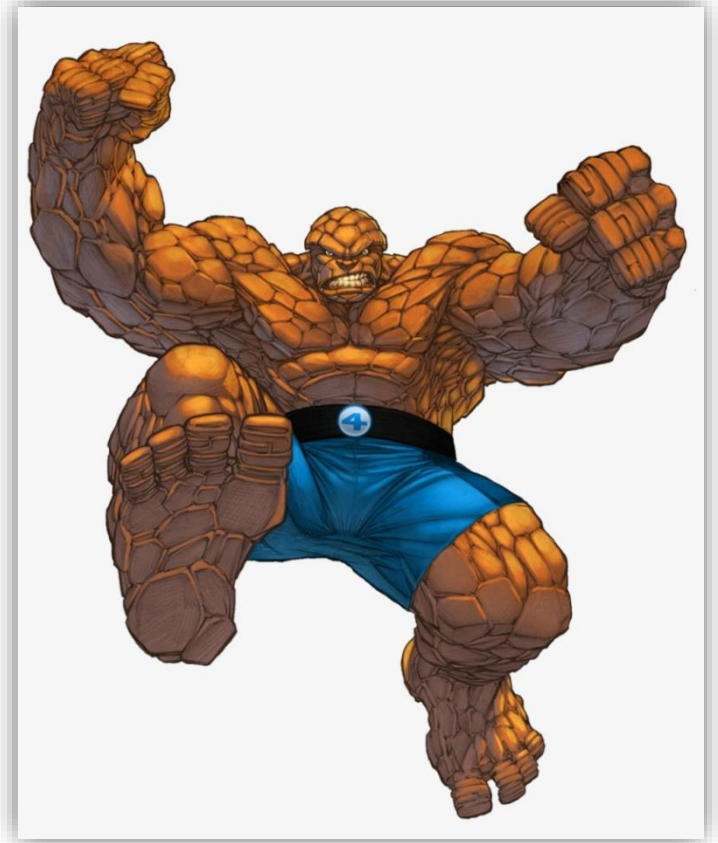
EMOTION

HIGH R'S ARE QUICK TO ANGER.

LOW R'S ARE SLOW TO ANGER.

The R's value to a team

- Bottom- line organizer
- Places high value on time
- Challenges the status quo
- Innovative



The R's challenge areas

- Oversteps authority
- Argumentative attitude
- Dislikes routine
- Attempts too much at once



R's greatest fear is...

Being taken advantage of

R's love it when you...

- Are brief and to the point
- Ask what and not how questions
- Focus on results
- Give them the bottom line
- Offer solutions
- Agree with facts rather than emotions



R's have difficulty understanding you when you...

- Ramble
- Repeat yourself
- Focus on problems instead of solutions
- Generalizing
- Make unsupported statements

Identifying the R prospect

- “I want your best price”!
- “I only have 5- 10 minutes”!
- “If you mess around with me, I am out of here”!
- “Can we cut to the chase”?
- “Bottom line it for me”!

Responding to the R

- “Excellent! My pleasure! Consider it done”!
- “Just point your finger to the product/service you want, and I will wrap it up, right away”!
- “Ok, I have two options and you tell me which way to go” (you provide the options)

When the R finds the Product...

- “Do you want to review it more or look at something else? You tell me. You are the boss”!
- You either have a price negotiation or a deal!
- They will initiate the move forward; your job is to guide them by offering choices

Let's talk about the O characteristics

- Organized
- Orthodox
- Obligated
- Detailed
- Analytical
- High standards
- Systematic



O results measure response to rules and regulations set by others



INTENSITY
THE HIGH O WILL COMPLY
WITH RULES
THE LOW O WILL CHALLENGE
RULES AND SEEK
INDEPENDENCE.



ANTAGONISTIC ENVIRONMENT
RESPOND IN A PASSIVE
AGGRESSIVE MANNER AND
SEEK TO JUSTIFY THEIR
ACTIONS.



EMOTION
THE HIGH O MOVES
CAUTIOUSLY AND
ANALYTICALLY,
THE LOW O IS MORE
FEARLESS.

The O's value to the team

- A realist
- Conscientious and even tempered
- Thorough in all activities
- Defines situations
- Gathers, criticizes and tests information



The O's challenge areas

- Bogs down with details
- Needs clear- cut boundaries
- Bound by procedures and methods
- Prefers not to verbalize feelings
- Sensitive to criticism



The O's greatest fear

Criticism

O's love it when you...

- Support your ideas with accurate information
- Are specific when explaining yourself
- Are patient, consistent, and diplomatic while providing explanations
- Agree with facts rather than emotions
- Allow them space and independence
- Give them both pros and cons
- Give them up- front expectations



O's have difficulty understanding you when you...

- Refuse to explain the details
- Answer questions vaguely or casually
- Surprise them with new information

Identifying the O prospect...

- “We would like to drive three vehicles and then we are leaving to drive three more at another store”.
- “We are not buying today”.
- “We are doing research”.

Word tracks for the O prospect...

- “Sounds like you have a plan. Which one would you like to drive first”?
- 20 Minute walk- around
- 40 Minute test drive
- Do you really want to do three of those?
- Neither do they!
- 3 out of ten will buy if you do this.
- None will if you don't!

What happens when you put four...

- **H's** in a room and give them a job?
- **E's** in a room and give them a job?
- **R's** in a room and give them a job?
- **O's** in a room and give them a job?
- What happens when you put a **H**, **E**, **R**, and an **O** in a room and give them a job?



What Personality does each Hero have?

