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?

Listen & respond to the customers requests.
Who are Order Takers?

Reactive

Listen & respond to the customers requests
Who are Order Takers?

Reactive

Listen & respond to the customers requests

Use order pads
Who are Order Takers?

- Reactive
- Controlled by the customers
- Listen & respond to the customers requests
- Use order pads
Who are Order Takers?

- Sell today
- Reactive
- Controlled by the customers
- Listen & respond to the customers requests
- Use order pads
Who are Order Takers?

- Reactive
- Sell today
- Control by the customers
- Listen & respond to the customers requests
- Use order pads
- Most sellers 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
Who are Order Takers?

Engage customers in business discussions

Sell 6 to 9 months in advance
Who are Order Takers?

- Engage customers in business discussions
- Don’t have order pads
- Sell 6 to 9 months in advance
Who are Order Takers?

- Engage customers in business discussions
- Ask questions
- Don’t have order pads
- Sell 6 to 9 months in advance
Who are Order Takers?

Engage customers in business discussions
Ask questions

Don’t have order pads

Sell 6 to 9 months in advance
Focussed on what the customer needs
Who are Order Takers?

- Engage customers in business discussions
- Ask questions
- Don’t have order pads
- Aren’t controlled by the customer
- Sell 6 to 9 months in advance
- Focussed on what the customer needs
Should you be an Order Taker or an Order Creator?
Psychology

Order Takers

Don’t like:
- Prospecting,
- Cold calling,
- Uncertainty,
- Start communications

Order Creators

Like:
- Sales adventures,
- Prospecting,
- Start communications,
- Long conversations
Salary

Order Takers
- Average
- Can’t be very high
- Narrow range
- More competitors

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

Order Takers

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

Order Creators

- Sales team do prospecting
- Customers don’t recognize the need
- Not enough new clients
**Order Takers**

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

**Order Creators**

- 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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