

Sales Assessment for the Manager



This assessment is based on the responses given in the Extended DISC® Individual Assessment Questionnaire. This assessment should not be the sole criterion for making decisions about oneself. The purpose of this assessment is to provide supporting information for the respondent in self-development.

John Smith

Organization:

FinxS

Date:

11.21.2013



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1.800.257.7481

John at a Glance

This page is a description of how **prospects and clients** are likely to perceive this person. In other words, while the text describes typical behavior as seen by others, John certainly can modify behavior to fit the needs of a particular situation and/or individual(s). Also, John may have already addressed the development areas by learning new skills.

John's Natural Style

	D	I	S	C
Profile II	0%	50%	50%	0%

John's Attributes

Extroverted, sociable, open, social, peaceful, thorough, good listener, pleasant, concentrating, stubborn, dutiful, undemanding, adjustable.

John's Strengths

- Encourages people to participate
- Looks for ways to improve job satisfaction
- Maintains a good atmosphere
- Takes care of all people-relations
- Wants to help others
- Is a reliable part of the team
- Creates trust
- Is open but still questions
- Can listen and put himself in the other's shoes
- Doesn't want to control everything
- Takes care of his friends
- Thinks about the others as well

John's Communication Style

This type of person has a talent for being inspiring and positive in his relations. Moreover, he can listen to and empathize with others. He brings out just the positive, without adding any negative comment. His performing style is not very meticulous nor circumstantial, but is based on conveying emotions and experience.

John's Motivators

John enjoys tasks where he can work with others in a pleasant and positive atmosphere. He likes to participate in discussing and producing ideas. He is also a good listener. Routine suits him. Sincere gratitude and attention are very important to him, as John is a sensitive person who wishes to experience positive emotions.

John's Extended DISC® Profiles

The Profiles are a visual representation of John's behavioral style. They are based on John's responses to the questionnaire. There are no right or wrong answers.

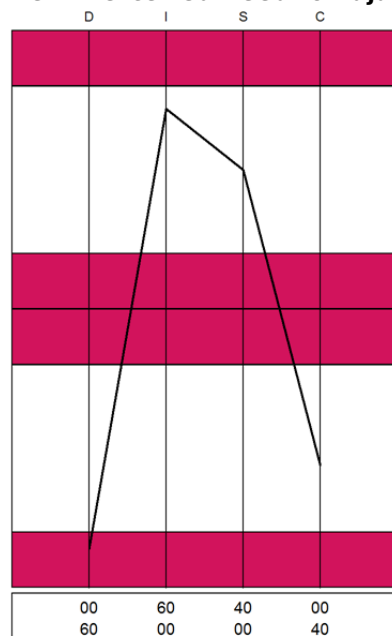
Profile I: Perceived Need to Adjust - Adjusted style shows how John perceives he/she must adjust their Natural Style (Profile II) to meet the demands of the present environment. This will change over time as the environment varies.

Profile II: Natural Style - John's natural style remains fairly stable, but not rigid, over the adult life. It is the style that is most comfortable to John and uses the least energy. Most individuals are a combination of styles.

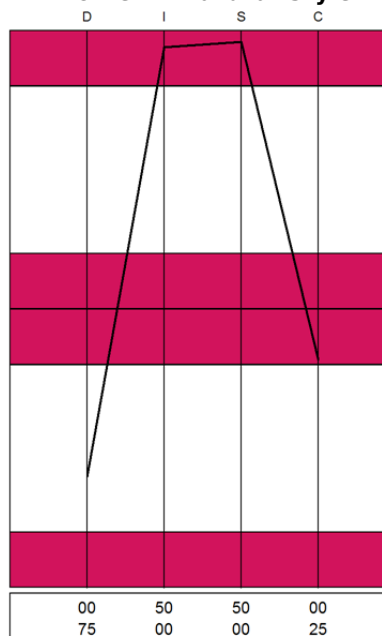
The styles (D, I, S, and C) that are above the middle line (=top half of the Profile II) are John's natural styles. The styles that show below the middle line means that they require more energy from John.

John's Profile I and II

Profile I - Perceived Need to Adjust



Profile II - Natural Style



	D	I	S	C
Profile I	0%	60%	40%	0%

	D	I	S	C
Profile II	0%	50%	50%	0%

What Motivates John?

John enjoys tasks where he can work with others in a pleasant and positive atmosphere. He likes to participate in discussing and producing ideas. He is also a good listener. Routine suits him. Sincere gratitude and attention are very important to him, as John is a sensitive person who wishes to experience positive emotions.

John is more likely to respond positively and feel energized if the below factors are present in the work environment:

- Good people relations
- Possibility to help and be useful
- Positive discussions
- Open and secure atmosphere
- Lots of encouragement
- Work environment with no quarrels
- A team where people help each other
- Happy people
- Working together
- Being appreciated as a person
- Considerate and planned progress
- Working for the common good

Will John receive the above motivators?

Situations that Reduce John's Motivation

All of us face situations on a daily basis that we do not like much and tend to drain our energy levels.

The items below are likely to decrease John's motivation.

- Losing a good friendship
- Quarrels and conflicts
- Difficult and too fast decisions
- Working against people
- Heartless people
- Having to take responsibility alone
- Uncaring people
- Bold thinking
- Betraying others
- Losing the trust of friends
- Indefiniteness
- Insecurity about the future

Will John have to frequently face the above situations?

John's Strengths

Listed below are what prospects and clients are likely to observe as some of John's greatest strengths:

- Encourages people to participate
- Looks for ways to improve job satisfaction
- Maintains a good atmosphere
- Takes care of all people-relations
- Wants to help others
- Is a reliable part of the team
- Creates trust
- Is open but still questions
- Can listen and put himself in the other's shoes
- Doesn't want to control everything
- Takes care of his friends
- Thinks about the others as well

John should use caution; remember that an overused strength very often becomes a weakness and a serious liability to performance.

Reactions to Pressure Situations

The below items are **NOT** necessarily descriptions of weaknesses or present behavior. They are items that John should be cautious about since these reactions in pressure situations may become more evident, especially if John is feeling pressure in a sales situation.

Individuals with John's DISC-style, may exhibit these behaviors under stress:

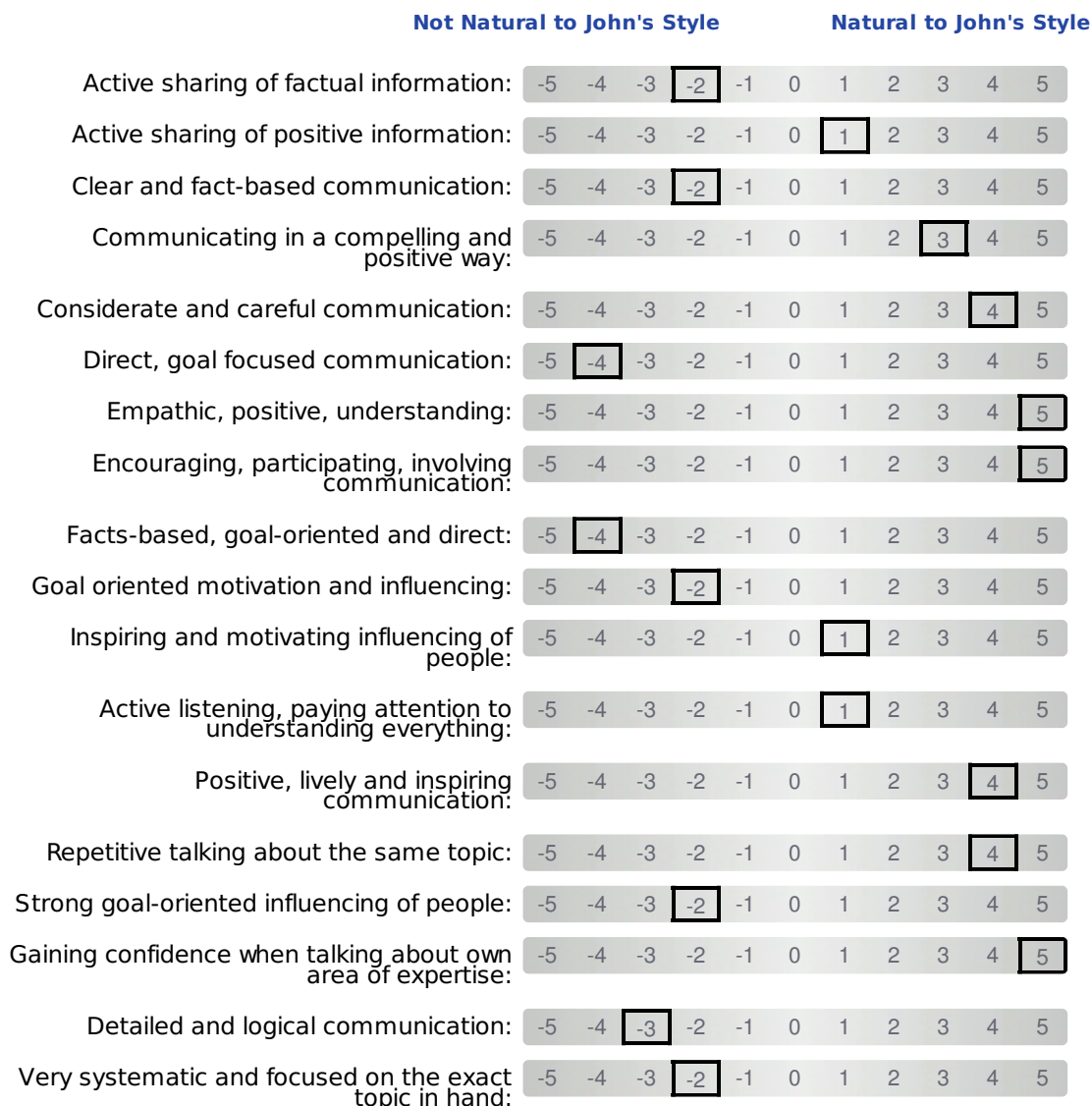
- Doesn't emphasize "hard" values
- Believes things are going to be better; overly optimistic
- Doesn't recognize the warning signs
- Believes in people too much
- Doesn't take the bull by the horns
- Wants to please everyone
- Remains in the familiar and secure
- Looks for instructions
- When looking for a compromise, finds nothing
- Can be taken advantage of
- Doesn't follow own priorities
- Moves away from people who demand a lot



John's Communication Style

The **higher** the number on the scale, or items to the right side of the graph, reflect communication styles requiring less energy. John will be more likely to communicate in this manner.

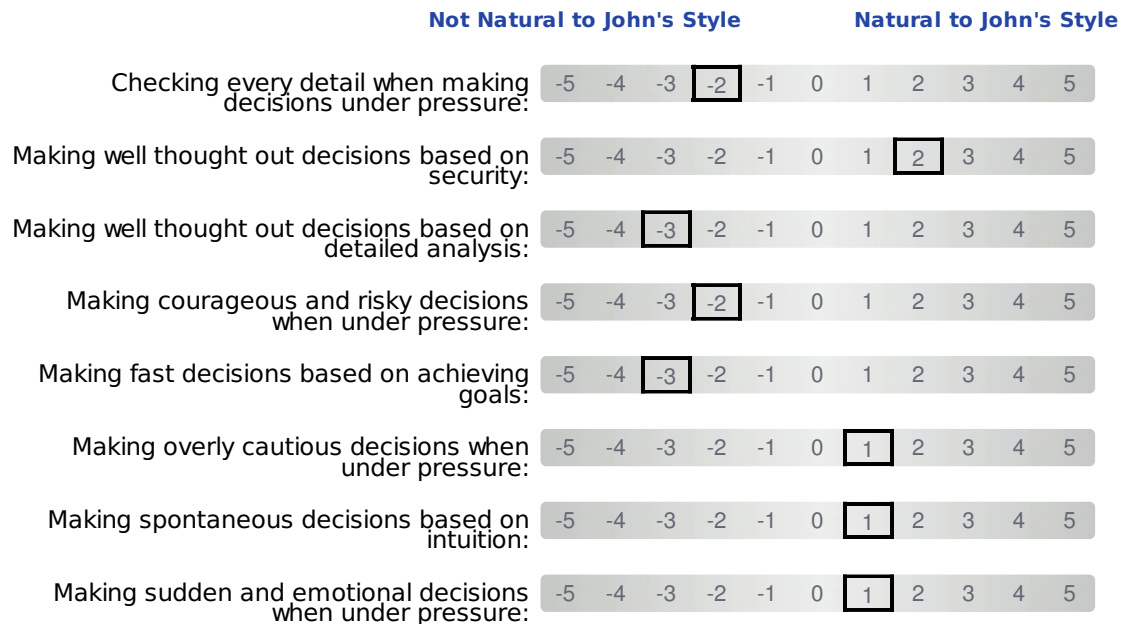
The **lower** numbers, or items to the left side of the graph, simply means that the corresponding communication style will require more energy and concentration from John.



John's Decision-Making Style

The **higher** the number, or items to the right of the graph, indicates the preferred style for John to make decisions. These items are the most comfortable and may cause John to overuse this style of decision-making.

The **lower** numbers, or items further to the left side of graph, reflect decision-making requiring more energy and concentration from John.



"It is understanding that gives us the ability to have peace. When we understand the other fellow's viewpoint, and he understands ours, then we can sit down and work out our differences."
- Harry S. Truman

Time Management

Items to the **right side of the graph**, show how John is likely to manage time. Items more to the **left side of the graph** identify the time management tasks that will **require more energy from John**.

	Not Natural to John's Style						Natural to John's Style				
Approaching new people quickly and naturally:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Conducting repetitive tasks efficiently:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Delegating easily by selling the idea to others:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Effective multi-tasking:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Focusing on details regardless of time required:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Getting started without instructions:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Identifying the goal and focusing solely on it:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Identifying the goal and then taking quick and decisive steps to achieve it:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Ignoring unnecessary details:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Immediately focusing on finding out what support the other one needs:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Initiating communication and simultaneously focusing on details:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Performing repetitive and detailed tasks effectively:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Prioritizing the most effective thing first:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Quickly creating rapport between people:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Quickly jumping from one task to another:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Staying focused for a long time:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Staying in one place/task for a long period of time:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Sticking to the plan:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Striving for perfection:	-5	-4	-3	-2	-1	0	1	2	3	4	5
Taking care of details with planned and focused steps:	-5	-4	-3	-2	-1	0	1	2	3	4	5

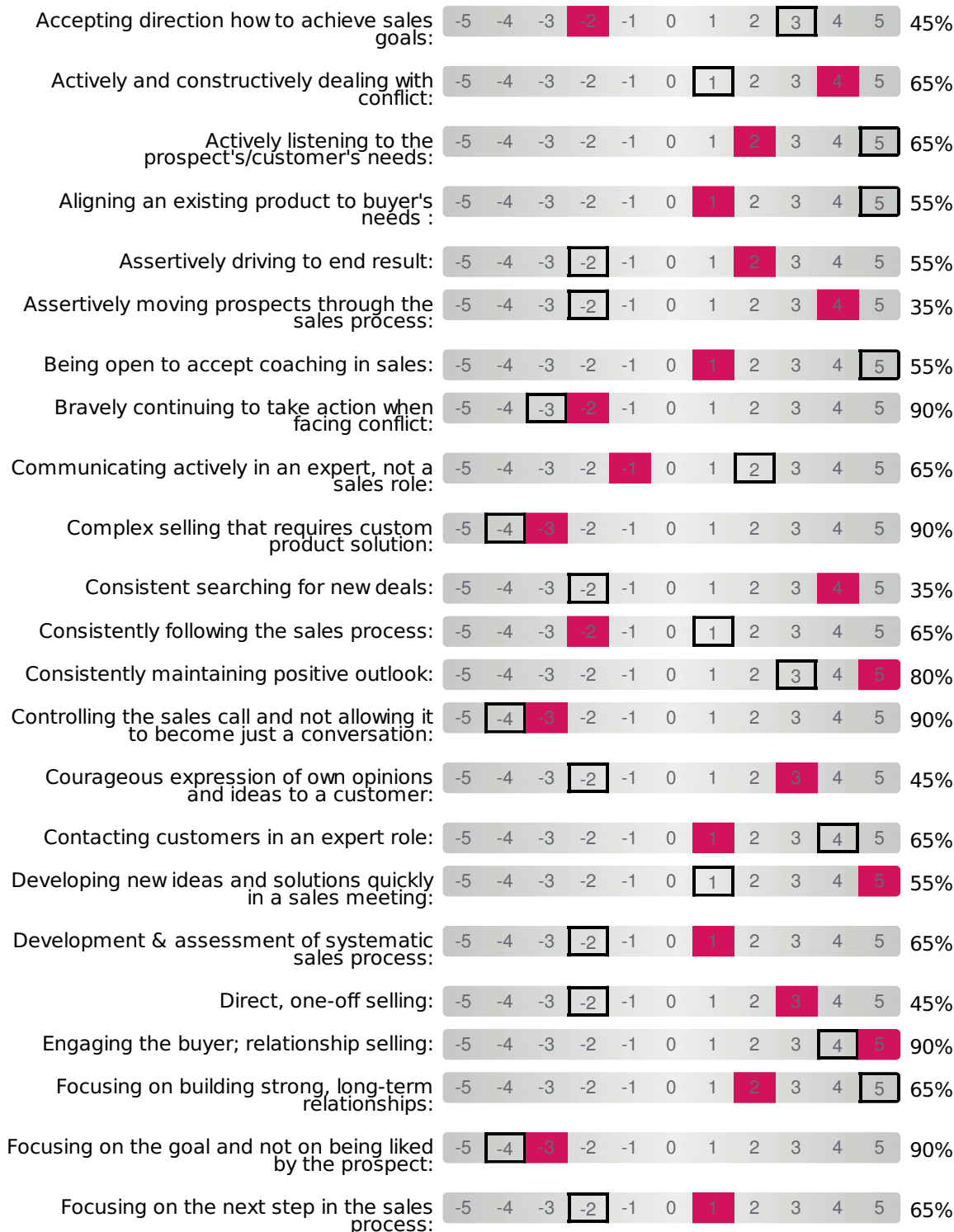
John's Sales Strengths

	Not Natural to John's Style						Natural to John's Style					
Solving customer needs with existing product offering:	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Actively listening to the prospect's/customer's needs:	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Aligning an existing product to buyer's needs :	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Being open to accept coaching in sales:	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Repetitive contacting of customers:	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Focusing on building strong, long-term relationships:	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Listening to the prospect's/customer's needs:	-5	-4	-3	-2	-1	0	1	2	3	4	5	

John's Sales Development Areas

	Not Natural to John's Style						Natural to John's Style					
Willingness to remain emotionally neutral when meeting resistance:	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Managing emotions to remain calm when meeting resistance:	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Willing to ask tough questions of prospects and clients:	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Complex selling that requires custom product solution:	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Focusing on the goal and not on being liked by the prospect:	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Controlling the sales call and not allowing it to become just a conversation:	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Selling complicated solutions requiring product expertise:	-5	-4	-3	-2	-1	0	1	2	3	4	5	

John's Sales Competencies vs. Expectations



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Following a systematic sales process consistently:	-5	-4	-3	-2	-1	0	1	2	3	4	5	45%
Inspired image-selling:	-5	-4	-3	-2	-1	0	1	2	3	4	5	45%
Listening to the prospect's/customer's needs:	-5	-4	-3	-2	-1	0	1	2	3	4	5	55%
Maintaining and accumulating client information:	-5	-4	-3	-2	-1	0	1	2	3	4	5	100%
Maintaining customer-focused attitude:	-5	-4	-3	-2	-1	0	1	2	3	4	5	65%
Maintaining emotional objectivity in sales process:	-5	-4	-3	-2	-1	0	1	2	3	4	5	100%
Managing emotions to remain calm when meeting resistance:	-5	-4	-3	-2	-1	0	1	2	3	4	5	90%
Managing long and complex sales cycle:	-5	-4	-3	-2	-1	0	1	2	3	4	5	100%
Managing long and complex sales cycle with persistent follow-up:	-5	-4	-3	-2	-1	0	1	2	3	4	5	90%
Managing ongoing client relationship with consistent follow-up (sales farming):	-5	-4	-3	-2	-1	0	1	2	3	4	5	100%
Methodically following the sales process:	-5	-4	-3	-2	-1	0	1	2	3	4	5	90%
Moving the sales call forward to a decision:	-5	-4	-3	-2	-1	0	1	2	3	4	5	90%
Passively listening to the prospect's/customer's needs:	-5	-4	-3	-2	-1	0	1	2	3	4	5	55%
Persistently asking questions to uncover hidden needs:	-5	-4	-3	-2	-1	0	1	2	3	4	5	100%
Persistently using learned sales behaviors:	-5	-4	-3	-2	-1	0	1	2	3	4	5	90%
Positive bonding and building rapport with prospects:	-5	-4	-3	-2	-1	0	1	2	3	4	5	90%
Positive guidance and sharing of information in post-sale activities:	-5	-4	-3	-2	-1	0	1	2	3	4	5	55%
Qualifying prospects by asking direct question :	-5	-4	-3	-2	-1	0	1	2	3	4	5	90%
Repetitive contacting of customers:	-5	-4	-3	-2	-1	0	1	2	3	4	5	65%
Sales planning, reporting and documentation:	-5	-4	-3	-2	-1	0	1	2	3	4	5	100%
Selling complicated solutions requiring product expertise:	-5	-4	-3	-2	-1	0	1	2	3	4	5	90%
Short-term selling; inspiring and motivating buyers quickly:	-5	-4	-3	-2	-1	0	1	2	3	4	5	55%
Solving customer needs with existing product offering:	-5	-4	-3	-2	-1	0	1	2	3	4	5	80%
Systematic approach to acquiring new clients (prospecting):	-5	-4	-3	-2	-1	0	1	2	3	4	5	65%



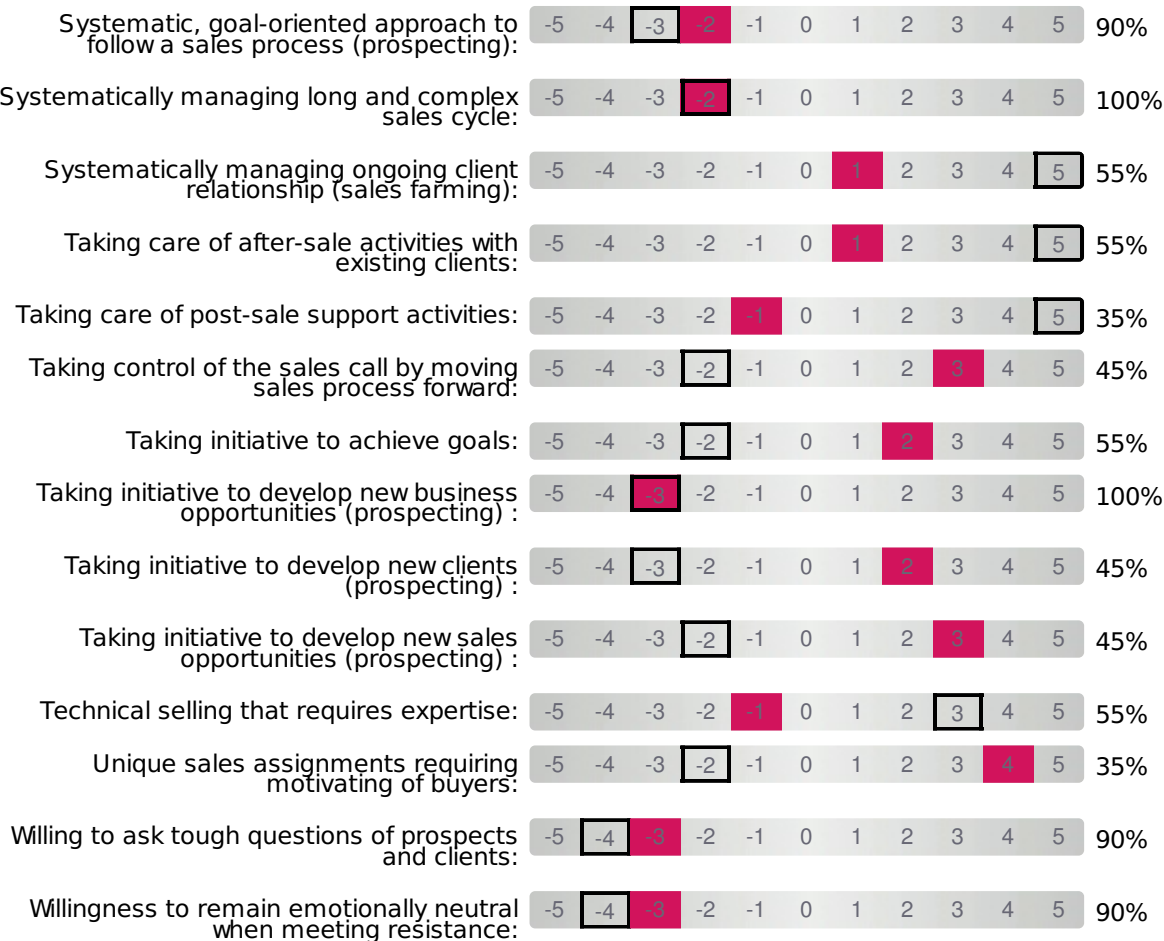
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Match Percentage: 70%

□ Person score ■ Expectation

John's Action Plan: Next Steps

Experience has shown that by creating a concise, simple and specific action plan is the best way to improve performance. To do so, create the "Top 3" lists to help John become more successful.

John's Top 3 Start and Stop List

Based on what you have learned, discovered and realized through this report, list three important items you believe **John** should **START** doing:

1 _____

2 _____

3 _____

Based on what you have learned, discovered and realized through this report, list three important items you believe **John** should **STOP** doing:

1 _____

2 _____

3 _____

Leading John: Do's and Don'ts

Do's

1 _____

2 _____

3 _____

Don'ts

1 _____

2 _____

3 _____