



Connecting Strategies

RED Energy

Focus on facts not feelings

Approaching

be direct and assured, don't waffle or hesitate

Questioning

watch for impatience, follow his or her pace

Presenting

Be well-organized and factual
Gap analysis is most important

Handling Objections

meet resistance with reflective questions

Gaining Commitment

state alternatives clearly

Follow-up

state options with probability of success

BLUE Energy

Be prepared

Approaching

slow down, not too direct, be more formal

Questioning

take notes, be methodical and structured

Presenting

Demonstrate a systematic process of thought

Handling Objections

asking searching questions to highlight concerns

Gaining Commitment

state logical alternatives

Follow-up

don't miss details, facts or figures.

GREEN Energy

Slow down, be more open

Approaching

talk more slowly, be more open

Questioning

show personal interest, ask their opinion & listen carefully

Presenting

get feedback, quote benefits

Handling Objections

don't push, check carefully to reveal concerns

Gaining Commitment

show people benefits, ask for commitment in a gentle and friendly way

Follow-up

focus on benefits to others
confirm details in writing

YELLOW Energy

Be interested in them

Approaching

be sociable, focus on them

QUESTIONING

not too many details

Presenting

focus on future benefits, tell stories

Handling Objections

ask questions to allow them to express themselves

GAINING COMMITMENT

offer incentives and special deals

FOLLOW-UP

be clear and direct, focus on the future



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