

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 Takers?



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Who are Order Takers?



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.



Who are Order Takers?

**Engage customers
in business
discussions**



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**Sell
6 to 9 months
in advance**

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**Sell
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**Don't have
order pads**



Who are Order Takers?

**Engage customers
in business
discussions**

Ask questions



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**Don't have
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**Sell
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**Focussed on
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Who are Order Takers?

**Engage customers
in business
discussions**

Ask questions



**Sell
6 to 9 months
in advance**

**Don't have
order pads**

**Focussed on
what the customer
needs**

**Aren't controlled
by the customer**



**Should you be an Order
Taker or an Order Creator?**



Order Takers

Psychology



Order Creators

Don't like:

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



Like:

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



Order Takers

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

Salary



Order Creators

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





Order Takers

Company



Order Creators

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



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



Order Takers

Goals



Order Creators

- 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?**

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.



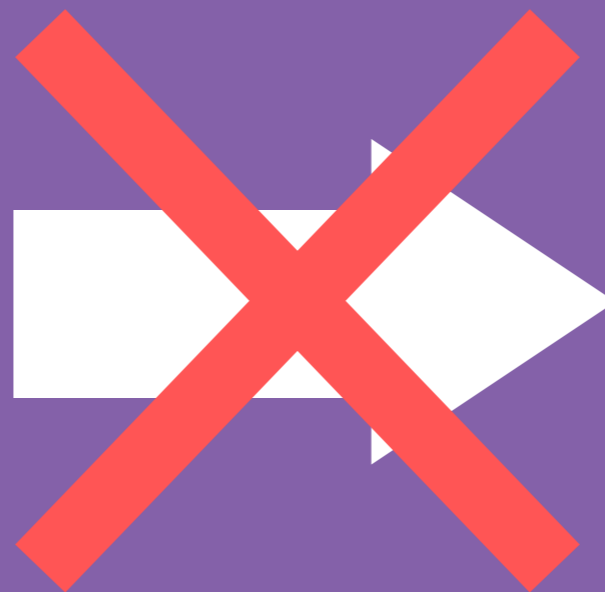
Should you hire Order Takers or Order Creators?

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



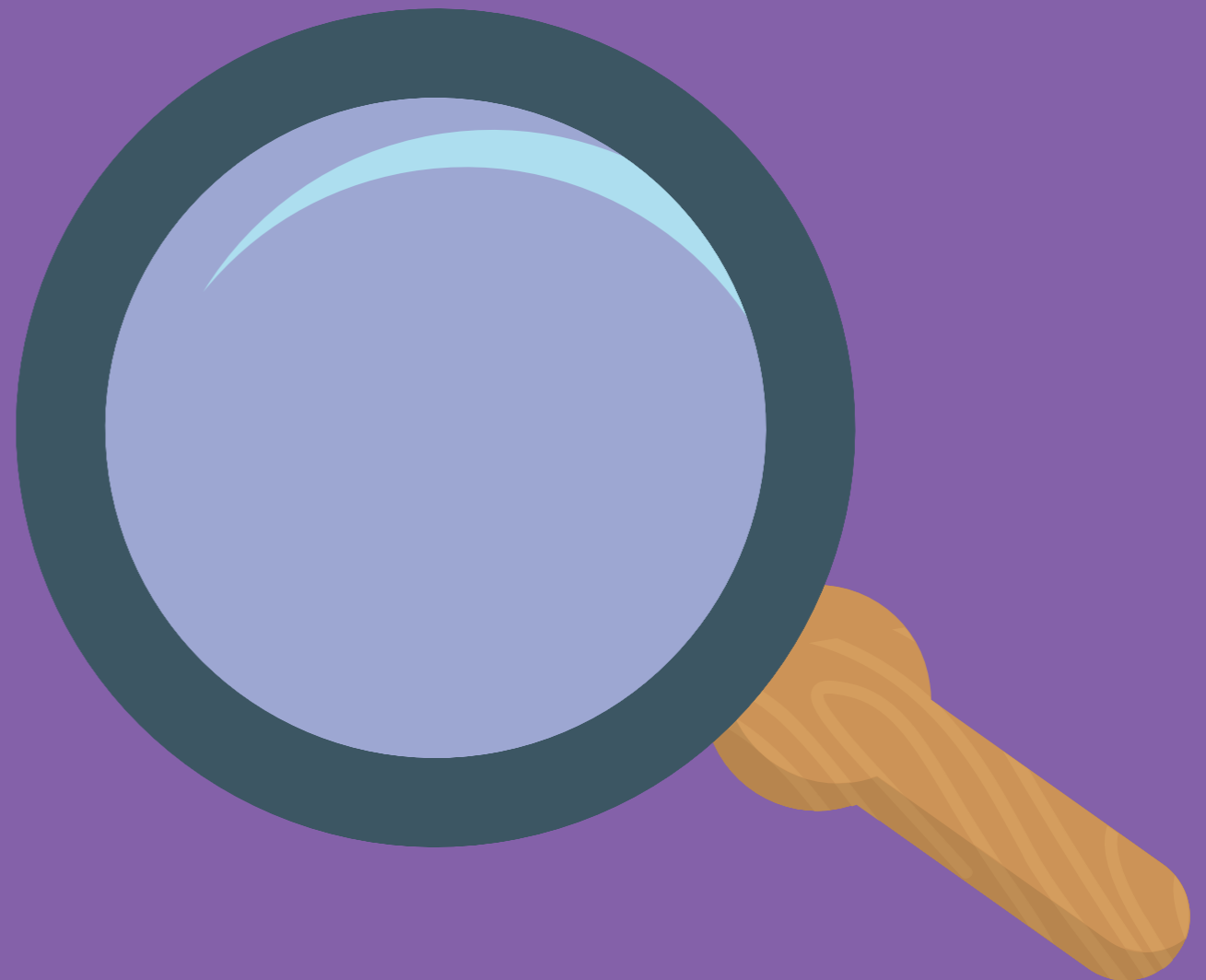
NOTE 1:

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?



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.



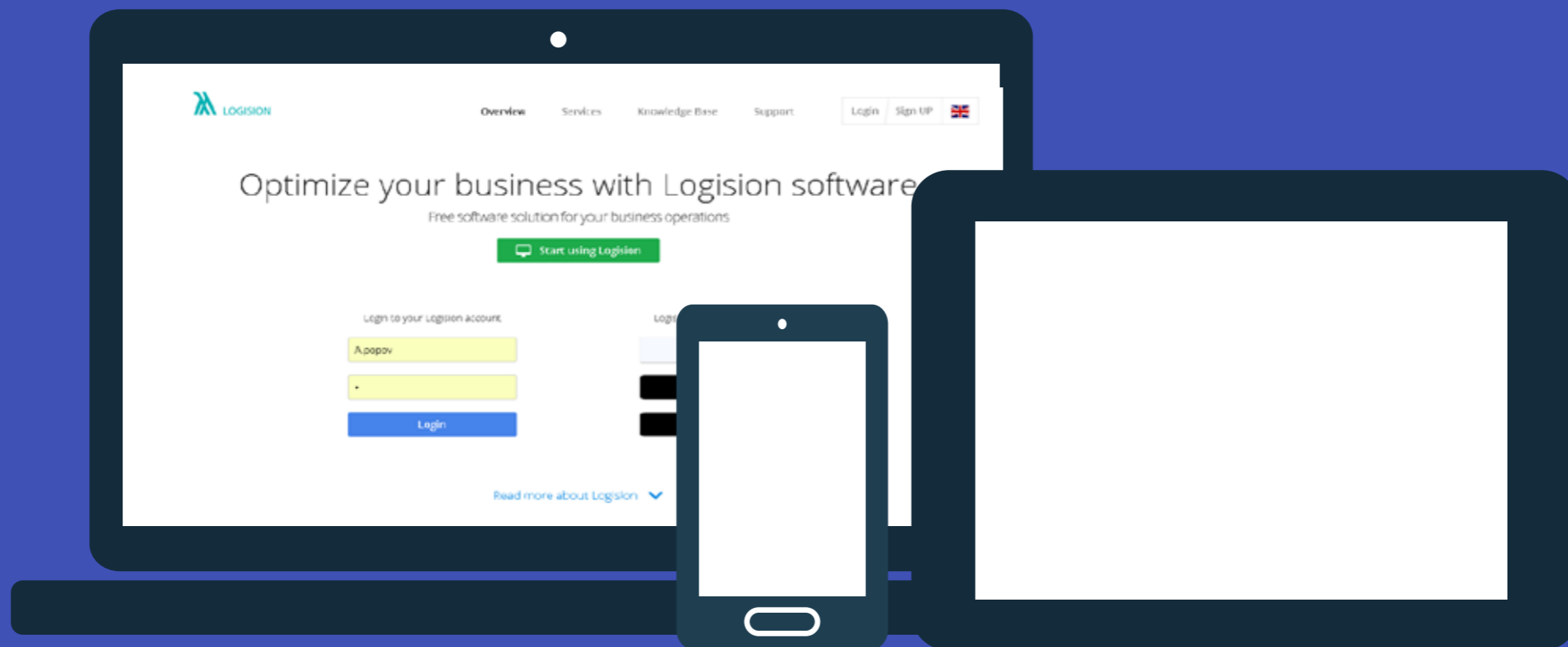
How to distinguish Order Takers and Order Creators?



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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