



## **AI Sample**

**ESDI**

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## Introduction

Individuals have a recognizable and understandable behavioral style. Style can be described as the way in which people think, solve problems, express feelings and interact with others to get a job done.

Proception2 identifies and describes those external behaviors, which each style displays to others in a work environment. *This report discusses behavior in a sales environment.* It uses a model of behavior developed by William M. Marston known as DISC. Marston's model has been tested, proven accurate and effective with millions of people for more than 40 years.

The terms most often associated with Marston's Behavioral Model are: *Dominance, Influence, Steadiness and Compliance.* These factors can range in intensity and work independently or in tandem with the other behavioral factors. The interrelationship of these factors describes how an individual responds to the sales environment. The Proception2 report puts in writing how an individual's DISC behavioral traits impact this environment.

The report generated by this analysis is designed to help individuals and management achieve a better understanding of this person's behavioral style. It will provide helpful insight into the individual's behavioral strengths in sales and areas in need of possible improvement. The Proception2 report can also be used to develop strategies and methods to help individual's increase their personal flexibility in working relationships with clients, managers, peers and staff.

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## Key Sales Results Areas

*This section reports on eight (8) key results areas relating to the business of selling. It describes how he attempts to achieve sales success. Use this information to better understand Al 's approach to each of the key results areas discussed in this section.*

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### **Control of the Sales Process**

Al uses his personal and position power to provide directions to other members of the sales team, informing them of what must be accomplished to close the sale successfully. Al will attempt to influence the sales process using his poise to make a favorable impression. However, he will not hesitate being direct and to the point with his prospects and clients when he thinks it is appropriate. Al likes to use his personal influence to oversee the sales process. He wants to establish credibility and trust with his prospects and clients. Al is independent and wants to direct the sales process without restrictions from anyone.

### **Competition**

Al finds it easy to exert tremendous effort towards meeting his sales goals. Al is motivated to do well in sales and sales contests because he likes to be recognized for his top performance. However, he balances the need for recognition with a desire to be rewarded financially for his efforts. He can display frustration when he feels that other sales team members aren't working as hard as he or already given up on bringing the sale to a successful conclusion. Competition is stimulating for him as it gives him the opportunity to take risks in the sales process.

### **New Ideas and Change**

He will want to have the opportunity to experiment with new sales ideas. He doesn't feel the need to accept and use others' sales ideas. However, the potential of a new idea can energize him. He isn't always on the look out for new or different sales ideas. However, Al will take time to consider them and will use those ideas with which he is comfortable. Don't look for Al to use conventional sales processes and sales tools. He looks for different sales ideas and methods to add a touch of risk to the business of selling.

### **Selling Style**

Al feels most comfortable when he can involve his prospects or clients in the sales process. He feels the sales process calls for persistence, while communicating openly and with sincerity. Look for his selling style to be fast paced, exciting and unconventional. He will not be shy about challenging a prospect or client or injecting his personal opinions.

## **Presentation**

He must exercise care to not move too fast or dominate the sales presentation. He likes to make a positive sales presentation. He will balance the presentation with enthusiasm, along with information to win over his prospects and clients. When the sales process becomes difficult he will take the initiative, while remaining calm and attempting to move the sales presentation to a successful close. With Al 's desire to try the unusual, he has the capacity to make up the presentation as he goes along. He will not avoid tough questions from his prospect or client.

## **Close**

Al can be assertive in his attempts to close the sale using his personal power throughout the sales interview. He will not hesitate asking for the order. He feels that he made a great presentation and he should be rewarded for his efforts.

## **Service**

Service is not Al 's greatest strength, especially when he determines there is little possibility of making another sale. He must be aware that he may promise more service than he can personally deliver. He is already planning the next exciting, new sales call.

## **Response to Management**

He produces his best results when his manager lets him operate independently. He wants his sales manager to be available to listen and help when needed. He can develop a strong sense of duty to his sales manager, when he feels he is being treated fairly. He likes to work with a sales manager who will let him share his opinions and points of view. Because of his need for independence he needs a sales manager who will tolerant rules and procedures being ignored.

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## Preferred Sales Environment

*Most people have the ability to be flexible and use their intelligence to adjust their behavior to be comfortable and productive in various sales environments. Al has a sales environment that he feels most comfortable in. It is an environment in which he can produce his best results. The factors listed will provide Al with an outline of his Preferred Sales Environment. The number to the left of an item listed below is used to keep record of the item. It does not indicate an item's order of importance.*

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### **A Sales Environment:**

- 1) With commission based pay
- 2) Where he can use his logical sales approach
- 3) That allows him to talk more than listen
- 4) With awards and plaques recognizing his sales ability
- 5) Where he can delegate the research and details involved in a sales presentation
- 6) where he can be a mentor to new salespeople
- 7) With a sales position where he can develop one-to-one relationships with his prospects and clients
- 8) Where he can listen to his prospects and clients with genuine concern
- 9) Where he can make his prospects and clients feel important
- 10) Where he can be free of close supervision or management
- 11) With a sales manager who outlines performance expectations and guidelines, then permits him get the sales job done his way
- 12) Where he is not governed by conventional thinking or conventional practices

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## Potential Strengths In Sales

*An important part of every organization is its ability to use the inherent behavioral strengths of each member of the sales team. The Proception2 report highlights potential behavioral traits and aptitudes Al brings to the sales environment. This information will help Al and his organization understand and maximize his behavioral strengths. The number to the left of an item listed below is used to keep record of the item. It does not indicate an item's order of importance.*

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- 1) Works without close managerial support
- 2) Dynamic and direct with his sales presentation
- 3) Takes responsibility for his actions and outcomes
- 4) Adventurous and daring
- 5) Energized by group interaction
- 6) Adjusts quickly from one client to another
- 7) Friendly and well liked by prospects and clients
- 8) Willing to accommodate the needs of his prospects and clients
- 9) Loyal and committed to his organization
- 10) Will try new sales ideas, methods and procedures
- 11) Committed to producing sales results
- 12) Willing to take risks

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## Performance Enhancement

*Individuals want to have input into how they prefer to be managed and related to in their respective sales environment. This section of the report outlines for AI, areas of potential behavioral needs that will allow him to do his best work. He can, along with his supervisor/manager, develop a personal improvement plan. A plan that will give him the opportunity to participate with management in discussing and determining his personal performance enhancements that can lead to increased sales productivity. The number to the left of an item listed below is used to keep record of an item. It does not indicate an item's order of importance.*

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### AI needs:

- 1) Practice asking more questions in the sales interview
- 2) To ensure that his sales performance expectations are seen as attainable
- 3) To practice observing the behaviors of others to become a more effective salesperson
- 4) Sell the benefits of his product or service, rather than all the hype
- 5) To make an effort to use quantitative methods of evaluating the potential of prospects and clients
- 6) To learn to concentrate on the details of the sales process
- 7) Suggestions to move the prospect or client to the close
- 8) To know that loyalty should not be confused with sales productivity
- 9) To realize there is often more than one way to make a sale
- 10) To take the time to think about what he says to avoid unnecessary conflict or confrontation
- 11) To understand how far he can push the rules, procedures and regulations
- 12) Support when excessive details are required for the sales presentation or project

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## Personal Performance Motivators

*All motivation comes from within. Each behavioral style is driven by different motivational needs and desires. Performance Improves when personal motivators are included in the sales environment. While some of the performance motivators listed on this page are being met, there are others that are not. It will be helpful for Al to note the motivators that are important to him, but are not being incorporated into his daily motivation and supervision. The number to the left of an item listed below is used to keep record of the item. It does not indicate an item's order of importance.*

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### Al prefers:

- 1) A sales manager and support staff to be available when he needs them
- 2) Compliments for his leading the way
- 3) Assignments that keep him challenged
- 4) Democratic relationship with peers, staff and boss
- 5) Attention and praise for a job well done
- 6) Opportunity to use his verbal skills
- 7) Recognition for his long-term commitment to the organization
- 8) Opportunity to sell things they believe in
- 9) Personal written note of thanks
- 10) To give his sales manager feedback without the fear of retaliation
- 11) Relationship with his sales manager that is open and direct
- 12) The chance to perform in a sales environment that is adventurous and uninhibited

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## **Adjustment to Key Sales Results Areas**

*As salespeople we can adjust our basic behavioral style to meet the requirements of a specific sales role. This section of the Proception2 Sales Report demonstrates how Al adjusts his primary behavioral style to meet these requirements. The more this section is different from Al 's Key Sales Results Areas, the more he may feel the need to adjust his behavior to meet the demands of his present role in sales. Minor adjustments generally indicate self-assurance in his existing sales role.*

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### **Control of the Sales Process**

He prefers to be in charge of the sales process and will want to provide directions and instructions to other members of the sales team. His approach to the sales process will be verbal and impromptu. He likes the sales atmosphere to be warm and friendly, but he will want to influence the sales process. Al is involved in many sales opportunities at the same time. He wants other members of the sales team to put together the presentation once he determines what needs to be prepared. Al is committed to using his own ideas and wants to make all key decisions involved with the sales process.

### **Competition**

He want to be seen as a sales leader and will make every effort to win awards and contests that will allow him to stand out from his competition. He performs best in sales contests where he can be rewarded with a plaque, trophy or other items that recognize top performance. Al likes to put his selling skills and abilities on the line to compete with other sales team members. He will work long hours to put himself in position to win the sales contest. He is self-reliant and enjoys being in contests where he can sell using his independent and free wheeling style.

### **New Ideas and Change**

Al is open to various sales techniques and ideas. He will adapt readily to those changes he thinks will help him close more and bigger sales. He wants to try out new sales ideas and techniques to keep himself motivated. He is always searching for new sales ideas, methods and techniques. In fact, Al will experiment with a new close or presentation just to make the sales process more interesting. Al is not interested in using traditional sales methods and techniques. He is comfortable with the unconventional, which allows him to generate innovative approaches to the sales process.

### **Selling Style**

He must be careful to not overstate the benefits of his product or service, while being sensitive to his prospects and clients needs. His style of selling is to be working with multiple prospects and clients in various stages of the sales

process. Al does not like his sales role to become routine. He looks for ways to make his sales role interesting. Al will not think twice about making his personal opinions known or challenging the prospect or client when he thinks they are misinformed.

### **Presentation**

During the sales presentation he will have no difficulty in recommending a possible solution, but he can also change sales tactics or direction when faced with strong objections. A notable strength of Al 's is his ability to make small talk with his prospects and clients. He will make a spontaneous, fast paced sales presentation. Al 's presentation will cover a broad spectrum of information, often leaving out important details. He must work to stay on track with the presentation, because he can have a tendency to improvise or ad-lib.

### **Close**

He will ask for the order early and often throughout his sales presentation. Al will attempt to ask for the order early and often. He does this by convincing his prospects or clients to do business with him by using the latest sales techniques and closes. He is not afraid to ask for the business. He believes he makes an out of the ordinary presentation and he should be rewarded for his efforts.

### **Service**

Al will provide better service to his prospects and clients if he sees the possibility of making additional sales. Delivering on service commitments is not one of Al 's strong points. He must make a determined effort to deliver what he promised to his prospects or clients. Closing the sale is the most energizing part of the sales process for him. He does want to make regular calls or deliver routine service. Servicing the prospect or client once the sale has been made will be difficult for Al . He is already planning the next exciting, new sales call.

### **Response to Management**

He will not avoid confronting his sales manager when he feels the sales manager is not right. Al can tend to miss important information when completing paper work. He may, in fact, set it aside, hoping that it won't be needed. He wants to work in an unstructured sales environment that allows him to work without the constraints of a sales manager imposing timeframes, guidelines and outcomes. He wants to work for a sales manager who will give him "yes" or "no" answers. Al can give a conservative sales manager reason to worry because of his rebellious nature.

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## Personal Growth Suggestions

*Each of use prefers to see ourselves in a positive way. While Al brings many outstanding traits and strengths to his sales environment, there may be areas of his behavior which could hamper his success.*

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- 1) Make decisions too quickly regarding prospects and clients potential to purchase his product or service.
- 2) Can rationalize and deny his personal shortcomings.
- 3) Fail to give other sales team members credit when they deserve it.
- 4) Interrupt others, while often talking too much during the presentation.
- 5) Wear clothing and accessories that show little concern for expected appearances or protocol.
- 6) Think that new and different is always better.
- 7) To give excuses when thing don't unfold as planned.
- 8) Have ideas for improvement, but will often not present them for fear of having to change.
- 9) Sell only those products and services that he is comfortable with and has confidence in.
- 10) Disregard procedures, guidelines and directives.
- 11) Not check proposals, sales materials and presentations for mistakes.
- 12) Be more concerned about looking good and generating sales results for himself as opposed to team results.

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## Communication Builders

*Communication is the cornerstone of building relationships and improving productivity. Communications with AI will be accomplished best by incorporating the recommendations on this page. Using these recommendations with AI will provide an opportunity to improve communications, reinforce relationships, promote credibility and gain increased sales productivity. The number to the left of an item listed below is used to keep record of the item. It does not indicate an item's order of importance.*

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### **When communicating with AI do:**

- 1) Be direct and to the point
- 2) Keep in mind he will argue from a logical point of view
- 3) Stand up to him when necessary
- 4) Encourage him to stay focused
- 5) Show tolerance for his restlessness
- 6) Keep up with his need for frequent change
- 7) Compliment him for being a contributing member of the sales team
- 8) Invite his input on matters that affect him
- 9) Mention testimonies from others that have successfully used a similar approach
- 10) He may be inattentive to details
- 11) Keep in mind he will want to try the unconventional
- 12) Appreciate he will often attempt to play it by ear

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## Communication Barriers

*Each of us knows how we prefer to have others communicate with us. We are aware of communication mistakes and errors that others make when communicating with us that lead to Communication Barriers. We know what we don't like others to do, say, or use when communicating with us. When communicating with AI, reducing or eliminating the barriers emphasized will minimize the stress and frustration often created when communicating with a person of this behavioral style. The number to the left of an item listed below is used to keep record of the item. It does not indicate an item's order of importance.*

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### **When communicating with AI don't:**

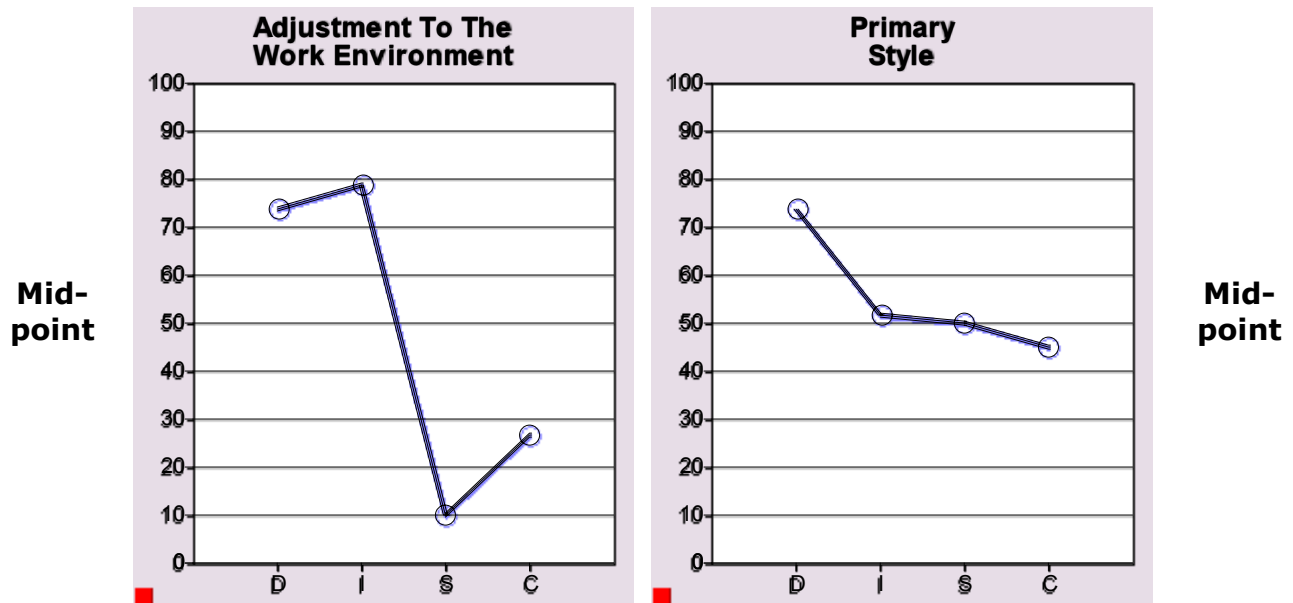
- 1) Give long and wordy explanations
- 2) Argue from an emotional perspective
- 3) Fail to deliver on what you said he could expect
- 4) Be put off by his confident and gregarious behavior
- 5) Have tight time constraints for meetings
- 6) Fail to give him credit for a job or project well done
- 7) Talk too much or try to control the conversation
- 8) Be vague in sharing what you expect
- 9) Expect him to trust you immediately
- 10) Deliberate excessively or delay in giving information
- 11) Forget he will be spontaneous in his response
- 12) Allow him to make his point without supporting information



## A Graphical Representation for AI Sample

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### Primary Style

Primary Style is the behavioral response that is most reflective of the "real person". This is often referred to as an individual's basic style. Over time the Primary Style is usually very consistent and will not change significantly.

### Adjustment to the Work Environment

Adjusted Style is an individual's behavioral response to their work environment. It reflects the behavior they feel will give them the best opportunity to succeed in their job. As an individual advances their career they will encounter new jobs or positions. An individual will often adjust their behavior to meet the needs and demands of a new work environment.