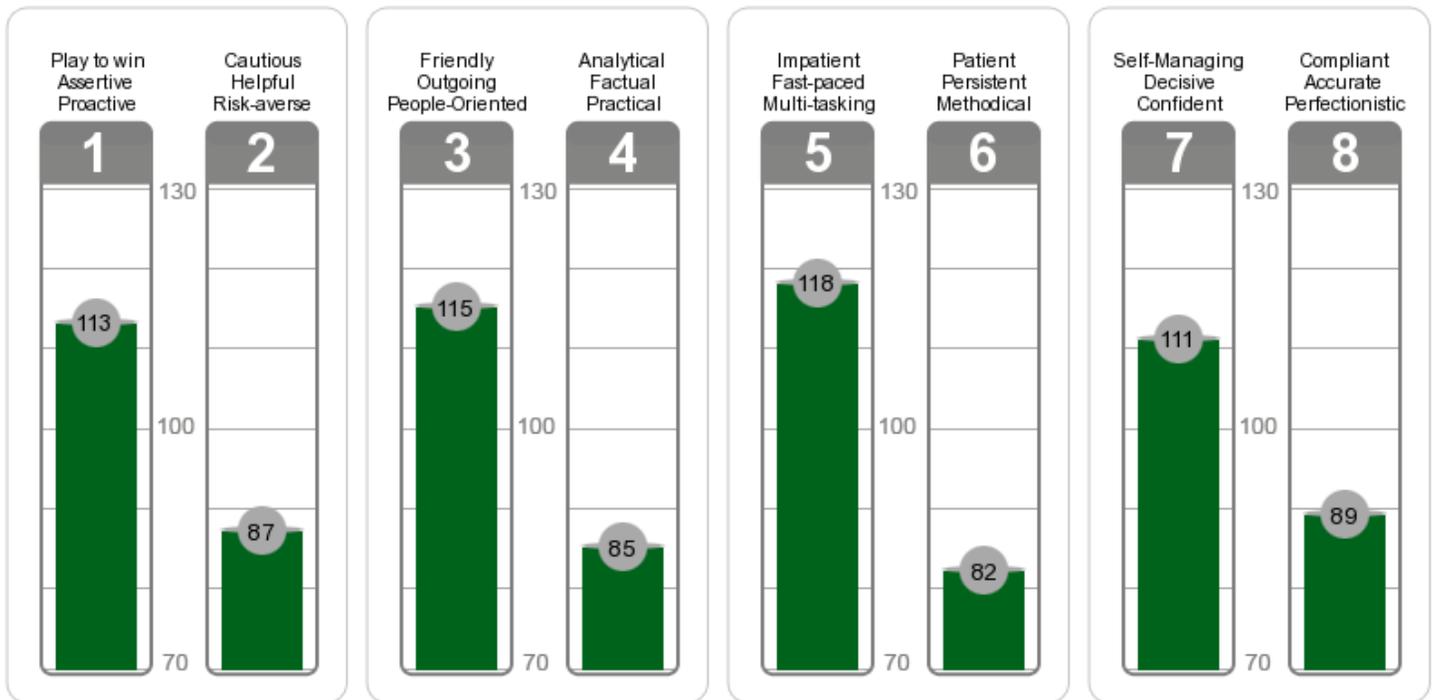


Client Name: **Test NZ**  
 Client Number: **13-TEST**  
 Participant Name: **Chris Sample**  
 Personality Group: **Visionary Sales Style**  
 Group Number: 205348  
 Profile Number: 1070582WB  
 Report Date: Nov 20, 2015  
 Dept./Div.:

## Your Sales Style: **VISIONARY**

You are aggressive, outgoing, fast-paced and decisive. You have a bold, confident sales style. Strengths include drive, resilience and engaging prospects.



Client Name: Test NZ

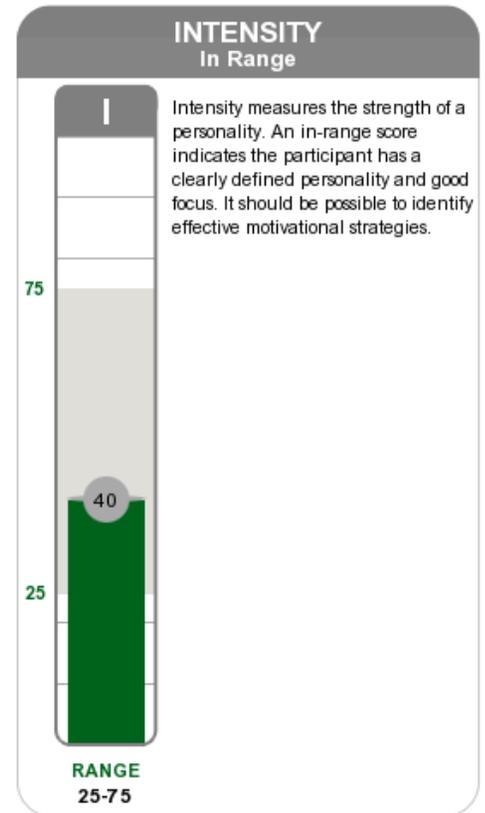
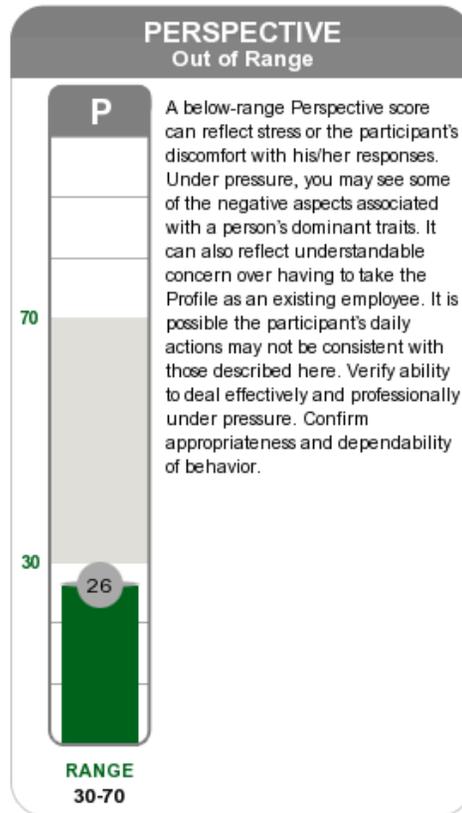
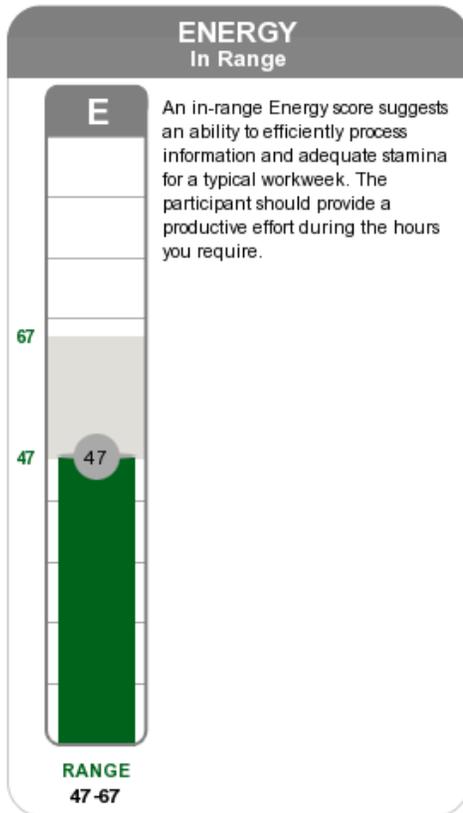
Client Number 13-TEST

Participant Name: Chris Sample

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## SALES STYLE



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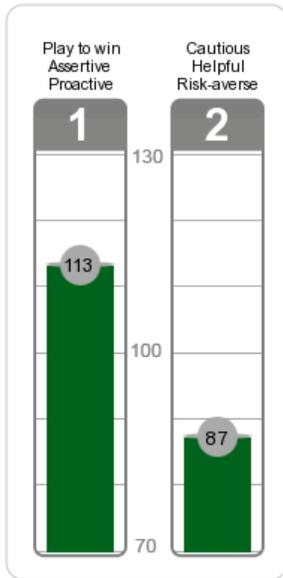
Client Number 13-TEST

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## SALES STYLE



You have a **Visionary Sales Style**, indicating you are **aggressive, outgoing, persuasive, fast paced and resilient**.

Your column 1 is taller than column 2; this means you are **enterprising, assertive, bold, competitive and driven**.

The taller your column 1, the more pronounced these characteristics are apt to be. You confidently take initiative to achieve your goals, and you seek quick and continued growth. You want to make a strong individual impact and exceed sales quotas.

You like feeling challenged, especially when individual rewards are at stake. You have a high level of confidence and assertiveness; this helps you to fearlessly generate leads and develop sales opportunities.

You are motivated by winning, especially when individual incentives like commission and bonuses are offered. You willingly take action to cultivate new business through such activities as cold calling, trade shows, and participating in lead-generating marketing initiatives.

You keep things moving forward and seek rapid results. You demonstrate strong determination and resolve for negotiating and overcoming objections. You're not afraid to ask for the business and close sales.

If your column 1 is very tall, you could be forceful in your sales style, which may not resonate with some prospects. Be sure to read a buyer's cues in tone and body language to ensure you are not inadvertently making a bad impression.

Understand when to tone down your approach. Always ask for the business, but do so in a way that resonates positively with your audience.

Client Name: Test NZ

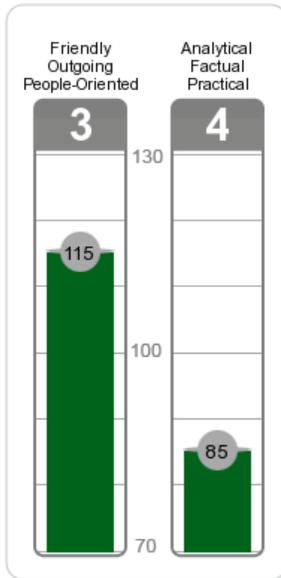
Client Number 13-TEST

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## SALES STYLE



Your column 3 is taller than or equal to your column 4, which indicates you are **people oriented, socially engaging, expressive, persuasive and comfortable following your intuition.**

You enjoy interacting with people and are quick to establish rapport with prospects. As a sales rep, you often make personal connections and leverage conversational dynamics to get results. You naturally generate enthusiasm for your ideas and proposals.

You can be an engaging, compelling communicator. You're energized by social interaction, which is beneficial in sales positions where making cold calls, generating your own leads and meeting new people face to face is often the focal point of the job.

You can be inclined to talk more than listen, which indicates you might not always establish your prospects' needs and build a pitch that works for the individual buyer.

Be sure to work on assessing needs through questioning techniques and active listening. Look for reasons that work for the individual in front of you. Take a moment to understand their needs rather than throwing out features and benefits that may not hit on the buyer's motivations.

**Note:** If your column 3 is taller than column 1, you could have a tendency to place a stronger emphasis on maintaining relationships than closing sales. You want to avoid looking pushing and could back down when you sense reluctance or face heavy objections. Work on ways to overcome this tendency. Asking for the sale needs to be your primary objective.

If your columns 3 and 4 are equal or nearly equal, you balance social poise with analytical resourcefulness. You are likely expressive with a good active listening aptitude for evaluating buyer needs and building a pitch that taps into that specific buyer's motivations.

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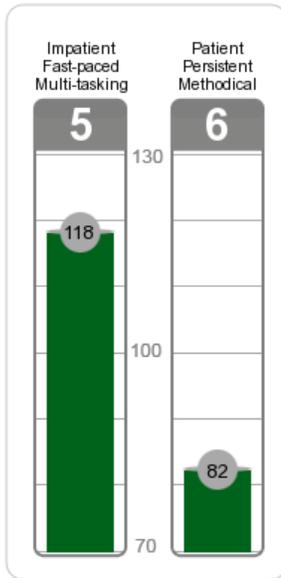
Client Number 13-TEST

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Personality Group: Visionary Sales Style

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## SALES STYLE



Your column 5 is taller than most Visionary salespeople and substantially taller than your column 6, which means you have a ***strong sense of urgency and high level of multitasking flexibility.***

You set a brisk, timely pace for yourself, and you are motivated by variety, change and a fast-moving company culture. Sales positions are typically fast paced and require an aptitude for changing gears, working under deadlines and managing competing demands on your time, all of which comes naturally to you.

You are energized by a dynamic environment and an ongoing sense of accomplishment. Achieving quick results is important to you, and short-term goals suit you more than long-range objectives.

Be sure to exercise patience with buyers who use a deliberate decision making process as they are still viable prospects. Remember, they simply work at a more methodical pace than you do. If you rush or push them to make a decision, you could lose the business.

Work quickly to meet your goals but give time to those who need it. Be persistent with your follow-up activities.

Your gregariousness combined with your quick pace could lead you to talk too quickly, so try not to rush your pitches. Plan regular points in your presentations during which you solicit questions and confirm your prospect is still engaged and interested.

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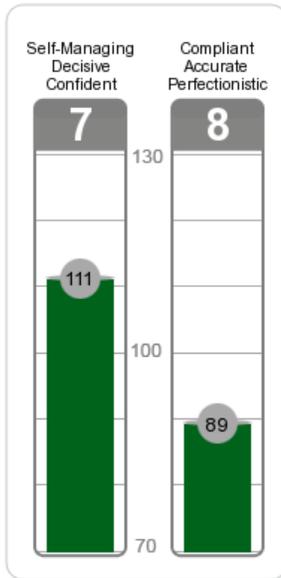
Client Number 13-TEST

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## SALES STYLE



Your column 7 is taller than or equal to your column 8, and this indicates you are an ***independent, resilient, results-focused thinker***.

You are an independent person who sees the big picture well. For you, it is about results not processes. You like knowing what you need to achieve, but you need the freedom to get there your own way. This autonomy makes you a confident decision maker as you are not driven by a need to please.

You are comfortable adjusting your methods on the spot when you think it is necessary and you work well with ambiguity. You roll with it when something unexpected or unusual occurs. This is especially helpful in outside/field/territory sales with limited access to a sales manager.

If you work in an inside role that requires strict adherence to a sales formula, be sure to understand those parameters. You can feel stifled by procedures so discuss opportunities for innovation and variation with your manager. Make sure everyone is in agreement to avoid

conflict.

The most important aspect of your independence is your natural resilience; you have a thick skin for brushing off rejection and bouncing back from disappointments. You do not allow rejection to shake your confidence which propels you easily to the next sales opportunity. You see rejection as a part of the process rather than a failure. You are also willing to try again when you hear a No, understanding that perhaps the timing just was not right and they could have interest down the road.

The downside to your independence is a low tolerance for details. Be sure to allocate the necessary time and attention to completing documentation and sales reports; look over your work for accuracy.

**Note:** If your columns 7 and 8 are equal, you remain big-picture focused and resilient but with more natural attention to detail for completing daily administrative tasks.

Client Name: Test NZ

Client Number 13-TEST

Participant Name: Chris Sample

Personality Group: Visionary Sales Style

Profile Number: 1070582WB

## PARTICIPANT'S KEY TRAITS

This summary is based on the highest of the 8 columns. This page is **ideal for use with employee coaching**.

Goal-oriented, proactive, and competitive individual. Should be comfortable showing initiative in difficult situations; inclined to seek out new opportunities and meet ambitious but attainable challenges. Able to deal with a relatively high degree of confrontation, adversity, or risk when pursuing goals on his/her own. Generally will be motivated by individual performance-based pay such as commission. Needs advancement potential and new challenges. More authoritative and demanding than supportive.

A very outgoing and upbeat individual. Has a strong need to interact with other people; may have to make an extra effort to focus on tasks requiring a solitary effort. Very enthusiastic communication style; tends to use emotion, rather than detailed or technical information, when trying to persuade. Probably a good networker, promoter, and motivator, as well as a better speaker than listener. Has a strong need to project and maintain a favorable image. Not naturally technically-minded or analytical; relies primarily upon instincts when evaluating situations/devising strategies. Appreciates public praise.

Fast-paced and impatient. Fits well in a time-driven environment where deadlines might be given or altered at a moment's notice. Very comfortable multi-tasking and adapting to new situations, priorities, or schedules. May have to make an extra effort to finish everything he/she starts and ensure that no corners have been cut. His/her fast pace has some potential to generate stress and lead to disorganization (unless there is also a good showing of column 8). A flexible individual who could quickly become frustrated with routine, repetitive tasks.

Independent decision-maker who should be willing to abide by important rules; prefers general guidelines to formal, explicit procedures. A self-manager without an unreasonable need for autonomy. Likes being told what needs to be done rather than being told exactly how things need to get done. Should be comfortable making decisions without instructions as long as he/she has a basic understanding of the employer's needs. Deals relatively well with criticism. Not naturally attentive to details; may have to make an extra effort to maintain high accuracy/quality levels in tasks such as paper/processing work. Could have difficulty staying organized and motivated in positions where attention to details and strict compliance are mandatory.

Client Name: Test NZ

Client Number 13-TEST

Participant Name: Chris Sample

Personality Group: Visionary Sales Style

Profile Number: 1070582WB

## DEVELOPMENT INSIGHT

### COMMUNICATION STYLE

- You communicate in a confident, influential, assertive, and often fast-paced, manner. You are adept at presenting your ideas and motivating people toward making a buying decision. You establish quick, personal connections with prospects and leverage that rapport to close sales.
- You have a tendency to speak in generalities and to use concepts and images to convey information. However, some buyers are very analytical and detailed, so make sure you are specific enough when discussing your product/service's features and benefits. Work on strategically positioning products and services by assessing the customer's unique needs and motivations.

### STRENGTHS

- Proactively seeking out and cultivating sales opportunities, negotiating with confidence, overcoming objections, asking for the sale, focusing on goal achievement, working under a quota system and commission pay structure.
- Selling through conversational dynamics, building rapport with prospects, networking, establishing a long list of contacts and key relationships, speaking persuasively and maintaining communication with customers, prospects, management and other work associates.
- Working under deadlines, quickly adapting to the unexpected, multitasking, dealing with interruptions, trying new things, confidently changing approach to best fit the situation, rapidly adjusting to shifting priorities, managing competing time demands.
- Resilience for brushing off rejection, seeing the big picture, thinking outside of the box and using your own judgment. Being accountable for high-stakes sales decisions in the field, meeting challenges with resourcefulness, knowing what results are most important and focusing your energy on achieving them.

Client Name: Test NZ

Client Number 13-TEST

Participant Name: Chris Sample

Personality Group: Visionary Sales Style

Profile Number: 1070582WB

## DEVELOPMENT INSIGHT

### CHALLENGES

- Working as part of a team, collaborating with coworkers, toning down your forcefulness when appropriate.
- Assessing a prospect's needs through questioning and active listening techniques; and strategically positioning products and services.
- Patience when interacting with prospects, especially those that have a deliberate decision making process. Following up with slow developing leads.
- Accuracy, attention to detail and awareness of company guidelines.

### PACE

- Your pace is time-sensitive, brisk and urgent. You adapt well to a busy work environment, and you keep your pipeline full so work is constantly flowing in an efficient, timely manner. You look for ways to increase efficiency and minimize delays.
- You are motivated by quick results and short-term goals, so you may not always have the patience for long sales cycles or for prospects that take a long time to make a decision.
- Be sure to exercise patience with buyers who use a slow and deliberate decision making process as they are still viable prospects. Remember, they simply work at a more methodical pace than you do. If you rush or push them to make a decision, you could lose the business. Work quickly to meet your goals but give time to those who need it. Be persistent with your follow-up activities.
- If your columns 5 and 6 are equal or nearly equal, you balance a sense of urgency with persistence for following up with deliberate buyers and planning your day-to-day activities.

Client Name: Test NZ

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Participant Name: Chris Sample

Personality Group: Visionary Sales Style

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## DEVELOPMENT INSIGHT

### ATTENTION TO DETAIL

- You emphasize the big picture instead of details. You focus on the ends not the means, so you may not have strong tolerance for carefully completing necessary sales documentation.
- When you have to work on detailed tasks, make sure you take the necessary time to check your thoroughness.
- If your columns 7 and 8 are equal, you remain big-picture focused, but with more natural attention to detail for completing daily administrative tasks.

### MOTIVATIONAL STRATEGIES

- Performance-based incentives (commission, bonus, sales contests); opportunities to advance, taking charge or tackling new challenges. Earning rewards based on individual accomplishments.
- Building relationships, public praise and recognition of achievements through compliments and special awards. Interaction with people, special recognition and awards, a fun work place that encourages sharing of ideas.
- A dynamic work environment. A frequent sense of accomplishment through short-term goals.
- Freedom to define your goals and achieve them in your own way, having input into decisions and action plans that directly impact your job, flexible guidelines that can evolve over time, focusing on results rather than day-to-day details.

### DEMOTIVATORS

- No opportunities for advancement or to increase your earnings through individual effort. Not feeling challenged by your work. Working anonymously behind the scenes.
- Not having any way to stand out, or feeling accomplishments go unnoticed; a lack of recognition. A poor social environment.
- A highly predictable work environment, repetitive tasks, lack of variety.
- Red tape; being closely monitored or having to get approval for every decision, and an excessive amount of documentation.

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## DEVELOPMENT INSIGHT

### ACTION PLAN

- You have the natural assertiveness and competitiveness for sales; capitalize on these traits by fine tuning your skill set, and take your natural aptitude to the next level. Set attainable, realistic goals. Work on toning down forcefulness if this is a problem area for you.

**Coaching areas:** Collaboration, compromise, and communicating with diplomacy.

- Make sure you are sufficiently objective in your approach to assessing buyer needs, planning and decision making. When working with analytical prospects/customers, be specific when discussing your product/service's features and benefits. Work on strategically positioning products and services by assessing the customer's unique needs and motivations.

**Coaching areas:** Questioning techniques and knowledge of products and solutions available to customers.

- Plan your time realistically, prioritize your work and maintain focus to avoid overextension. Establish short-term performance objectives to help you measure progress and stay on track. Break long-range goals into shorter stages.

**Coaching areas:** Prioritizing workload, managing time and organization.

- Ensure checks and balances are in place to help you with details, follow-through and account follow-up. Be aware of essential guidelines and corporate protocol. Ask your manager to set parameters but to give you some latitude within them.

**Coaching areas:** Managing details, such as preparing reports, maintaining account activity records, and advanced call preparation.