

Different Folks, Different Strokes

Adjusting Your Sales Approach To Fit the Buyer

If you've spent any time in the post-frame, metal building, or portable structure business, you already know...Selling isn't just about nails and fasteners or quoting square footage. It's about people, and people are different.

The old saying "different strokes for different folks" couldn't be more true when it comes to how folks make buying decisions in the rural construction world. Whether you're talking to a young couple wanting a starter pole barn home, a farmer needing equipment storage, or a homeowner eyeing a new backyard garage, how you sell needs to shift with who you're talking to.

It's not about being slick. It's about being real. Then adjusting, just enough, to build trust and get to the handshake.

Be Yourself First. Then Read the Room.

Let's start here: If you're not being genuine, none of this matters. You don't need

to become someone you're not. Folks can spot a phony faster than a loose tarp in the wind.

But just like you wouldn't talk to your pastor the same way you talk to your fishing buddy, you've got to read the room. Adjust your tone, your pace, and your approach without changing who you are.

This isn't about acting. It's about understanding. The better you can read people, the better you can serve them. And that's how you earn trust.

Here's a look at the four common types of buyers you're likely to meet in our world.

1. The Quiet Thinker

These folks don't say much at first. That doesn't mean they're not interested. They're just thinking before they speak.

How to spot them:

- Slow to talk, but focused
- They'll listen, but they won't lead the

conversation

- They won't rush into a decision

How to work with them:

- Slow down. Let silence do its job
- Ask simple, open questions
- Give them time. Don't try to close the deal too fast

• Stick to what matters to them, not what you want to sell

Biggest mistake? Mistaking quiet for disinterest. Push too hard, and they'll disappear.

2. The Detail Hound

You'll know this person fast. They want measurements, specs, wind ratings, warranties, and more. They've likely read every product sheet and might know more than you think.

How to spot them:

- They come with a list of questions
- They ask for specifics, not generalities
- They're not swayed by charm. They



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