



**SALES PROFILE
SAMPLE PAGES**

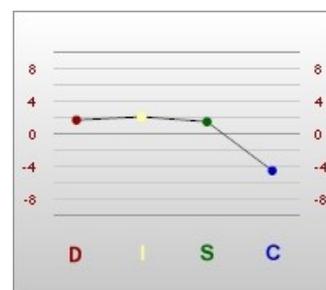
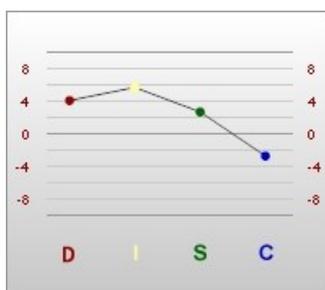
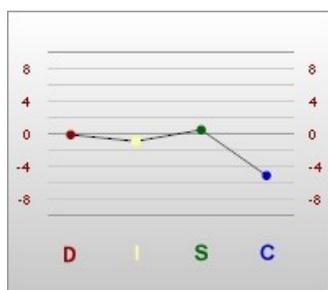
*This is a sampling of a few pages of the
25-page Sales Profile Report for Kate Blocher.*

The chart below helps put the four dimensions of behavior into perspective.

	D = Dominant	I = Influencing	S = Steady	C = Compliant
Seeks	Control	Recognition	Acceptance	Accuracy
Strengths	Administration Leadership Determination	Persuading Enthusiasm Entertaining	Listening Teamwork Follow-Through	Planning Systems Orchestration
Challenges	Impatient Insensitive Poor Listener	Lack of Detail Short Attention Low Follow-Through	Oversensitive Slow to Begin Dislikes Change	Perfectionist Critical Unresponsive
Dislikes	Inefficiency Indecision	Routines Complexity	Insensitivity Impatience	Disorganization Impropriety
Decisions	Decisive	Spontaneous	Conferring	Methodical

Because human personality is comprised of varying intensities of the four behavioral styles, the DISC graph helps make the personality style more visual. The DISC graph plots the intensity of each of the four styles. All points above the midline are stronger intensities, while points below the midline are lesser intensities of DISC characteristics. It is possible to look at a DISC graph and instantly know the personality and behavioral characteristics of an individual.

Below are your three DISC graphs, and a brief explanation of the differences between the graphs.



DISC graph 1 represents your "public self" (the mask)

This graph displays the "you" others see. It reflects how you perceive the demands of your environment, and your perception of how you believe others expect you to behave.

DISC graph 2 represents your "private self" (the core)

This graph displays your instinctive response to pressure, and identifies how you are most likely to respond when stress or tension are present. This would be your instinctive reaction.

DISC graph 3 represents your "perceived self" (the mirror)

This graph displays the manner in which you perceive your typical behavior. It could be referred to as your self perception. Although at times you may be unaware of the behavior you use with other people, this graph shows your typical approach.



Description

understanding your style

Kate's style is identified by the keyword "Reformer"

Kate, as a Reformer style, is a sociable and friendly person who enjoys being a leader. Reformers accomplish tasks through their social skills; they are caring and accepting of others. They concentrate on the task at hand until it is completed and will ask others to help if needed. Reformers know the limits of their skills and ask for assistance when needed. Kate desires popularity and recognition Reformers are likable and people "want" to help them. Kate is happy to share the credit with the team, being a team player but also a team leader.

Reformers may have difficulty organizing their time. Reformers must have social approval and in turn they trust others highly. This sometimes leads to them overestimating people and their abilities. They are involved constantly and are often in the forefront. Kate is sensitive to others' feelings and will work toward a favorable environment for everyone. A Reformer has excellent social skills and possesses sincere empathy for people. This makes them good motivators for others. Kate uses directness to solve conflicts and is a passionate person who loves to express thoughts and opinions to others.

Kate likes being in the forefront of projects and situations and is a good delegator. Reformers are optimistic and positive, always choosing the "bright side" when evaluating people or circumstances. Reformers would benefit by taking more time to think through processes and evaluating more before acting. Reformers may spread themselves too thin. They have good intentions but often have difficulty with follow through.

A very creative person, Kate is often willing to seek out new solutions to problems, is self motivated and often works at a fast pace to accomplish goals. Kate likes new challenges and is usually able to make decisions easily, even under pressure.

Kate is an optimistic individual. They are the type of person who loves exploring new places or things and a wide variety of experiences. A natural charisma is displayed that draws and charms others. Kate is a very encouraging person; others find them inspirational and lively.

Recognizing the value of a good relationship, Kate is very patient and caring when relating to others. This is an individual who usually remains calm, relaxed and even paced, even in situations that may ruffle others. Kate likes the role of a peacemaker, and when working through problems, they try to rely on successful strategies that have proven results.

Kate is uninhibited in trying new things and prefers going by feelings rather than just the facts. This person is not afraid to try things and may even do things in unique or unproven ways. Kate prefers to let others handle much of the detail work associated with various endeavors, preferring to focus on the creative and innovative aspect of the task.

Enthusiastic, innovative

Trusting, optimistic

Persuasive, talkative, caring

Competing for recognition but willing to share rewards

General Characteristics

Flattery, popularity, authority and acceptance

Rewards and recognition

Freedom from many rules and regulations

Other people available to handle details

Motivated By

Leadership roles

Regular compliments for achievements

Freedom from controls and details

A forum to express ideas

My Ideal Environment

Communication Tips

relating to others

Kate Blocher

Your **I**, **D** and **S** plotted above the midline, your style is identified by the keyword "Reformer".

This next section uses adjectives to describe where your DISC styles are approximately plotted on your graph. These descriptive words correlate as a rough approximation to the values of your graph.

D -- Measures how decisive, authoritative and direct you typically are. Words that may describe the intensity of your "D" are:

- **SELF-ASSURED** Certain; confident
- **COMPETITIVE** Rivalry; desiring a contest or match
- **QUICK** Prompt to understand/learn; sharp in discernment
- **SELF-RELIANT** Having reliance upon or confident in one's own abilities

I - Measures how talkative, persuasive, and interactive you typically are. Words that may describe the intensity of your "I" are:

- **ENTHUSIASTIC** Supernatural inspiration; visionary; intense
- **GREGARIOUS** Fond of the company of others; sociable
- **PERSUASIVE** Having the power to persuade; influencing
- **EMOTIONAL** Easily aroused to emotion; quick to weep or show anger

S -- Measures your desire for security, peace and your ability to be a team player. Words that may describe the intensity of your "S" are:

- **NON-DEMONSTRATIVE** Not showing feelings openly and frankly
- **DELIBERATE** Careful in considering; not rash or hasty; slow; unhurried
- **AMIABLE** Having a pleasant disposition; friendly
- **STABLE** Not easily thrown off balance; enduring; resisting change

C -- Measures your desire for structure, organization and details. Words that may describe the intensity of your "C" are:

- **DEFIANT** Open, bold resistance to authority
- **OBSTINATE** Determined to have one's own way; stubborn



Communication Tips
relating to others

The only way to change is by changing your understanding.

- Anthony De Mello

Introduction

Research suggests that the most effective sales people are the ones who truly understand human behavior and can not only predict behavior, but can modify their own behavior to that of their buyer. Successful sales people appreciate their own strengths and limitations and quickly assess the strengths, limits, needs and preferences of their customers. In sales, information is power!

This section explains your personality style in a sales role according to the DISC Personality-Typing System. It helps you identify your own selling strengths and limits. With this information, you can capitalize on your strengths and recognize any limits hindering your success. Secondly, this report offers tips for a manager based upon your unique selling style. Lastly, this report covers ways to motivate customers based upon the preferences of their distinctive buying styles.

It's no secret that different customers with different personality styles have different "hot buttons" that will make them buy. The job of the sales person is to find that particular button and push it effectively. The psychology of selling is in understanding the customer and pinpointing their unique motivating factor(s); then, creating a favorable environment that will stimulate the customer to purchase.

Identifying your selling style as well as the buying styles of your prospects can become both revealing and confirming. It will show you new aspects of your communication as well as confirm facets you already knew. You'll find this information valuable in every area of your life – at work, home and in every area that you interact with others.

Reports from www.PeopleKeys.com represent valid and reliable interpretations of individual responses to the DISC Personality System Profile. The reports generated from this online system provide the greatest depth of analysis of individual responses to the DISC profile instrument, leading to the most accurate, in-depth conclusions available. However, it is important to understand that this publication is based upon the responses entered by the subject and is designed to provide accurate and authoritative information in regard to the subject matter. It is distributed with the understanding that the publisher is not engaged in rendering professional psychological services. If expert assistance is required, the advice of a professional, competent person should be sought.

Your Instinctive Selling Style Description

Your Style is a Reformer Style ("IDS" Style)

Reformers are sociable, well-liked sales people who thrive on taking challenging, risky or leadership sales roles. They accomplish sales tasks through their people skills and others know them to be sincere, open, and accepting. In addition to having exceptional people skills, Reformers also have a very strong task orientation; they will make sales objectives a task and will not quit until their goal is achieved; often influencing, recruiting or delegating to others to help them. Reformers can be charming and gracious; buyers often find they purchase simply because the seller made them "feel" good. They are fantastic team players and very often become sales team leaders;

they desire social acceptance, appreciation, and recognition, but are also happy to share the credit with the team.

To achieve sales results, Reformers need to have authority over their sales procedures and be free from too many restrictions. If they feel constrained, they may break the rules, in order to get the results they seek. They use their directness to resolve conflicts head on and are not afraid to make quick decisions during challenging times. They are effective sales leaders who tend to influence with passion, optimism and a good attitude, yet be sensitive to human issues. Reformers do not like to lead alone, they seek to surround themselves with others who can inspire them, motivate them, and manage the specifics of sales endeavors.

Reformers are sensitive to others' feelings and will work toward a favorable environment for everyone. They have excellent social skills and possess sincere empathy for people; this makes them skilled at knowing the right incentive to motivate team members as well as clients. Reformers require a great deal of social approval and, in turn, trust others highly. This high trust level helps them recruit and delegate well to others. They desire to remain active and involved constantly in building relationships and being at the forefront of new projects. Reformers are passionate, confident, expressive and responsive people who love to communicate their thoughts and opinions to others who are truly concerned.

Reformer Selling Strengths

- Forward thinking; not directed by tradition, but inner-directed which leads to innovative approaches
- Will meet customers formally or informally; can be flexible depending upon the customer
- Leadership ability; skilled at recruiting, inspiring, persuading and leading others
- Motivated by competition
- Uses stories and real-life examples to sell
- A strong bargainer when solving a customer complaint; quick thinking
- Positive, good attitude; genuinely likes and cares about people

Reformer Selling Challenges

- May bend or break the rules if he/she feels it would help to meet sales objectives
- Would rather not be bothered with routine tasks or paperwork
- May become impatient with slow-moving decision makers
- Would probably rather sell a new account with upside potential than servicing old accounts
- May become bored in an environment without risk, change or excitement

Reformer Best Sales Attribute

- Perfect sales team leader; gets sales results; highly relational yet responsible by managing various and changing sales processes

Best Ways to Motivate the Reformer Style

- Provide a work environment that is dynamic, changing, with many opportunities to interact
- Use challenging assignments and sincere appreciation for incentives
- Motivate by giving responsibility; stroke their ego with praise, recognition
- Provide participation in planning and positioning meetings
- Give many opportunities to lead and manage sales projects and teams
- Give opportunity for them to develop and implement innovative marketing and promotional ideas and strategies

Best Ways to Manage the Reformer Style

- Allow The Reformer to be self managed or use participatory management
- Freedom to talk and participate in sales meetings
- Freedom for controls, restraints, regulations; discuss necessary limits in terms of the overall goal
- Provide a support staff to handle the detail work and routine tasks
- Provide bottom-line measurement tools for evaluating