

SALESPERSON TYPES: ORDER TAKERS VS ORDER CREATORS



Who are Order Takers?

You tell them what you would like to get and they tell you how much you should pay and when you can get your order. And that's it.



Who are Order Creators?

Order creators do not wait for the customers to come. They make clients wish and buy their products. This way is much harder.



Should you be an Order Taker or an Order Creator?



Order Takers

Order Creators



Psychology

Don't like:

- Prospecting,
- Cold calling,
- Uncertainty,
- Start communications



Like:

- Sales adventures,
- Prospecting,
- Start communications,
- Long conversations

Salary

- Average
- Can't be very high
- Narrow range
- More competitors



- Wide range
- May be very high
- Depends on bonuses
- Less competitors

Company

- Marketing team does all prospecting
- Unique product
- Enough new customers



- Sales team do prospecting
- Customers don't recognize the need
- Not enough new clients

Goals

- Stable in the short term
- Low responsibility for sales
- Suffer from new trends like e-commerce



- Depend on you
- High responsibility for sales
- Will not suffer from e-commerce

Should you hire Order Takers or Order Creators?



If you see that you are getting plenty of new clients and this situation will not change in the future then you should be looking for good order takers.



If you need to attract more clients and your sales rely mostly on prospecting then you should be looking for top order creators.

NOTE 1:

Don't think that a good order creator will be a good order taker. Indeed order creators tend to be poor performers in this area, because they tend to start long discussions with customers that are ready to order.

NOTE 2:

Usually it is easier to find another good order taker than to find another good order creator. Think twice when you change your staff.

How to distinguish Order Takers and Order Creators?

If you see that the candidate has a very strong desire to help others and this desire is even stronger than her desire to make money, treat this person as an order taker.

Order creators usually are very individualistic and their main motivators are making money and shaping their future. They are more risk-seeking while order takers usually are risk-averse.



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