A New Selling Commitment

by Charles J. Clarke III

Portions of this chapter are excerpts from Charles J. Clarke III’s

“Bulls, Owls, Lambs and Tigers®: Personality Selling,
How many of you ask each and every person you give a sales presentation, “What do you think about going ahead with this today?” or some “call to action?” What is your guess as to the percentage of salespeople that do? Interestingly enough, only about 50% of salespeople report that they even ask their “A” buyers to “go ahead with this today,” much less everyone.

The “New Selling Commitment” is two-fold. It means asking everyone, 100% of the time, always, “What do you think about going ahead with this today?” and “matching your personality to the personalities of your prospects” 100% of the time, as well. Let’s begin by discussing the first element—the commitment to ask, “What do you think about going ahead with this today?”—and end with the personality matching aspect of my “New Selling Commitment.”

You can divide the entire selling process into my Critical Path of Selling’s five basic steps regardless of what you sell.

1. Meet, greet, and connect with the prospect’s “animal” personality.

2. Qualify for (a) ready, (b) willing, and (c) able.

3. Demonstrate your product (presentation).

4. Selection—determine which product they like best, and whether it is something they would like to own.

5. Overcome objections and close the sale.

All five steps are critical, but in this chapter we will focus on only two—step one (connecting with the buyer’s personality, which we will discuss at the end of the article), and step four (Selection). Step four includes asking the crucial question, “What do you think about going ahead with this today?” You may at first think that asking, “What do you think about going
ahead with this today?” is a part of step five (overcoming objections and closing the sale). However, “What do you think about going ahead with this today?” is actually an extension of the demonstration or presentation, and what we refer to as the selection process.

If you ask this question, and the prospective buyer says, “yes,” then you obviously proceed to step five and close the sale. You don’t need to overcome any objections at all—just close the buyer or prepare the purchase agreement. If the prospective buyer says, “no,” you inquire, “why?” which will flush out one of the only seven objections no matter what you are selling. When you ask, “What do you think about going ahead with this today?” three possibilities could unfold.

1. You may get the sale.
2. You flush out one of the seven possible objections.
3. You shorten the buying process. You now know what the prospect’s objection is even if you don’t close the sale today. Knowing the objection gives you a better opportunity to close the sale the next time.

The Four Magic Questions

There are four questions salespeople should ask everyone after completing the qualifying, demonstration, and presentation (whether a salesperson’s demonstration or a self-demonstration). Of course, this line of questioning can be varied and made specific to the product you are selling.

1. How do you like everything you have seen or heard so far?
2. Which do you like best, according to your needs?
3. Is this something you would like to own?
4. What do you think about going ahead with this today? or How do you feel about going ahead with this today?
Again, the first three questions will naturally vary depending on what you are selling, but the fourth question can be the same, regardless of your product. Most salespeople don’t have a problem with the first three steps, but many resist the fourth, which is the most important and vital step—“The Call to Action.”

_The Seven Reasons_

_Why a salesperson would not ask 100% of the time, “What do you think about going ahead with this today?”_

Salespeople everywhere avoid asking their prospects, “**What do you think about going ahead with this today?**” or any form of asking for the sale. Instead of closing, they offer explanations, rationale, and endless excuses. It may seem as though there would be as many different excuses for not closing the sale as there are salespeople. Actually, each of the reasons fits in one of the following seven categories.

1. **FEAR OF REJECTION** or **I don’t want to look foolish.**
   
   You develop a scenario in your mind in which you ask for the sale, and the prospect responds with something like, “Are you crazy? What kind of idiot are you asking me that?” So you decide maybe it’s not worth the risk to ask, and that maybe if you’re nice to them they’ll just tell you when they are ready to buy, as they would a clerk.

2. **I don’t want to come across as too pushy.**
   
   This excuse is especially prevalent if you don’t make decisions quickly yourself and would not want to endure a pushy salesperson if you were the buyer. Some salespeople would sincerely prefer to earn less money and preserve their image as a nice person, than to appear pushy.

3. **MY JUDGEMENT** or **I don’t think the prospect is ready.**
This mindset is “prejudging” the prospect. It’s the attitude that says, “I’ve been doing this many years, and my experience tells me that a person like this is not ready to buy.” Why not ask the prospect and stop judging other people?

4. **I’m not ready.**

If reason number three is “I don’t think they are ready,” number four is “I’m not ready.” Maybe you do not think you have given the prospect enough information. Or perhaps you’re convinced certain things must be done before a sale can take place. Is your idea of the perfect sale one in which you complete your entire presentation without interruption? Sometimes this excuse comes in the form of, “I have not earned the right to ask, ‘What do you think about going ahead with this today’?” This is a BIG misconception. When the prospect is in the same room with you, you have already earned the right to ask.

5. **I believe I’ll have another opportunity when I come back or the prospect comes back.**

You can always sell them next time. The prospect seemed so sincere that you truly believed you really would get another opportunity. “The ‘Be Back Bus’ does not stop here if they meet a closer along the way.” (…that Big Bus that has all those people on it that say, “We’ll be back…”)

6. **I simply didn’t feel well, or wasn’t in the mood.**

Sometimes, if you’re feeling out of sorts, you won’t want to make the effort to cause the sale to happen. Maybe you are dealing with a family crisis at home or issues with a co-worker. Whatever the excuse, Master Closers will not allow personal feelings to interfere with the performance of their job with excellence. Your buyer does not care if you didn’t feel right that day. Yet, having said that, we have all been there and had this
happen to us. It is in this situation, however, that we must “REFRAME” immediately or lose the sale.

7. **I forgot to ask.**

Simply forgetting may seem like it would never happen, but it’s something that *can* happen to anyone given the right distractions. A salesperson can become so involved with the buyer that sometimes the salesperson just “forgets to ask”. When that happens, the salesperson often reverts back to reason number five and believes, “I’ll have another opportunity.” The solution is to have a system in place that ensures all steps in the selling process are addressed with every prospect, and that every prospect is asked, “What do you think about going ahead with this today?”

The element that all seven reasons share is that they are all “I” centered. They are each based on the salesperson’s opinions or feelings. One of the foundational principles of my BOLT system (“Bulls, Owls, Lambs and Tigers®”) is that, as salespeople, we need to take the “I” out of the selling formula. Again, this chapter will delve more deeply into that concept in its second half.

**Consider This…**

Which of the seven reasons affects you the most and hinders you from asking for the sale 100% of the time, all the time, with everyone, always, no exceptions?

Why not rank your top three?

I have had the opportunity to see first-hand the remarkable effects of my “New Selling Commitment” in action, through my observations of and experience with a broad cross-section of industries. Unfortunately, I have also witnessed examples of sales lost when it is not implemented.
The Automobile Industry

The “Yo, Vinny” Story (“Yo, let’s do it!”)

Once when I was in Philadelphia, I visited a new Cadillac dealership that had a memorable salesperson named Vinny. He had Rocky Balboa’s Philadelphia accent, and he said, “Yo,” at the start or end of every sentence.

I was looking at the new Cadillacs when Vinny approached me and said, “Yo, I’m Vinny and you are?” After I introduced myself he asked, “Yo, how do you like this particular Cadillac?”

“I love it,” I said.

Vinny replied, “Yo, let’s do it.” When I declined, he asked, “Yo, why?”

“Because I live in Tampa,” I said, where I lived at the time.

“Yo, we ship.” I said no again and Vinny asked, “Yo, is there any chance of your ever buying from me now or later?”

“No”, I said, “there’s no chance.” He dismissed himself by simply saying, “Yo, have a nice day.” (I now refer to that as the “Vinny dump.”)

I followed Vinny around for the next 15 to 20 minutes and found that he basically used this methodology with everyone. By the time I left the dealership, he had someone in the closing room. In actuality, Vinny was the dealership’s most successful salesperson. He had created a very strict time management system, which included a “call to action” 100% of the time—“Yo, let’s do it.”

Granted, “Yo, let’s do it,” will not play in most cities, but the point is Vinny was always asking for a decision. In some cases the person said, “yes.” When the prospect said, “no,” Vinny was able to determine whether the objection was one he could overcome. As I mentioned before,
keep in mind that Vinny’s technique does have one great advantage—its inherent time management. He never wastes time giving a lengthy presentation to someone who is not truly interested. He weeds out the non-interested prospects within the first couple minutes, and politely excuses himself. No, I do not recommend his specific technique, but I do endorse his always asking for the sale.

The Homebuilding Industry

In the new home sales industry, as well as in many other industries, a perpetual myth exists which says that people do not buy their very first visit. Therefore, many companies actually teach their salespeople that they should generally not ask for the sale the first time a prospective buyer visits a model home. This perception is also perpetuated by salespeople and sales managers who would not buy the first day themselves, so they believe others would not buy the first day either. This myth also links to reason number two—the salespeople’s fear of being too pushy.

I have devised closing questions for each particular industry with which I work. The questions I recommend new home salespeople ask after their demonstrations are:

1. How do you like our community?
2. Is this a community you would like to live in?
3. Which of our homes do you like the best for you needs?
4. Is this a home you would like to own?
5. What do you think about going ahead with this today?
6. (If they say, “no,” the new home salesperson asks, “why not?” which will expose one of the seven buyer objections.)
An interesting, and highly accurate, “rule of thumb” in the new home sales business is that approximately 90% of the total traffic that comes through new model homes never comes back. For example, out of every 1,000 people that come through furnished models, roughly 100 ever return. Another interesting statistic is revealed when we ask the people touring new home communities: (1) Would you buy a home the first day you saw it? (2) Have you ever bought a home the first day? (3) Would you prefer to buy a home the first day if you had decided to move (i.e. ready), liked the home and community (i.e. willing), and are in the price range and can afford the home (i.e. able)?

Thousands of potential buyers nationwide have completed this survey, and 50% of respondents answered, “yes,” to at least two of the three questions. (This percentage is comprised mostly of Bulls and Tigers, which we will discuss later in more detail). My BOLT system is founded on the idea that, “If I always sell the way I would like to be sold, I could be losing at least ½ of my potential sales.” Why would anyone want to take the chance of waiting for their prospects to “come back” to ask, “What do you think about going ahead with this today?” if 90% of the people are never coming back? Yet, that’s the trend in one major industry after another, and countless sales are lost as a result.

A large western community homebuilder and developer that I consult and provide sales training for shared the following story. I had conducted my Master Closer Trilogy for that company. At the end of the three-day seminar, I asked how many of the salespeople would sign the Charles Clarke Commitment, which simply says, “For the next 30 days I will 100% of the time, all the time, with everyone, always, no exceptions, ask, ‘What do you think about going ahead with this today?’” (or some facsimile).” Usually when I ask for this commitment after the Master Closer Trilogy, about 50% of the sales staff signs the commitment and about 50% of
those that sign it actually do it. The salespeople that do follow through, however, are on their way to becoming Master Closers, and historically literally double their sales.

One of the salespeople at this particular home building company had committed to asking everyone, “What do you think about going ahead with this today?” Before the community’s official opening, she was in the model and one of the sub-contractors (the Groutman) was on the bathroom floor, grouting tile. Recalling her signed commitment, the salesperson asked him: (1) How do you like our community? (2) Is this a community you’d like to live in? (3) Which of our homes do you like the best for your needs? (he had already been doing work on the three other models); and (4) Is this a home you’d like to own? (Keep in mind, these were $800,000 homes to well over a million dollar homes, and she had already “judged” the Groutman as not earning more than $20 per hour). Would you have gone on and asked, “What do you think about going ahead with this today?”

She did, and the Groutman said, “no.” When she asked, “Why not?” the Groutman responded that he would have to bring his wife by. That didn’t encourage the salesperson because she “knew” (see reason number three) that the couple couldn’t afford the home. Finally, not knowing why, the salesperson asked the Groutman what his wife did. He said she was Executive Vice President of a large national company and was earning a considerable salary. It also turned out that the Groutman owned his own company and was only doing a favor for the owner for the Grand Opening. Incidentally, the Groutman and his wife bought a home there the following weekend.

After that the salesperson started asking “What do you think about going ahead with this today?” to everyone, even the UPS man. By the way, the salesperson had never sold any homes, new or existing before, nor had she worked in sales. She had previously worked in
Customer Service. Yet she became one of the company’s top salespeople by asking everyone, 100% of the time, “What do you think about going ahead with this today?”

The Retail Industry

Selling suits

I was in upstate New York working with a company when, on our lunch break, the president of the company said he needed to see his attorney and asked that I travel with him. To pass the time during his appointment, I went to a men’s clothing store that displayed a banner reading, “$1,000 suits for $300. Moving to the Suburbs Sale.” I made clear to the salesman inside that I had only 15 minutes to spare, and warned him that I was only browsing and had no intention of buying any clothing.

He quickly convinced me to try on five suit jackets and eventually one pair of pants that matched the last suit coat I had on. As I was admiring the this last suit, the salesman asked me, “How do you like our suits?” I said I really liked them.

“How do you like the best?” I said I liked the one I had on best. He asked if I liked any others, and I said yes, I liked the other two as well. He said, “Fine, I’ll tell you what I’ll do. I’ll put these three suits on hold for you. You told me earlier you could come back at 5:30, so I won’t let anybody get these suits until 6 p.m.”

I said, “Absolutely, guaranteed. I’ll be back at 5:30.”

So, how many of the suits did I end up buying?

None. I had every intention of buying those suits—all three, in fact. But I found myself on the airplane that night at 11 p.m., and suddenly I thought, “The suits!”
The salesperson “knew” I was coming back, and so did his sales manager. I myself planned to go back that day, and yet I didn’t (see reason number five). I became distracted and focused on something else.

This is how the scenario could have gone. The salesperson could have said, “So, how do you like our suits?”

“I love your suits.”

“Which one do you like the best?”

“The one I have on.”

“Do you like any of the others?”

“Yes, I do. Those other two.”

“What do you think about going ahead with this today?”

I would have said, “no.” That may surprise you, but I say no to everything at first, and because I had planned on coming back and purchasing them later. Yet, after I refused to buy, he could have said, “You really like and are impressed by these suits, right? And you see high value, right? Why don’t you give me your credit card, and by the time you’re out of the dressing room, I will have all three of the suits wrapped up for you.” Then I would have said, “yes,” to all three suits. Everyone needs a nudge! But that salesperson didn’t even try to close the sale, but just went directly for the appointment. How about you? Do you sometimes just go directly to the appointment? One of the definitions of a Master Closer is a salesperson who convinces prospective buyers to do something beneficial for them that the buyers would not have otherwise done.

“Bulls, Owls, Lambs and Tigers®: Personality Selling and Personality Marketing”

One of the keys to successful selling and marketing
In the beginning of this chapter I said we would deal with two aspects of my Critical Path of Selling—step number one (meeting, greeting, and connecting with their “animal” personality), and step number four (the Selection close). We have just dealt with step four, the first aspect of the “New Selling Commitment.” Now, we’ll briefly examine the second aspect with a summary of my “Bulls, Owls, Lambs and Tigers®: Personality Selling.”

One of the questions I am always asked at my seminars is, “Wouldn’t you offend someone by always asking, ‘What do you think about going ahead with this today’?” I always respond, “It depends!” It depends on how you present it to the prospects. Remember, “it’s all in the presentation,” and that means connecting with their personality.

If you are a salesperson, do you sell the way you would like to be sold? If you are in marketing, do you market the way you would like others to market to you?

Consider this…

If you answered, “yes” (as most people do) to either or both questions, then you are possibly losing at least ½ to ¾’s of your potential market and potential sales.

As salespeople and sales managers, what, then, is the best way to market or sell a particular product or service? The answer, quite simply, is that IT DEPENDS! It depends on the prospects’ personality, or what I call their Bull, Owl, Lamb or Tiger®.

The concept of “Bulls, Owls, Lambs and Tigers®” is based on two variables:

1. How “tell-oriented,” “bossy,” and “assertive” a person is (or is not)
2. How much positive emotion (all emotions except anger) they display or do not display to other people.

Those two “predictors” have a high degree of accuracy in predicting how prospects buy, what they buy, and when they buy. Moreover, these two simple variables provide a clear and
accurate picture of other aspects of the prospects and their personalities. I first began developing “Bulls, Owls, Lambs and Tigers®” while completing my Masters Degree in Sociology and Psychology at the University of Hawaii. I continued researching and working on this concept while working toward my Ph.D. at the University of Arizona and the University of Maryland. My adult life’s work has been dedicated to “Personality Selling and Personality Marketing,” and “Personality Motivation.”

Look at the chart below and decide which two animals you think you are. As you consider your personal levels of assertiveness and emotion, which animal emerges as most like you? Which would be second? For instance, if you are a highly assertive and somewhat emotional person (perhaps a 4 on assertive and a B on emotion) you would be a Bull with Tiger, which indicates a dominant “Bull” personality with visible “Tiger” characteristics. A highly unassertive, somewhat emotional person would be classified as an Owl with Lamb.

As you consider the make-up of your own personality, consider also what animal personalities are hardest for you to sell. Generally, salespeople have the most difficult time selling a prospect of the opposite animal personality. Bulls have a difficult time selling
Lambs, Lambs have a difficult time selling Bulls. Conversely, Tigers tend to struggle selling Owls, and Owls often struggle selling Tigers. These personality differences and difficulties translate into lost sales.

The population as a whole is comprised of approximately 25% of each animal personality. Bear in mind that the BOLT system is not “gender based.” Approximately half of all Bulls are women and half of all Lambs are men. It is also important to note that the system has no value judgment. No animal is better than the other. My BOLT system is not foolproof, but it has roughly a 90% probability of being accurate. (Wouldn’t you love to take 90% probability to Las Vegas?)

The following chart is a summary of my BOLT system and the unique characteristics and buying habits of each animal type. All of the information included is based on 30 years of my research.
<table>
<thead>
<tr>
<th>Definition</th>
<th>Questions They Ask</th>
<th>When They Buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Bottom line, get to the point, business first</td>
<td>• How much?</td>
<td>• When they want to</td>
</tr>
<tr>
<td>• Somewhat abrasive personality</td>
<td>• What’s your best price?</td>
<td>• When they are assured they have the best price, and that you won’t lower the price</td>
</tr>
<tr>
<td>• Control oriented</td>
<td>• What does it come with? (Interested in knowing what “extras” they can get.)</td>
<td>• Bulls say their preference is to buy the first day, even for extremely expensive items (homes, automobiles, and private airplanes)</td>
</tr>
<tr>
<td>• “Hurry up”</td>
<td>• How soon can I have it?</td>
<td>• Sell the “steak” not the “sizzle” with Bulls</td>
</tr>
<tr>
<td>• <strong>Highly assertive, low emotion (except the emotion of anger)</strong></td>
<td></td>
<td>• Fast decisions makers, high risk takers</td>
</tr>
<tr>
<td>• Bull “turn-offs”:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Answering a question with a question (Bulls hate that)</td>
<td></td>
<td></td>
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<tr>
<td>2. Imagination, testimonial, and trial closes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Salespeople who are too emotional, and too “nice”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Extremely analytical, detail oriented, business first</td>
<td>• Tell me about the manufacturing process?</td>
<td>• When all of their questions have been answered</td>
</tr>
<tr>
<td>• Person who corrects almost everything you do</td>
<td>• What materials are used?</td>
<td>• Answering all of an Owls questions could take several visits or appointments</td>
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<tr>
<td>• Loves <em>order</em> and systems</td>
<td>• What kind of warranty does it include?</td>
<td>• Owls buy with logic and justify with logic, not emotion</td>
</tr>
<tr>
<td>• <strong>Low assertiveness, low emotion</strong></td>
<td>• Questions about value</td>
<td>• Slow decision makers, low risk takers</td>
</tr>
<tr>
<td>• Owl “turn-offs”:</td>
<td>• Questions about everything</td>
<td></td>
</tr>
<tr>
<td>1. Too much excitement, and too much emotion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Salespeople who do not stay on track</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Urgency closes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Wants to <strong>please</strong> everybody, social before business</td>
<td>• Which do YOU like best?</td>
<td>• When the purchase has been validated by someone else</td>
</tr>
<tr>
<td>• Takes a long time to make up their mind</td>
<td>• What is your best seller?</td>
<td>• Validation could take several visits or appointments</td>
</tr>
<tr>
<td>• Dislikes confrontation and arguments</td>
<td>• Lambs ask friendly, non-threatening questions</td>
<td>• Slowest decision makers, low risk takers</td>
</tr>
<tr>
<td>• <strong>Low assertiveness, highly emotional</strong></td>
<td>• “Mr. Rodgers” or “Neighborly” questions</td>
<td>• Highest level of buyer’s remorse</td>
</tr>
<tr>
<td>• Lamb “turn-offs”:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Pushy salespeople</td>
<td></td>
<td></td>
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<tr>
<td>2. Urgency and take-away closes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Dominated by wanting fun and excitement, social before business</td>
<td>• Tigers ask completely unrelated questions, due in part to their distraction by shiny objects and/or “shiny thoughts”.</td>
<td>• When they are excited</td>
</tr>
<tr>
<td>• Extremely talkative</td>
<td>• Tiger questions often have “nothing to do with anything”</td>
<td>• Tigers buy on their first visit (or not at all) even for expensive items. If they don’t, they rarely return for a second visit.</td>
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<tr>
<td>• Distracted by “shiny objects”</td>
<td></td>
<td>• Sell the “sizzle” and not the “steak” with a Tiger</td>
</tr>
<tr>
<td>• <strong>Highly assertive, highly emotional</strong></td>
<td></td>
<td>• Fastest decision makers, highest risk takers</td>
</tr>
<tr>
<td>• Tiger “turn-offs”:</td>
<td></td>
<td>• Impulsive, compulsive buyers</td>
</tr>
<tr>
<td>1. Too much detail</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Ben Franklin closes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Not enough emotion</td>
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Product has a Personality

You and your prospects aren’t the only members of the selling process that have animal personalities. Everything you sell has a Bull, Owl, Lamb or Tiger® personality, as well. As salespeople, we need to match the personality of the product to the personality of the buyer. Think for a moment—why do some people walk into your place of business or showroom and immediately love a particular product while other buyers dislike it? Or why is it that some people appreciate particular features of your product or services that others do not? It is often due to a “personality conflict” between the buyer and your product.

Just as you must match your personality to the buyer’s, the personality of the product must match the personality of the buyer; if not, the buyer will not like it, and thus, will not buy it. This simple principle applies to every part of the business world, no matter what you are selling or marketing. The benefit of a feature is different for each personality. Different people see things differently, but a Master Closer has learned to speak the “animal talk” of potential buyers in order to market to them and make the sale.

Consider this…

All products have personalities. No matter what you are selling—automobiles, clothing, furniture, or computers—these concepts apply to you.

Homes

An example of product personality

Homes are a powerful example of product personality as it relates to all industries. For example, does everyone like an “open space” home where the kitchen flows into the family room, and where ceilings are vaulted into a cathedral effect? When I ask my seminar attendees, “How many of you personally like an ‘open space’ home with a flowing kitchen and family
room, and cathedral ceilings?” around half respond positively. A past issue of the “National Association of Home Builders” national survey of buyers’ preferences reported that only 15.8% of home buyers prefer “complete openness” in their homes’ kitchen and family room arrangement; 45.9% prefer the arrangement to be visually open but with a divider; 20.9% prefer the rooms to be side by side, but with a wall between; and 17.4% prefer the kitchen and family room to be completely separate areas. Clearly particular buyer personalities tend to connect with the “personalities” of particular homes and reject the “personalities” of other homes.

For example, Tigers and Bulls would look at a home with an 18 foot ceiling and a plant shelf 12 feet up, and love it because it’s fun, exciting, and different for the Tiger, and striking, impressive, and statement-making for the Bull. Yet the Lamb could feel that it is too overwhelming, and the Owl would question the loss of heat or air-conditioning and ask, “How would I dust up there?” (Tigers might comment, “Dusting…interesting concept!”)

What often happens is that a Tiger selling homes will walk a prospective Owl buyer into an “open space” home and praise the virtues of the cathedral ceilings, along with the beauty of the window at the apex of the ceiling, and the skylight in the kitchen. The more the Tiger salesperson emphasizes the openness, the more they are “unselling” the Owl—turning away a population of buyers who report that they prefer low ceilings and completely separate, or partially separate, areas for the kitchen or family room.

### Each Animal’s Favorite Room

<table>
<thead>
<tr>
<th>Favorite room</th>
<th>Bull</th>
<th>Owl</th>
<th>Lamb</th>
<th>Tiger</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Me”-room or Den, and an impressive Front Entrance</td>
<td>Practical Kitchen, separate Living Room and separate Dining Room</td>
<td>Family Room with a cozy fireplace, or a Great Room</td>
<td>Sexual and sensual Master Bedroom and Master Bathroom (Owners’ retreat)</td>
<td></td>
</tr>
</tbody>
</table>
Automobiles

What kind of automobile does each animal prefer? Which one prefers large automobiles to small automobiles even in times of higher gasoline costs? Which animal prefers the darker colors of brown, black, and dark blue in terms of the exterior and interior packaging of the automobile? Which likes pastels? Which likes red and jewel tone colors? Which likes neutral colors like beige? Every year color experts try to convince the population that “the color of the year” will be mauve or some other exciting color by which Bulls and Owls are usually not motivated. The following chart outlining the animal personalities’ preferences examines these questions.

Summary of Preferences:

*What the animals want products to accomplish, and the animals’ favorite colors*

<table>
<thead>
<tr>
<th>Want products to be</th>
<th>Bulls</th>
<th>Owls</th>
<th>Lambs</th>
<th>Tigers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Want products to be</strong></td>
<td>Striking, impressive, and statement-making</td>
<td>Practical, efficient, and functional</td>
<td>Warm, cozy, and comfortable</td>
<td>Fun, exciting, and different</td>
</tr>
<tr>
<td><strong>Favorite color</strong></td>
<td>Black, dark brown, dark blue, and hunter green</td>
<td>Beige, light gray, and neutral colors</td>
<td>Pastels, (light blue, yellow) and soft colors</td>
<td>Red, primary colors, and jewel tones (ruby, sapphire, emerald)</td>
</tr>
</tbody>
</table>

*Charles Clarke III’s “100% COMMITMENT”*

*Tying both concepts together*

What if you were to, 100% of the time, all of the time, with everyone, always, no exceptions, ask, “**What do you think about going ahead with this today?**” and actually *become the personality of your buyers 100% of the time*? Do you believe that if you consistently did these two things your sales would increase? You know the answer is, “yes.” In fact, these two selling concepts in concert can literally **more than double your sales**.
If you are ready to make both of these commitments for 30 days, e-mail us at Bolt@personalityselling.com with your commitment. Also, let us know how your sales increase during and at the end of your commitment. For more information, on “Bulls, Owls, Lambs and Tigers®”, review our website: www.personalityselling.com.

Good luck and great selling!