

SALES PROFILE



ASSESSMENT TO ACTION.

Taylor Meyer

Wednesday, August 10, 2011

This report is provided by:

Arshiaam Management Group
Postal Code: 14477-84451
Tehran / Iran
Tel: +98 21 88250394
Fax: +98 21 88264947
info@arshiaam.com
www.arshiaam.com



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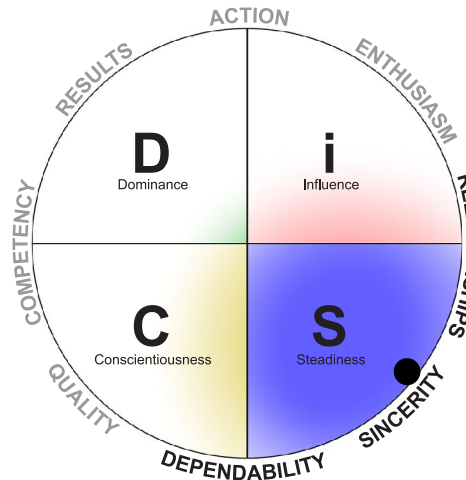
Your Sales Priorities

Everything DiSC® Sales Profile

Section I

Taylor, because you tend toward the S region of the map, you're probably very accommodating, even-tempered, and tactful. Most likely, you place a high value on maintaining harmonious relationships and having a stable, predictable work environment.

There are many different things that salespeople offer their customers, but as you can see on the map, you probably focus on offering **sincerity**, solid **relationships**, and **dependability**. In other words, customers likely sense that you're warm and genuine, as well as reliable and loyal. You probably have an agreeable, low-key, and methodical approach to sales.



Showing Sincerity

You tend to make an effort to understand your customer's unique situation, and you probably make it apparent to people that you truly want to help solve their problems. Furthermore, you likely pay attention to your customers and come across as a good listener. In this way, you show customers that you're not just out to make the sale, and you alleviate any fears that you might take advantage of them. As such, you probably make a special effort to avoid looking pushy or forceful.

Developing Relationships

You usually try to get to know your customers before you make a sale. This is because you probably want to establish a friendly relationship that is based on mutual trust, and you likely go out of your way to show customers that you respect them. You tend to work hard to avoid offending customers, using a polite and diplomatic approach to let them know you have their best interests in mind. In essence, you usually want to create an environment where the sales process can move along without tension or stress, and where customers feel comfortable with you on a personal level.

Emphasizing Dependability

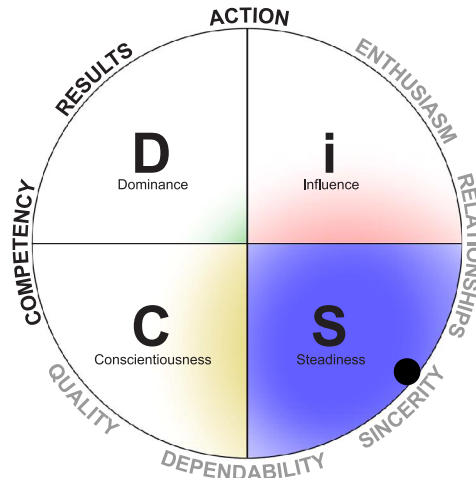
You probably let customers know that you are there for them even after the sale. You may make it clear that you'll be available for follow-up questions or advice, encouraging customers to contact you if anything is not up to their standards after they buy. In addition, you likely point out the long term security that you can offer them, ensuring that they are making a solid, reliable choice. Overall, you likely want to show customers that they are buying a stable and dependable product that you personally stand behind.

Your Sales Challenges

Everything DiSC® Sales Profile

Section I

If you look at the Everything DiSC® Sales Map to the right, you can see that there are three selling priorities that are on the opposite side of the map from your dot. Since it's impossible to focus on everything, you likely prioritize sincerity, relationships, and dependability over **results**, **competency**, and **action**. In other words, you may not appear confident that you can affect the customer's bottom line and make things happen quickly.



The list below includes your likely sales challenges based on your responses to the assessment. Personalize your feedback by putting a ✓ next to things that are like you, an X next to items that are not like you, and a ? next to things you aren't sure about.

Results

- I may give people so much space that they fail to commit to the sale
- I may neglect to emphasize results or the customer's bottom line
- I may take "no" for an answer too easily

Competency

- I may fail to be assertive about correcting mistaken or negative impressions of my product or service
- I can sometimes seem to be overly eager to please
- I may appear to be fearful of losing or offending customers
- At times, I sugarcoat unpleasant truths with customers

Action

- I can come across as indecisive or unconfident
- I may take the sales process too slowly
- I may get bogged down in details that are unimportant to customers
- I may not always be as persuasive or assertive as I'd like to be
- I may not take charge of the discussion even when necessary
- Sometimes I let conversation wander off track because I don't want to appear too pushy

Understanding What Drives “D” Customers

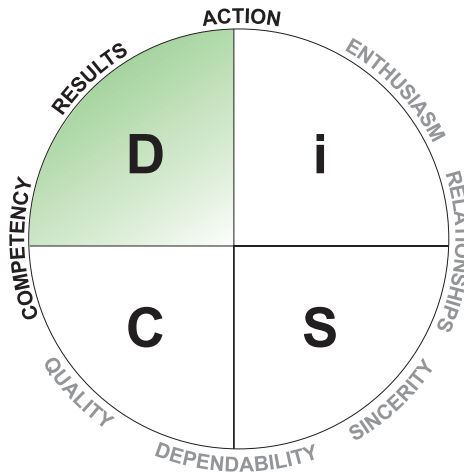
Everything DiSC® Sales Profile

Section II

What Do D Customers Prioritize?

They Expect Bottom-Line Results

Compared to you, “D” customers prioritize concrete **results**. They can be insistent in wanting to know the direct effect that a product or service will have on their business. They look for immediate developments and quick, uncomplicated returns on their investments. While you are interested in the relationship first and strive for sincerity, these customers, in contrast, may quickly become skeptical of emotional appeals and display impatience with salespeople who try to schmooze them, particularly with vague or exaggerated assurances. “D” customers keep their goals in mind, and their decisions are based on how it helps them to achieve practical, concrete success.



They Expect Competency From a Salesperson

While **competency** is important to everyone, it is expressed differently with “D” customers. They prioritize competency in both themselves and others. Oftentimes this translates into respect for confidence and a “can-do” approach. They want to know that a salesperson will fulfill his or her side of the deal, and unlike you, they may be reluctant to give people second chances if they make mistakes at crucial points in the sales process. They expect others to do their homework and understand the “D” customer’s business needs, without a lot of hand-holding. In general, they expect any salesperson who wants their business to earn their respect.

They Expect Quick Action and Forward Motion

In addition, “D” customers take **action**, and unlike you, they have little patience for lengthy discussions or complicated analyses. They want to know the key points and essential components, which helps them to make up their minds quickly. Once they have reached a decision, “D” customers seldom change their opinions easily, and they may express irritation if asked to reconsider or pressed to discuss additional options. Further, they’re unlikely to enjoy long, involved projects that require a lot of preparation or detailed work. They like to make a decision and see an immediate effect.

Adapting Your S Style to “S” Customers

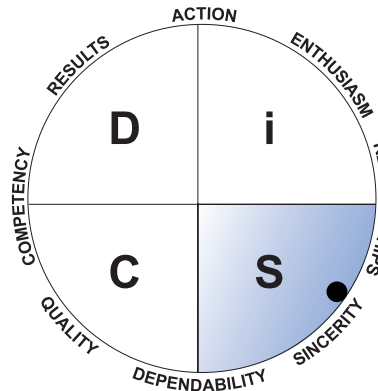
Everything DiSC® Sales Profile

Section III

Because you also tend toward the S style, you and the “S” customer may have similar priorities. Let’s look at a comparison of your priorities and some possible strategies for maximizing the success of the sales process.

Compared to you, “S” customers tend to be

- Just as likely to take things at a slow pace
- Similarly cautious about making decisions
- Equally focused on the consistency and dependability of products and services
- Similarly interested in maintaining steady progress
- Just as focused on getting to know other people
- Equally interested in minimizing risks
- Just as likely to be polite and courteous to others



Strategies for Interaction

Addressing the Need for Sincerity

“S” customers have a high need for sincerity during the sales process. Because you usually share this tendency, they’ll probably trust that you have their best interests in mind. In addition, these customers dislike being pressured, so your tendency to be polite and give people space may help to create a non-threatening setting where they feel comfortable.

- Encourage them to express their thoughts
- Show warmth, empathy, and sincerity
- Let them get comfortable with a decision, without giving them so much time that they never commit

Building a Trustworthy Relationship

“S” customers need to trust and like the salesperson before they commit to a product or service. This may not be a problem for you, however, because you probably make an effort to get to know your customers and try to establish friendly relationships with them. Feel free to show them a personal side of yourself. This may involve probing about their deeper concerns or relating some personal stories of your own.

- Share your thoughts with them in the spirit of openness
- Provide assurances of support during and after the sale
- Be informal, casual, and low pressure when appropriate

Giving Assurances of Dependability

“S” customers want to minimize risks, which probably lines up with your tendency to emphasize gradual change and careful progress. These customers are less interested in daring or bold ideas, so your preference to focus on steady, dependable options may resonate with them. Show them that you stand behind your product or service, and take the time to explain your offering in a methodical fashion.

- Provide concrete demonstrations when appropriate
- Emphasize the stability and predictability of your offering
- Draw their attention to warranties, service plans, guarantees, or trial periods that offer security

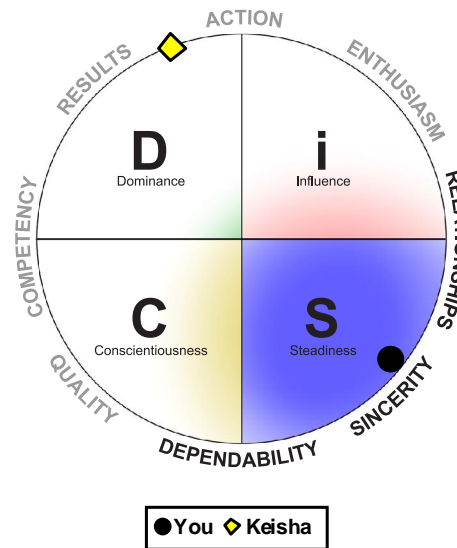
Adapting Your S Style to Keisha Rae, Your “Di” Customer

Everything DiSC® Customer Interaction Map

Taylor, you indicated that your customer, Keisha Rae, is highly fast-paced and outspoken and is slightly questioning and skeptical. Therefore, she has a Di style, as shown by the diamond on the Sales Map below. Because you tend toward the S or Steadiness style, the two of you may have different priorities. Let's look at a comparison of your priorities and some possible strategies for maximizing your success selling to Keisha.

Compared to you, Keisha Rae may tend to be

- More focused on the bottom line
- More likely to move at a fast pace
- More interested in groundbreaking or innovative ideas
- More interested in bold or daring plans
- More comfortable taking the lead in discussions
- More upbeat and enthusiastic
- More decisive
- Less concerned with social niceties
- Less interested in forming a personal relationship
- Less cautious
- Less concerned with the dependability of products and services



Strategies for Interaction

Moving Toward Definitive Action

“Di” customers want to quickly discuss exciting new possibilities and make things happen immediately. Keisha may make up her mind with little hesitation and rush to move ahead, and this may surprise you because you tend to be more methodical. As a result, her desire to act quickly may clash with your tendency to carefully go over options. It could be beneficial for you to summarize information and get right to the point.

- Provide concise summaries
- Communicate new possibilities
- Show her how you can get things rolling quickly

Addressing the Need for Results

“Di” customers have a strong drive to get results. Because you may use a more low-key approach, Keisha's focus on the bottom line may strike you as intense. You may find, however, that you can keep discussions friendly and sincere even while addressing her need for achievement. Be sure to emphasize the impact that your product or service will have upon her business.

- Show a desire to help her get results
- Demonstrate how your offering can improve her bottom line
- Encourage her to discuss the kind of results she wants

Increasing Enthusiasm for the Process

“Di” customers are frequently energetic in sales situations, so your tendency to be laidback may strike them as too restrained. For this reason, you may have some difficulty matching Keisha's high energy level. However, by emphasizing the innovative aspects of your product or service, you may get her to focus her enthusiasm on your offering.

- Ask open-ended questions that allow her to talk
- Communicate exciting possibilities
- Play up the innovative aspects of your offering