



SUCCESS INSIGHTS®

Sales Version

Andrew Sample

XYZ

7/9/2010



**Dam House
Astley Hall Drive
Manchester
M29 7TX**

t: 0844 815 4817

f: 0844 815 4818

www.totalexcellencecentre.com

Behavioural research suggests that the most effective people are those who understand themselves, both their strengths and weaknesses, so they can develop strategies to meet the demands of their environment.

This report analyses behavioural style, that is, a person's manner of doing things. Is the report 100% true? Yes, no and maybe. We are only measuring behaviour. We only report statements which are true and areas of behaviour in which tendencies are shown. Feel free to delete any statement from the report that may not apply, but only after checking with friends or colleagues to see if they agree.



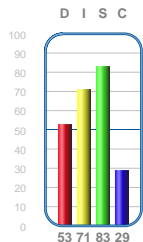
Based on Andrew's responses, the report has selected general statements to provide a broad understanding of his sales style. This section highlights how he deals with preparation, presentation, handling objections, closing, and servicing. The statements identify the natural sales style he brings to the job. Eliminate or modify any statement that is not true based on sales training or experience.

Andrew will approach sales in a very systematic way. He tries to build future success on the methods and procedures that have brought sales success in the past. He is a traditionalist who may resist selling new products or services until they are proven to his standards. He prefers the company providing sales leads. He will be conservative in telling the buyer just how much time or money his products will save the buyer. He would rather err on the conservative side than exaggerate the projected results. Andrew makes logical presentations using little emotion and plenty of facts. He feels buyers should make their purchase decisions based on a rational rather than on an emotional approach. He may reluctantly make cold calls. He prefers to sell in a predictable environment, and cold calls are hard to prepare for or predict the outcome. When Andrew sees something that is wrong, he wants to fix it. He is oriented toward achieving practical sales results.

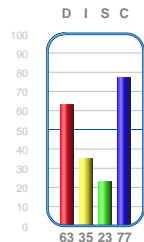
Andrew will not exaggerate in his sales presentation. You can be confident he will support any statements he makes. He is prone to tell the complete story with every sales presentation. He is detailed and thorough, preferring an orderly and systematic approach. He commonly brings up all the known objections so the buyers will have all the data to make their decision. He believes buyers prefer this approach to support their decisions. He may lean on management for assistance with his sales presentation. He wants to do it properly the first time, possibly requiring assistance from his manager. Andrew may take some objections personally, especially if they refer to the benefits he values most. The aggressive-style buyer may force him to yield to the buyer's way of thinking. He may be reluctant to argue about it, preferring to avoid

NOTES

Adapted Style



Natural Style

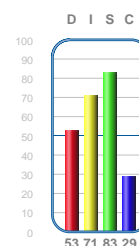


confrontation or conflict.

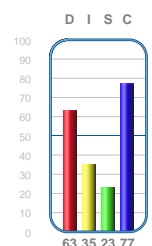
Andrew takes pride in his competence or his ability to understand all the facts of a situation. He is good at concentrating on data while looking for the best method of solving the customer's problem. He often overservices. He has high standards for servicing and will want to be assured that each customer is happy. He likes to know what is expected of him in a servicing relationship and have the duties and responsibilities of others who will be involved explained. Communication is accomplished best by well-defined avenues. Sometimes he will run out of time for closing because he took too long giving the presentation. Andrew can be seen as thinker whose intuitive talents can bring divergent solutions to the forefront. He may be reluctant to seek the order, usually caused by fear of failure. If he does not ask for the order, he has not failed.

NOTES

Adapted Style



Natural Style



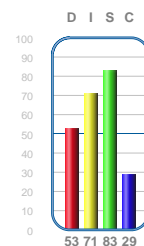


This section of the report identifies the specific talents and behaviour Andrew brings to the job. By looking at these statements, one can identify his role in the organisation. The organisation can then develop a system to capitalise on his particular value and make him an integral part of the team.

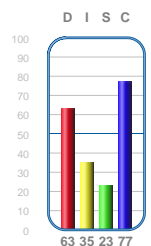
- Always concerned about quality work.
- Few dull moments.
- Sense of urgency.
- Ability to handle many activities and customers at one time.
- Conscientious and steady.
- Proficient and skilled in his technical speciality.
- Deadline conscious.

NOTES

Adapted Style



Natural Style





CHECKLIST FOR COMMUNICATING

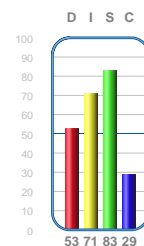
Most people are aware of and sensitive to the ways with which they prefer to be communicated. Many people find this section to be extremely accurate and important for enhanced interpersonal communication. This page provides other people with a list of things to DO when communicating with Andrew. Read each statement and identify the 3 or 4 statements which are most important to him. We recommend highlighting the most important "DO's" and provide a listing to those who communicate with Andrew most frequently.

Do:

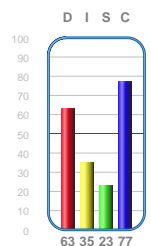
- Provide solid, tangible, practical evidence.
- Make an organised contribution to his efforts; present specifics, and do what you say you can do.
- Approach him in a straightforward, direct way; stick to business.
- Follow through, if you agree.
- Be isolated from interruptions.
- Minimise risk by providing guarantees over a period of time.
- Prepare your "case" in advance.
- Verify that the message was heard.
- Give him time to be thorough, when appropriate.
- Give him time to verify reliability of your actions; be accurate, realistic.
- Use his jargon.

NOTES

Adapted Style



Natural Style





INEFFECTIVE COMMUNICATION

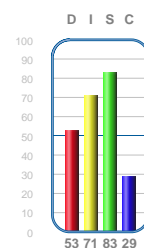
This section of the report is a list of things NOT to do while communicating with Andrew. Review each statement with Andrew and identify those methods of communication that result in frustration or reduced performance. By sharing this information, both parties can negotiate a communication system that is mutually agreeable.

Do not:

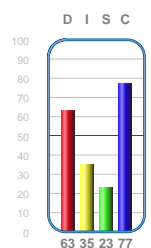
- Dillydally.
- Use testimonies of unreliable sources; do not be haphazard.
- Leave things to chance or luck.
- Talk too slow or dwell on details to excess.
- Be giddy, casual, informal or loud.
- Use paternalistic approach.
- Make conflicting statements.
- Use gimmicks or clever, quick manipulations.
- Threaten, cajole, wheedle, coax or whimper.
- Forget to follow-up.
- Make statements about the quality of his work unless you can prove it.

NOTES

Adapted Style



Natural Style





This section provides suggestions on methods which will improve Andrew's communications when selling to different styles. The tips include a brief description of typical people in which he may interact. By adapting to the communication style desired by other people, Andrew will become more effective in his communications with them. He may have to practice some flexibility in varying his communication style with others who may be different from himself. This flexibility and the ability to interpret the needs of others is the mark of a superior salesperson.

<p>When selling to a person who is dependent, neat, conservative, perfectionist, careful and compliant:</p> <ul style="list-style-type: none">● Prepare your "presentation" in advance.● Stick to business--provide fact to support your presentation.● Be accurate and realistic--do not exaggerate. <p>Factors that will create tension:</p> <ul style="list-style-type: none">● Being giddy, casual, informal, loud.● Wasting time with small talk.● Being disorganised or messy.	<p>When selling to a person who is ambitious, forceful, decisive, strong-willed, independent and goal-oriented:</p> <ul style="list-style-type: none">● Be clear, specific, brief and to the point.● Stick to business. Give an effective presentation.● Come prepared with support material in a well-organised "package." <p>Factors that will create tension:</p> <ul style="list-style-type: none">● Talking about things that are not relevant to the issue.● Leaving loopholes or cloudy issues.● Appearing disorganised.
<p>When selling to a person who is patient, predictable, reliable, steady, relaxed and modest:</p> <ul style="list-style-type: none">● Begin with a personal comment--break the ice.● Present yourself softly, nonthreateningly and logically.● Earn their trust--provide proven products. <p>Factors that will create tension:</p> <ul style="list-style-type: none">● Rushing headlong into the interview.● Being domineering or demanding.● Forcing them to respond quickly to your questions.	<p>When selling to a person who is magnetic, enthusiastic, friendly, demonstrative and political:</p> <ul style="list-style-type: none">● Provide a warm and friendly environment.● Do not deal with a lot of details, unless they want them.● Provide testimonials from people they see as important. <p>Factors that will create tension:</p> <ul style="list-style-type: none">● Being curt, cold or tight-lipped.● Controlling the conversation.● Driving on facts and figures, alternatives, abstractions.

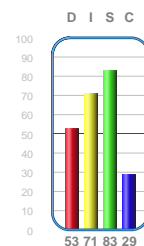


This section identifies the ideal work environment based on Andrew's basic style. People with limited flexibility will find themselves uncomfortable working in any job not described in this section. People with flexibility use intelligence to modify their behaviour and can be comfortable in many environments. Use this section to identify specific duties and responsibilities that Andrew enjoys and also those that create frustration.

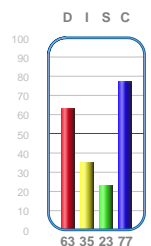
- Freedom from restrictive rules and regulations.
- New products and new ideas to sell.
- Close relationship with small groups of associates or customers.
- An environment where he can use his intuitive thinking skills.
- An environment dictated by logic rather than emotion.
- Works for a manager who makes quick decisions.
- Support team with sense of urgency.

NOTES

Adapted Style



Natural Style



A person's behaviour and feelings may be quickly telegraphed to others. This section provides additional information on Andrew's self-perception and how, under certain conditions, others may perceive his behaviour. Understanding this section will empower Andrew to project the image that will allow him to control the situation.

"See Yourself As Others See You"

NOTES

SELF-PERCEPTION

Andrew usually sees himself as being:

Precise
Moderate
Knowledgeable

Thorough
Diplomatic
Analytical

OTHERS' PERCEPTION

Under moderate pressure, tension, stress or fatigue, others may see him as being:

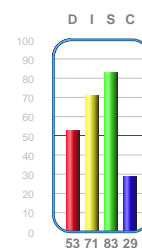
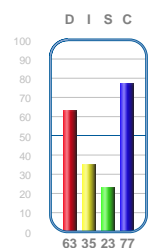
Pessimistic
Worrisome

Picky
Fussy

And, under extreme pressure, stress or fatigue, others may see him as being:

Perfectionistic
Strict

Hard-to-Please
Defensive

Adapted Style

Natural Style


Based on Andrew's responses, the report has marked those words that describe his personal behaviour. They describe how he solves problems and meets challenges, influences people, responds to the pace of the environment and how he responds to rules and procedures set by others.

Dominance Demanding Egocentric Driving Ambitious Pioneering Strong-Willed Forceful Determined Aggressive Competitive Decisive Venturesome Inquisitive Responsible	Influencing Effusive Inspiring Magnetic Political Enthusiastic Demonstrative Persuasive Warm Convincing Polished Poised Optimistic Trusting Sociable	Steadiness Phlegmatic Relaxed Resistant to Change Nondemonstrative Passive Patient Possessive Predictable Consistent Deliberate Steady Stable	Compliance Evasive Worrisome Careful Dependent Cautious Conventional Exacting Neat Systematic Diplomatic Accurate Tactful Open-Minded Balanced Judgment
Conservative Calculating Cooperative Hesitant Low-Keyed Unsure Undemanding Cautious Mild Agreeable Modest Peaceful Unobtrusive	Reflective Factual Calculating Sceptical Logical Undemonstrative Suspicious Matter-of-Fact Incisive Pessimistic Moody Critical	Mobile Active Restless Alert Variety-Oriented Demonstrative Impatient Pressure-Oriented Eager Flexible Impulsive Impetuous Hypertense	Firm Independent Self-Willed Stubborn Obstinate Opinionated Unsystematic Self-Righteous Uninhibited Arbitrary Unbending Careless with Details



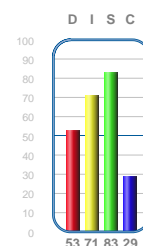
Andrew's natural selling style of dealing with problems, people, pace and procedures may not always fit the sales environment. This section is extremely important as it will identify if a salesperson's natural style or adapted style is correct for the current sales environment.

Natural	PROBLEMS - CHALLENGES	Adapted
Andrew is quite inquisitive and wants to be seen as an outwardly competitive person. He is results-oriented and likes to be innovative in his sales approach. He is not necessarily confrontational by nature, but will not turn down the opportunity for confrontation if the opportunity exists.	Andrew sees no need to change his sales approach from his basic style as it is related to solving problems and challenges.	

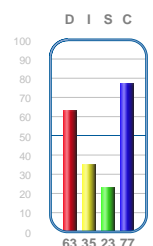
Natural	PEOPLE - CONTACTS	Adapted
Andrew is factual and logical in his attempt to persuade others. He looks at things in a rather direct and straightforward manner. His approach can be analytical and objective when attempting to influence others.	Andrew projects a positive and enthusiastic attitude toward influencing others. He sees the need to be trusting and wants to be trusted.	

NOTES

Adapted Style



Natural Style





NOTES

Natural

PACE - CONSISTENCY

Adapted

Andrew wants a sales environment that is intense and demanding. He feels a great sense of urgency to close his prospects quickly. He feels comfortable selling new products that meet his prospect's needs.

Andrew feels to be most successful in his present environment he must follow up and follow through in a relaxed and patient manner. He will take the time to draw out the needs of his prospects.

Natural

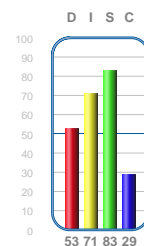
PROCEDURES - CONSTRAINTS

Adapted

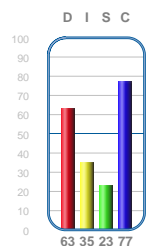
Andrew is comfortable on a sales team that sells high quality, desirable products. He will not exaggerate on the facts and data and wants his prospects to hear all the facts and figures in the sales process. He will follow company policy even if others fail to do so.

Andrew sees the need to be his own person and may attempt to sidestep rules to achieve results. He feels a need to personalise his sales presentation to allow for creative selling techniques.

Adapted Style



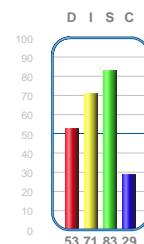
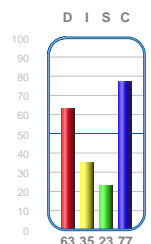
Natural Style



Andrew sees his present work environment requiring him to exhibit the behaviour listed on this page. If the following statements DO NOT sound job related, explore the reasons why he is adapting this behaviour.

- Unafraid to overstep authority when necessary to make a sale.
- Being a dependable sales team member.
- Independent in approaching customers or clients.
- Stressing service after the sale.
- Setting his own agenda for results.
- Making a presentation in his own particular style.
- Relying on traditional products or services.
- Persistence in completing a sale.
- Building strong trust relationships with clients or customers.
- Seeking challenges presented by competition.
- Uninhibited in making a creative sales presentation.
- Exhibiting a willingness to work hard to complete the sale.
- Using a creative approach in selling new and innovative services or products.

NOTES

Adapted Style

Natural Style




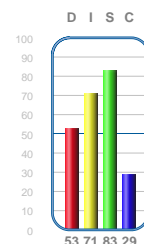
This section of the report was produced by analysing Andrew's wants. People are motivated by the things they want; thus, wants that are satisfied no longer motivate. Review each statement produced in this section with Andrew and highlight those that are present "wants."

Andrew wants:

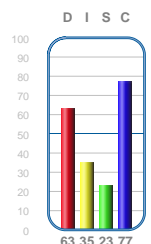
- Identification with fellow salespeople.
- No close supervision.
- Freedom from many rules and regulations.
- Exposure to those who appreciate his sales results.
- The chance to have fun (play hard--work hard).
- Sales meetings that allow him to ventilate his emotions.
- A predictable work environment.
- Activities that do not infringe on family life.
- Exciting place to work.
- Recognition for loyalty and long service.
- No restrictions to hamper results.
- Safety and security in the job.
- Independence.

NOTES

Adapted Style



Natural Style

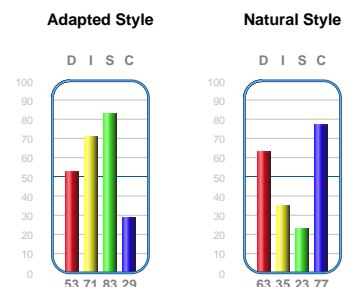


In this section are some needs which must be met in order for Andrew to perform at an optimum level. Some needs can be met by himself, while management must provide for others. It is difficult for a person to enter a motivational environment when that person's basic management needs have not been fulfilled. Review the list with Andrew and identify 3 or 4 statements that are most important to him. This allows Andrew to participate in forming his own personal management plan.

Andrew needs:

- Appreciation of slower-moving people and customers.
- time out or periods of reduced activity level.
- Performance appraisals on regular basis.
- Annual health checks because of his activity level and work intensity.
- Equipment that will allow him to perform up to his high standards.
- A manager who prefers quality over quantity.
- Deadlines for completion of work.
- Respect for other people's personal property.
- Explanations for sales objections.
- Time to see and test if the plan will work.
- Recognition for what he accomplished.
- Rewards in terms of fine things--not just shallow words.

NOTES





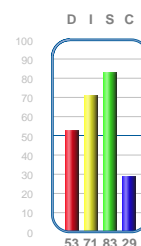
In this area is a listing of possible limitations without regard to a specific job. Review with Andrew and cross out those limitations that do not apply. Highlight 1 to 3 limitations that are hindering his performance and develop an action plan to eliminate or reduce this hindrance.

Andrew has a tendency to:

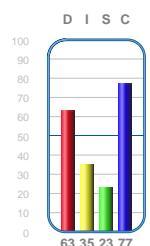
- Get bogged down in details and use details to protect his position.
- Rarely change his style to meet buyer's style.
- Use too many or unnecessary sales aids.
- Bring up objections so the buyer will have all the data to base the decision on.
- Agree with buyers who want to think it over.
- Spend too much time in office preparing facts and figures for sales calls.
- Be overly prepared--too many facts and figures for some buyers.

NOTES

Adapted Style



Natural Style





The following are examples of areas in which Andrew may want to improve. Circle 1 to 3 areas and develop action plan(s) to bring about the desired results. Look over the report for possible areas that need improvement.

- Customer Service
- Prospecting
- Preparation
- Presentation
- Handling Objections
- Closing
- Product Knowledge
- Personal Goals
- Other

Area: _____

- 1.
- 2.
- 3.

Area: _____

- 1.
- 2.
- 3.

Area: _____

- 1.
- 2.
- 3.

Date to Begin: _____ Date to Review: _____



The principal purpose of this report is to help you win, to achieve a greater success in life and work. Winners, throughout history, have had one thing in common -- they know themselves. By reading your report you will gain insights about yourself. With these insights you can develop strategies to win in any environment.

Classifying selling behaviour is not an easy undertaking, largely because there are so many variables on which classification could be based. The classifications in this report are purely behavioural. Behavioural measurement can be classified as HOW a person will do a job. To discover WHY, additional information must be collected.

The Natural graph represents your natural behaviour - the behaviour you bring to the job. The Adapted graph measures your response to the environment - the behaviour you think is necessary to succeed at a job. If your Adapted graph is significantly different from your Natural graph, you are under pressure to change or "mask" your behaviour.

Read and compare your graphs. Look at each factor and the importance of that factor to the successful performance of your job. Your Adapted graph will identify the factors you see as important and shows you where you are focusing your energy.

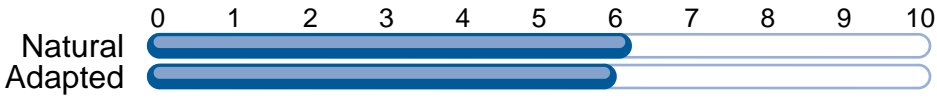
Knowledge of your behaviour will allow you to develop strategies to win in any environment you choose.



GENERAL FACTOR ANALYSIS

Andrew Sample

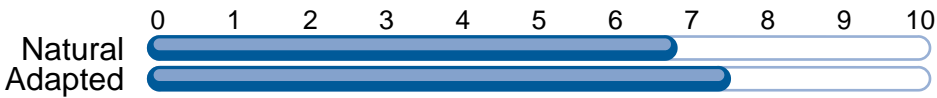
PREPARATION



6.25
6.00

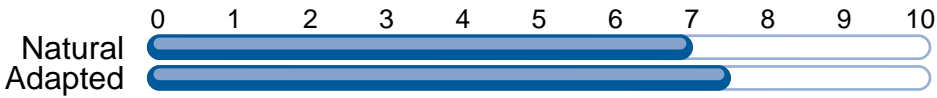
NOTES

PRESENTATION



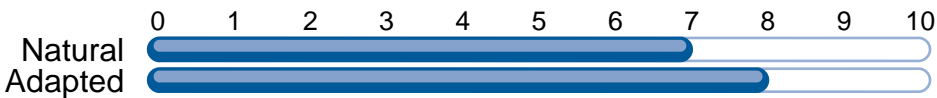
6.75
7.50

HANDLING OBJECTIONS



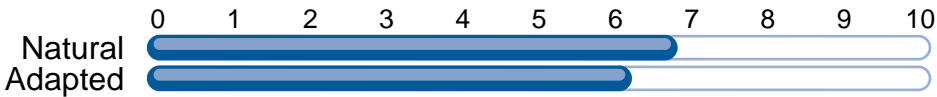
7.00
7.50

CLOSING



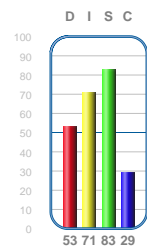
7.00
8.00

SERVICING

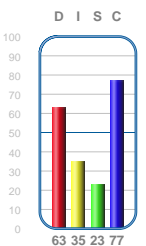


6.75
6.25

Adapted Style

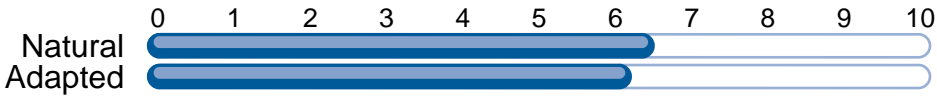


Natural Style



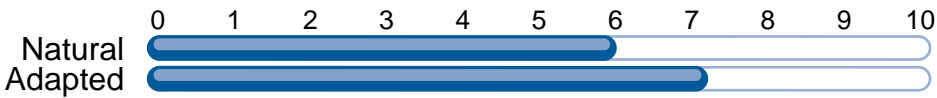


CHALLENGE ORIENTED

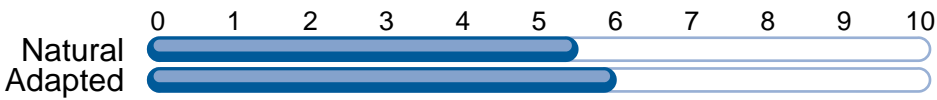


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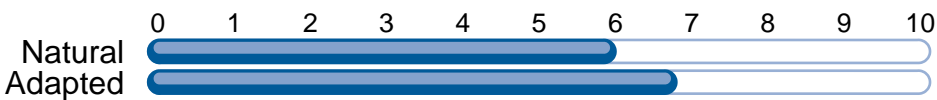
SELF-STARTER



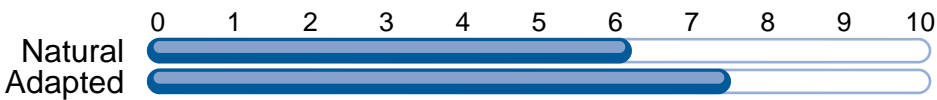
RESULTS ORIENTED



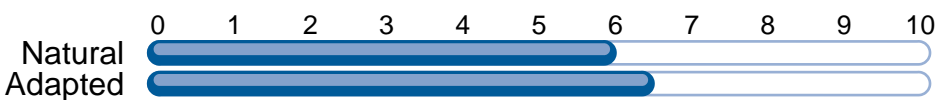
PROSPECTING



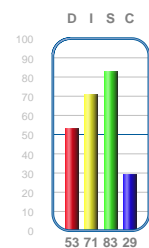
PERSUASION



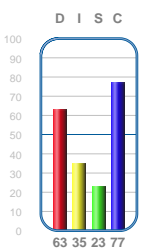
SELF-CONFIDENCE



Adapted Style

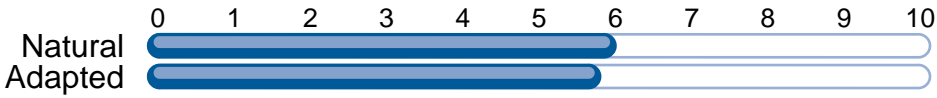


Natural Style



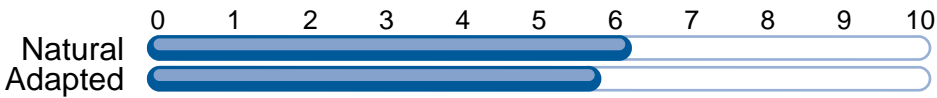


CONSISTENCY

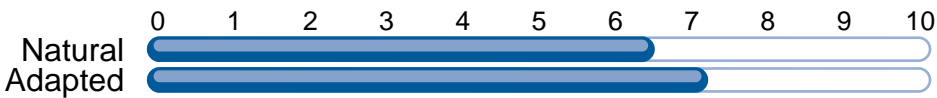


NOTES

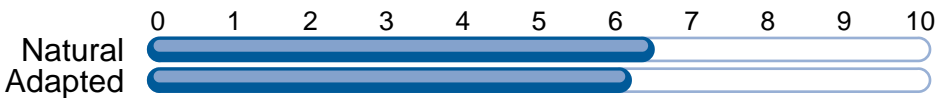
NATURAL LISTENING SKILLS



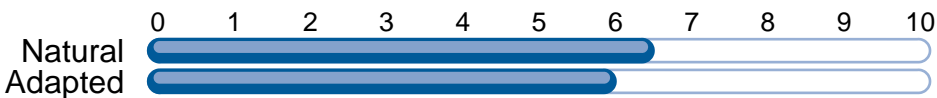
CUSTOMER RELATIONS



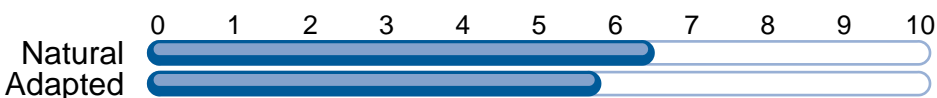
PRODUCT INFORMATION (FACTS)



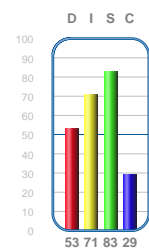
FOLLOW-UP AND FOLLOW-THROUGH



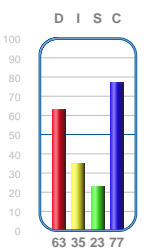
PAPER WORK



Adapted Style



Natural Style

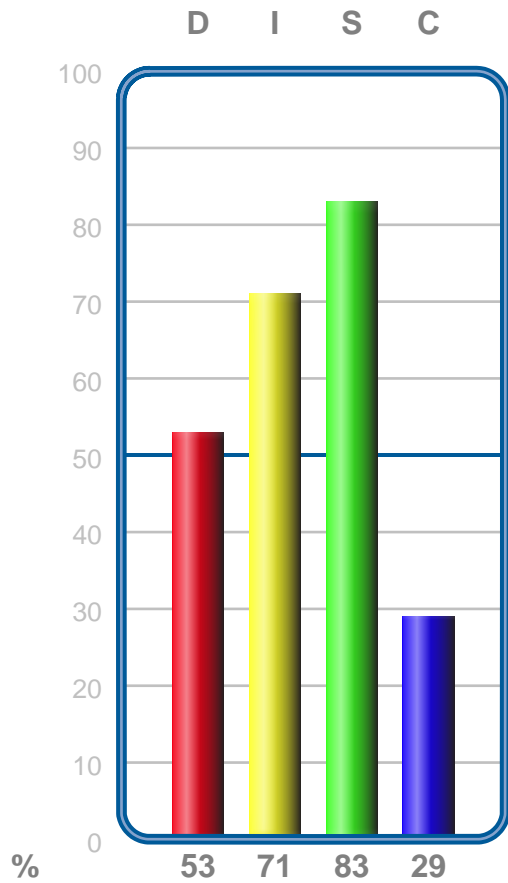


Andrew Sample

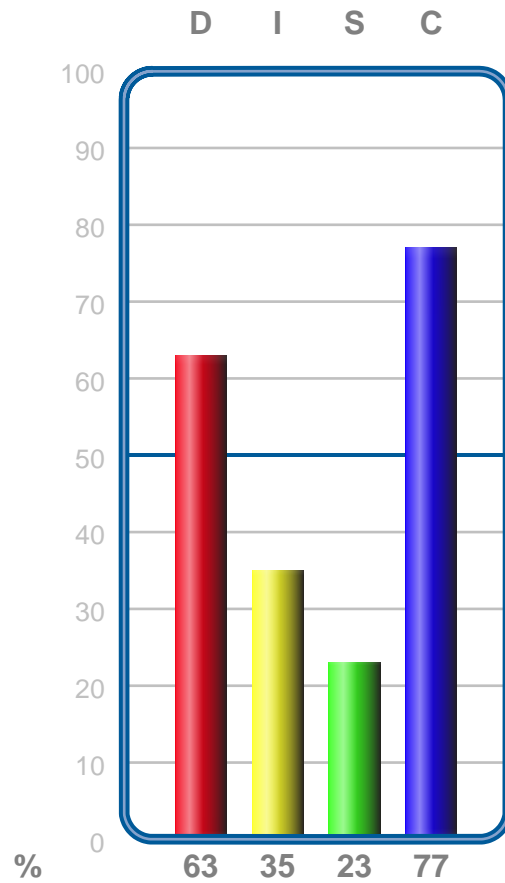
XYZ

7/9/2010

MOST
Graph I
Adapted Style



LEAST
Graph II
Natural Style



Norm 2009



The Success Insights® Wheel is a powerful tool popularised in Europe. In addition to the text you have received about your behavioural style, the Wheel adds a visual representation that allows you to:

- View your natural behavioural style (circle).
- View your adapted behavioural style (star).
- Note the degree you are adapting your behaviour.
- If you filled out the Work Environment Analysis, view the relationship of your behaviour to your job.

Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behaviour. The further the two plotting points are from each other, the more you are adapting your behaviour.

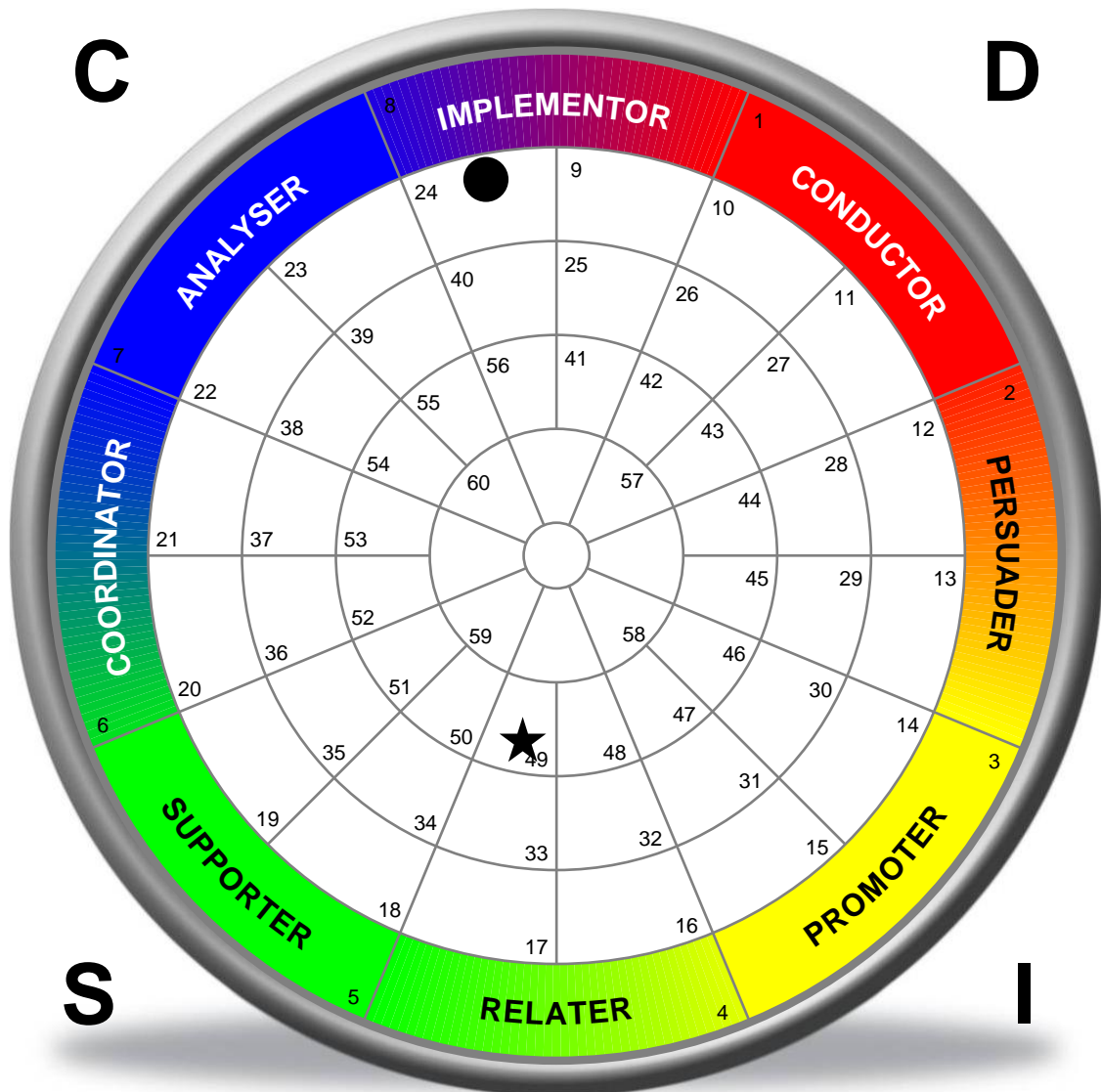
If you are part of a group or team who also took the behavioural assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding and appreciation can be increased.



Andrew Sample

XYZ

7/9/2010



Adapted: ★ (49) SUPPORTING RELATER (ACROSS)

Natural: ● (24) ANALYSING IMPLEMENTOR

Norm 2009