

Why a share fund can make green dominance people yawn

The financial consultant: nowadays biostructure is the key to understanding the customer

From Oliver Steeger

According to some financial consultants the world seems to be bewitched. They calculate investment strategies for their customers. They add up numbers, join data and list events. Nevertheless not all the private investors study precisely these documents. Some of them don't give analysis an only look, when they sign the investment contracts or buy shares. "They seem to follow their feelings when they invest their money" says a consultant. He affirms that for a meaningful part of his customers the journey across the universe of numbers doesn't offer any help in order to take a decision. Customers are moved by other reasons: feeling at one's ease with money investment, avoiding sleepless nights or wishing to run the risk and reaching the yield – this seems to give a much stronger incitement to take a decision.

Psychologists of economics are not surprised. In case of purchase of a car, a holiday or just a money investment – brain always gives the same incitement to take a decision. "It represents the key to understanding the customer", explains **Professor Gerhard F. Graf**, professor of psychology in Würzburg. According to this northern Franconian scientist the problem is as follows: only few financial consultants can play with skill the tone of "good feeling". "Convincing numbers and analysis offer only to a part of the customers an incitement to the purchase" says Gerhard F. Graf. It handles about concrete, cool-thinking men, who are satisfied with planning their security for the old age or with buying carefully selected mixed funds. On the contrary convinced traditionalists sign the

old beloved real estate contract of saving, because their father has always been saving like this. And whoever cares for his own image allows himself a real estate fund with renowned objects in Paris or London. It's very "in" and therefore he cossets himself. In any case for many financial consultants the perfect customer is a hermetically sealed book. In other few branches he has changed his own mind so often like in the financial one. As decades passed "Herr Otto"

showed hardly enthusiastic for the real estate investment funds, the purchase of shares and insurance stocks at a low taxation. Then the boom of the Stock Exchange electrified the German citizen in the Nineties. The actor Manfred Krug praised the "popular shares" and the Stock Exchange attracted millionaire business. "Suddenly we were in front of customers who didn't want to be involved in risky business" reminds an insider. The disillusionment follows to the DAX rally. Financial consultants needed some years to make customers trust investments again. Bankers remind themselves again what in their opinion the financial service is made of: transparent analysis, pattern of calculation and the estimation of the risk.

State of emergency in spite of the saving record reached by the German citizen?



Just in the questions about money self knowledge and understanding others play an important role.



Nowadays for the money field the next change seems to happen inland and this change offers similar chances and risks. First: high level products and assistance of the financial service are now suitable. Some offers still diversify only as to the logos of banks and institutes.

"Offers are now easily interchangeable" says **Frank Schubert**, Training and Up-dating Manager of the Financial Consulting AWD. Second: the German citizens are now saving more than ever. Only in the last four years they have been saving round 280 billion euros. In consideration of hardly distinguishable products they look for something more suitable for them and they don't feel understood by their consultants in this research. In banking the term "state of emergency" begins to appear.

And yet this changes little by little. Insurances, real estate saving banks, banks, trust companies and property consultants appear in the privacy of their customers. As the saying goes, the first look weighs the customer and only the second establishes his need and the suitable financial strategy.

"The expertise and the knowledge of the individual reasons leading the customer to purchase nowadays highlight the successful consultants" says **Werner T. Krumm**, Sales Manager at the Union Investment-Privatfonds in Frankfurt. Sometimes institutes spend a lot of money in the marketing surveys. They train their cooperators in using "touch" with the customers and they make them sensitive to their features. They develop their products according to the rules of the behavioral science. "If there is a secret of success, this can be found in the ability to listen to the others' opinion and to look at things from your own and the others' point of view", this old formula by Henry Ford is more and more often quoted inside the banks.

Analysis of the investor's personality in the marketing surveys

In order to understand the personality of the investor, for example the Group Union

Investment working for approximately 50 years in the funds branch, has been leading key marketing surveys. One thousand customers have been personally interviewed. The marketing researchers discovered three well defined typologies of investors; after two years they examined their survey with other further thousand interviews reaching the complete confirmation of the former result.

Essentially the typology 1 shows a rooted strong dislike for financial investments and direct above all to kinds of traditional investment such as the saving book. This kind of investors looks for certainty and a trustworthy contact with the consultant. The typology 2 knows that it is worth to be interested in financial subjects and this typology is open to run a risk. The typology 3 is particularly involved in detailed



Frank Schubert, Training and Up-to-Dating Manager for AWD Financial Services

Investments and banking business, is especially open to new products and services and needs several information sources. Marketing researchers underline that each one of these three types can be traceable in any social class, age, income and cultural background. The researchers noted with surprise that this is the leit motiv featuring all the customers.

The training of 3.000 banking consultants

Estimating oneself and your customer with expertise in the daily life consulting repre-

sents a particular advantage. The strategy based on the self knowledge and the understanding of the others is not unknown in the field of financial services. Yet in the middle of the Eighties the „DIFA Deutsche Immobilien Fonds AG" (600.000 private investors/16 billion euros invested for the customers) owned today by the Union Investment Group arranged for a training program regarding the behavioral science. The operation made approximately 3000 banking consultants of Credit societies and of the Raiffeisen banks – the DIFA partner – get in touch with the concept of bio-structural analysis. This analysis helps to understand your own personality and the customers' one and how to choose the "suitable" consulting strategy. First of all: with surprise of the marketing researcher the pattern corresponds to the typology of investor of the Union Investment.



Werner T. Krumm, Distribution Manager at Union Investment Privatfonds

"The correspondences are clear to see" says **Siegmar Rosenblatt**, Sales Manager at the Union Investment Privatfonds (Frankfurt). He's sure: the biostructural analysis helps consulting to come more rapidly to the point.

The dialogues reach better results, the consultant acts in a more skilled way and the satisfaction of the customer increases.

Genes and brains rule the investor's behavior

Nevertheless in the field of biostructural

analysis you don't talk about kinds or typologies of investors. The key point is: neurobiologists are sure that human brain is composed of three sections working in a different way.

The brain stem for example is responsible for the instincts and the feelings of the life, the so called "limbic system" for the emotions and the self affirmation, the neo-cortex for the logical and rational thought and the planned behavior. Regarding the genetic individual attitude one of the brain sections dominates. And so it gives its specific imprinting to the thought, the feelings and the behavior. "These basic individual patterns are genetically imprinted in every person" emphasizes **Juergen Schoemen**, managing director of the German Structogram Center (Speyer/Frankfurt), "namely



*Kai-Uwe Harz, General Manager,
General Service for Economy*

they represent the individual genetic fingerprints of our behavior and they lead us all life long." The confirmation of the natural sciences regarding the biostructural analysis has a wide echo in the financial world. The basis of the neurobiology, of the behavioral genetics and the molecular biology convincingly affects many financial consultants. **Kai-Uwe Harz**, General Manager of the AWD Financial Consulting (Hannover): "Basic behavioral patterns are very stable and easily recognizable. This offers good chances in order to build a long-lasting relationship with the customers."

Lively colors show these basic patterns: "green" color describes the sentimental and private elements of the personality, the "red" one the impulsive and emotional fields and the "blue" the rational and cool ones. An analysis – or even a trained look – can understand how these three parts are mixed in every single person, which one dominates, which is the second dominance and which plays a secondary role. You therefore can obtain a great deal of combinations of these three fields: so the biostructural analysis has developed a colored and moving disk, allowing to show the individual results: it's the "Structogram".

Red dominance needs status, the blue wants numbers

Therefore a "human" consulting dialogue meets the requirements of a green dominance customer. "He looks for traditional products, for example the real estate saving contracts, already chosen by many millions of investors before him", explains **Roger Rankel**, Sales manager in Starnberg and author of the bestseller "Oskar's principle". Among the red dominance customers the new products having a good yield perspective lead to decision; they direct themselves to the shares and prestigious products. "A red dominance customer asks immediately for information about the yields and he's open to run risks" affirms Werner T. Krumm, working for 35 years in the business. More over the investment emphasizes the prestige of the red dominance; in this case you quickly reach the business deal. As far as "blue" dominance is concerned the numbers, data and facts – "NDF" – represent the key. They calculate, consider the long-range investments, compare with other offers and analyze details.

"It's surprising how this description of the dominances corresponds to the consultant's daily experience" affirms **Frank Steinhagen**, Sales managing responsible of the financial institute at the Union Investment Privatfonds. He says: "In our branch business deal is reached above all with the blue. So far consultants have been dealing with few "red" or "green" requirements." Now this

situation should change step by step. Biostructural analysis has already been spreading among many German financial consultants, as Juergen Schoemen says.

As examples along with Union Investment Privatfonds and AWD he also talks about Fidelity Investments International (Kronberg/Ts.) and Landesbausparkasse Hessen/Thüringen (Frankfurt/Offenbach). As **Andreas Lex** reports, just at SV SparkassenVersicherung (Stuttgart) the analysis has been shown to nearly 600 cooperators. The Marketing Manager also responsible for Training and Up-Dating had good experiences with this learning tool. Similarly the financial consultants in Switzerland and Austria.

According to **Peter Stutz**, managing director of the world wide working Institute for Biostructural Analysis in Lucerne, for example Credit Suisse, UBS, PSK and Bank Privat already introduced the method.

Since the beginning of 2002 at AWD they have been perfectly working: the independent consulting company, with a plan offering products shown by 300 consultants, widely introduced the biostructural analysis. Service consultants involved with approximately 1.2 million regular customers, must first of all be familiar with a look at their own dominances. Because, yet before understanding others, they must be acquainted with self knowledge, says Schubert. "The consultant must know his own Structogram and recognize how it affects others" he explains. The basic patterns do not establish only the reasons leading customers to purchase and decision; they also affect the consulting attitude and the consultant's argumentation. "In order to obtain a long-lasting success consultants must first of all be authentic and they can not fight against their own biostructure" says further Roger Rankel.

Therefore they need self knowledge, in order to acquire their suitable sale method.

AWD consultants dedicate themselves to self knowledge

Approximately 4.000 AWD consultants are independent business agents. Even if they work autonomously first of all inside AWD they follow a training program lasting several months. At the end they must pass an exam required by the Chamber of Commerce for Industry, as refers Frank Schubert. Before that exam since the beginning of 2003 a course on the bio-structure linked to the self knowledge, the Structogram training, has become compulsory. More than 40 trainers followed the training seminar at Hannover's in order to complete their training schedule. Harz thinks that's doubtlessly necessary. "Our consultants must know from which window of their personality they're watching themselves" he explains "only afterwards they can understand peacefully their mandators' personality and convincingly advise the suitable products."

The self knowledge workshop lasts one whole day and it's also open to the participation of consultants' partners. Then in the short run the next step follows: AWD consultants participate to a seminar to understanding others, the so called "Triogram" seminar. This unity of trainings sharpens their look at their mandators' biostructure. Kai Uwe Harz shows the goal: "Our consultants must look at the world with their customers' eyes and suit their personality as far as they remain authentic." On this basis the mandators and the consultants can develop together a conclusive concept suitable for the customer's purse and taste. At the end from this wide definition Kai Uwe Harz expects a better consulting quality: "For example is it useful to suggest a long term deposit to a customer who, after a rapid look, on the basis of his biostructure doesn't stand year long periods?"

"Communication and argumentation are explained"

"The craftsman's tools" like the biostructural analysis draw the profile of the consulting process, affirms Werner T. Krumm,




Every customer is different.

who, along with his studies in economics, he examined closely psychology of economics. This explains communication and argumentation in the foreground. "It's decisive that this tool is fit for practice" he said. He already experimented other tools and admits that the over 25 years old, still existent biostructural analysis sometimes seemed to him to be too superficial. "But afterwards we got back" he reports "because just its apparent easiness represents its strength."

It is supported by the most recent science discoveries, it can be rapidly and easily followed and it's immediately transferable to the practice." More over it is widely accepted among the consultants. More than 90% of the participants to the seminar find themselves spontaneously in the results of their personal analysis, inside the Structogram; even their partners increasingly confirm the results.

"Reliability is enormous" says Siegmur Rosenblatt. Considerations go further even in the money field. You can think to compose the "design" of the products following the components of the biostructure. Therefore the financial consultants can

create the same product for different 'investors' personality; other fields have been already showing it for many years. Example: green and blue dominances mostly deal with real estate saving contracts, a proposal that keep indifferent red dominance customers whose motto is "no risk, no fun!". For them yield is too low and the contract too boring. "Nevertheless using the suitable argumentations you can make also a red dominance customer choose a real estate saving contract" affirms Juergen Schoemen. But the assumption must be that the contract effectively suits his investment strategy. "From our point of view financial consultants have yet great opportunities for using biostructural analysis and offering the customer an individual solution to his question and therefore an optimal benefit on the personal level. 

Oliver Steeger is a journalist experienced in training and up-to-dating subjects.

From the German Structogram Center Juergen Schoemen
talks about the successful sale

“Selling the same product to different customers in a different way”



Juergen Schoemen,
Managing director,
Deutsches STRUCTOGRAM®-Zentrum

So far approximately one million participants to the seminar worldwide practiced the biostructural analysis thanks to nearly a thousand authorized trainers. Juergen Schoemen, managing director and Senior-Master-Trainer of the German Structogram Center (Speyer/Frankfurt) explains the reason why consultants and salesmen can take advantage from this tool.

It is increasingly emphasized that successful sale is not only matter of a good argumentation...

Juergen Schoemen: That's true. Successful salesmen sell the same product and service to different customers in a completely different way: on the relational level through their behavior and on the subject level through their argumentation.

Could you be more specific?

For example, they precisely deal with the individual reasons of the customers lead-

ing them to purchase and with their needs, which are decisive for the customers. Whatever the reasons and the needs are that each time lead to purchase, many successful salesmen seem to recognize them unconsciously. During many years of business they've been developing very sensitive feelers.

So a perfect sale would be matter of great skill, a gift...

Slow down! Let's be clear: there is a great deal of customers' needs that the salesman can take into consideration. Which every time are the right needs – this is what the salesman learns to recognize. I am saying that training can help you reach this goal.

You talk about a deal of needs. How can the salesman choose the right ones during the consulting dialogue?

Needs can be linked to some and few basic reasons leading to purchase, being able to represent the incitement to the same purchase. This is an enormous advantage for the salesperson. Roots for these reasons are always to be found in a whatever advantages lead to survival in the long story of human evolution.

More concretely, please.

For example the reasons "Social relations and rules". Or the reasons "Status and recognition". Or "Individuality and independence". According to what the customer considers the most important reason among these, a successful salesman uses the suitable matching argumentation linked to his product. Whatever the reasons are that lead to purchase, they depends on the customer's biostructure.

What does biostructure mean?

The basic structure of our personality. It's a genetic attitude and it's stable in the adult, therefore, it is called biostructure. Biostructural analysis offers the tool in order to recognize one's own individual basic structure and that of the others; the tools are namely called "Structogram" and "Triogram".

What does it mean in the practice?

First of all that the salesman at the very beginning is "imprinted" by the basic structure of his personality. He unconsciously follows his individual basic patterns in the dialogue for the sale.

He sells products to the others as if he would sell them to himself, does he?

Yes, in figurative sense. But his genetically imprinted behavioral pattern can not be and must not be deceived. If he wants to reach success he must therefore use sale methods suitable for his personality.

So there isn't a formula for sale, fit for everyone, is there?

No, at the foreground there is always the self knowledge and then the choice of the suitable methods for each one. Only on the basis of this individual knowledge the salesperson can authentically and consciously behave so that he can be reliable. Then in the second step he should suit the customer's individual features – but also in this case only as far as they "suit" him. The next step according to the analysis of one's own biostructure is therefore that to learn how to recognize other people's biostructure and so to acquire the necessary knowledge to understanding others. If the salesperson knows himself and the customer's features, in order to reach success in the sale he also needs a third step, the so called specific knowledge of the product.

What do you mean with these words?

"Specific knowledge of the product" doesn't mean only the knowledge of the product's features. It's more than this; it's about linking the product to the reasons and needs

leading customer to purchase. And from here, in a wide sense, it comes that also follows that the product has its own personality on the basis of the efficacy of its signals.

...difficult to imagine...

In figurative sense, as I said. Customers, whose biostructure is directed accordingly to important keys in order to obtain status often feel attracted also by prestigious products. Therefore, like these customers, also a product can be placed inside the Triogram because of its "personality" and therefore of its "biostructure". The salesperson must remember that: only through the self knowledge, the understanding of the others and the specific knowledge of the product will he be able to reach a long-lasting success.

So successful sale would be based on three reasons...

...and therefore also on three assumptions, which must be stated during the training on the sale. First of all the harmony between the personality and the sale method. Then the suitability to the customer's features as far as authenticity of the salesman is not compromised. And last but not least, a specific knowledge of the product.

Where can you see the particular strengths of the biostructural analysis?

A part from the biostructural analysis I don't know any other training or consulting method able to put the basis of a difference between the genetically imprinted and stable basis and the changeable features depending on the environment linked to the personality. In many trainings you start from an "absolute" mutability of all the personal features or of the behavioral attitudes. But should a training be wholly effective, you should distinguish which features could be permanently changed without problem and which on the contrary should not, because they are genetically imprinted. Biostructural analysis emphasizes just this difference. More over I see special strengths in the simple application of the analysis, in showing the results by an easy method of memorization thanks to the Structogram in

the self knowledge and the Triogram in understanding others. Our customers and participants to the seminars are ever more convinced about the low time expense of the seminars and the simple and immediate transfer into the practice.

From the beginning of 2005 you have been offering the milestone of the seminars "The key to understanding the customer". What brought you to develop a further offer for seminar after more than twenty years?

This milestone supports an ever increasingly efficient use of the biostructural analysis. In this seminar we teach how to exactly understand the reasons leading to purchase. Salesmen learn how to direct their individual argumentations to these reasons and to place the personality of the product inside the Triogram. With this seminar we want to end with a flourish; now the biostructural analysis can be used for the same salesperson, the customer, and the product. 🌈

The interviewer was Oliver Steeger.