

## Primary Selling Style: DYNAMIC

Joe has a DYNAMIC primary selling style. Salespeople who are Dynamic generally tend to be energetic, enthusiastic, emotional, driven, ambitious, assertive, persuasive, vigorous, independent, and competitive. For them, making a sale is the ultimate victory. At times, they may come across as pushy and authoritative and may not take time to listen to the client's needs. See Sales Behaviors beginning on page 3 for more information about Joe's Dynamic selling style.

### Test Accuracy Interpretation

This report can be interpreted with confidence.

## How To Use This Information

### Contents of this Report

Part 1	Sales Performance Indicators	Page 2
Part 2	Recruiting and Selection Guide	Page 5
Part 3	Feedback Report	

The SellingStyles Questionnaire is designed to help identify an individual's natural approach to selling. It provides insight into the individual's personal qualities and how those personal qualities may determine the individual's performance in a sales career.

The SellingStyles Questionnaire assesses an individual on 14 personality characteristics that describe the individual's primary "selling style" - in other words, how the individual uses personal qualities when interacting with others. Although everyone's behavior varies to a certain extent depending on the situation, most people use one of the following primary styles when selling:

<i>Dynamic</i>	Uses energy and drive to make sales
<i>Analytic</i>	Uses logic and facts to make sales
<i>Interpersonal</i>	Uses personal relationships to make sales

The SellingStyles Questionnaire may be used to help select new salespeople. It may also be used to develop existing salespeople to achieve higher levels of performance. Awareness of selling styles helps managers to:

- Identify individuals with a selling style that fits well with the product, market, and type of sales approach used
- Personalize their recruiting story to the known motivators of each selling style
- Develop an individualized training plan that builds on the strengths of the individual's selling style
- Coach and Manage based on the known communication preferences of each selling style

for Joe Sample

## Part 1 - Sales Performance Indicators

Joe's primary selling style is DYNAMIC. The information on the following pages will help you determine how Joe will:

- Perform basic sales tasks
- Interact with prospects and clients
- Perform overall in sales

Sales effectiveness	LOW	MODERATE	HIGH
---------------------	-----	----------	------

People have different levels of sales effectiveness. People who are successful in sales also tend to be very achievement oriented, persuasive, sociable, and energetic. Joe received a HIGH score in sales effectiveness.

Entrepreneurial effectiveness	LOW	MODERATE	HIGH
-------------------------------	-----	----------	------


Sales positions differ in the degree to which entrepreneurial effectiveness (running your own business) is important to success. While some of the characteristics of entrepreneurial effectiveness overlap with the characteristics of sales effectiveness, there are some important differences. In addition to being achievement oriented and energetic, most successful entrepreneurs are also innovative, adaptable, and independent. Joe received a HIGH score in entrepreneurial effectiveness.





Overall expected sales performance	BELOW AVERAGE	AVERAGE	ABOVE AVERAGE
------------------------------------	---------------	---------	---------------

In general, Dynamic salespeople with High sales effectiveness scores may be very successful in sales positions. You can expect ABOVE AVERAGE productivity from this individual. The High entrepreneurial effectiveness score suggests that Joe is capable of working without close supervision.

## for Joe Sample

### Sales Behaviors

For most people, there will be areas where developmental activities can lead to improved sales results. In the chart below, a red flag (  ) indicates a weakness for this selling style. Interview questions for Red Flag areas are included later on in this report so that you can discuss these areas with Joe.

Planning : Generally ignored or performed superficially. The Dynamic salesperson wants to be where the action is. He or she is eager to start selling and quickly gets bored by the level of detail involved in the planning process.		MODERATE	HIGH
Prospecting : Easy. The Dynamic salesperson is self-confident and has a natural air of authority. He or she wants to take immediate control of the sales situation. A possible downside: The Dynamic salesperson may not take adequate time to build a rapport with the prospect.	LOW	MODERATE	HIGH
Needs analysis : Superficial; may not be done at all. The Dynamic salesperson is impatient to get to the sales presentation. He or she may not encourage prospects to open up and talk about their needs. By doing this, the prospect may get the impression that the salesperson does not care about his or her needs.		MODERATE	HIGH
Presentations : Short, well-organized, hard hitting. The Dynamic salesperson does not bore the prospect with lots of extraneous details. For their part, prospects perceive the salesperson as authoritative, enthusiastic, and confident. However, since the Needs Analysis was poor, the sales presentation may not relate directly to the prospect's needs.	LOW	MODERATE	HIGH
Closing : Major strength. The Dynamic salesperson will not hesitate to ask for a commitment (again and again, if necessary).	LOW	MODERATE	HIGH
Handling objections : Objections are rarely analyzed. The Dynamic salesperson's tendency to talk instead of listen means that the Dynamic salesperson may fail to clarify what the prospect's true objections really are. Worse, the Dynamic salesperson may respond to the client's objections with arguments and pressure.	LOW	MODERATE	HIGH
Follow-up/Service : Rarely done at all. Once the deal is closed, the Dynamic salesperson considers the battle won. He or she is ready to move on to the next sales opportunity.		MODERATE	HIGH
Cross-selling : Opportunities may be limited. The Dynamic salesperson will not hesitate to act when a cross-selling opportunity arises. However, because he or she may tend to avoid follow-up activities in favor of winning new sales, opportunities for cross-selling may not readily present themselves.	LOW	MODERATE	HIGH
Compliance : Weak. Because winning is so important, the Dynamic salesperson may cut corners, ignore rules, or make exceptions - anything to make the sale, which is the only thing that really counts.		MODERATE	HIGH

for Joe Sample

## Personality Characteristics

The SellingStyles Questionnaire measures 14 personality characteristics. The chart below shows Joe's scores for each personality characteristic.

	LOW			MODERATE				HIGH		
	1	2	3	4	5	6	7	8	9	10
<b>DYNAMIC</b>										
Leadership - Ability to take charge, motivate, lead								X		
Persuasive - Ability to influence, negotiate, debate										X
Energy - Fast-paced, active, likes to multi-task									X	
Achievement - Sets goals, then strives to achieve or surpass them									X	
Self - Confidence - Self-assured, optimistic, cannot be intimidated								X		
<b>ANALYTIC</b>										
Analytical - Gathers facts, is logical, can identify patterns or connections in complex issues				X						
Adaptable - Adjusts quickly to change, handles uncertainty, embraces new ways of doing things							X			
Attention to Detail - Careful, thorough, accurate, organized		X								
Persistence - Overcomes barriers, perseveres in the face of obstacles or challenges, never gives up								X		
<b>INTERPERSONAL</b>										
Social - Approachable, friendly, easy to communicate with, quickly builds rapport, creates a network of acquaintances						X				
Cooperative - Collaborates, assists, supports, builds morale, resolves conflicts	X									
Concern - Sensitive, understanding, helpful, compassionate	X									
Stress Tolerance - Calm, accepts criticism, recovers quickly from disappointments								X		
Emotional Awareness - Perceptive, aware of own emotions and how they affect others			X							





for Joe Sample

## Coaching and Developing the Dynamic Selling Style

People with a Dynamic selling style are largely motivated by a great need for high self-esteem and independence. Their natural talent for selling will be evident. However, other aspects of the sales job may require more active management if the Dynamic selling style is to be successful. Direct your development plan to build on the strengths and manage the weaknesses.

Build on Strengths	Manage the Weaknesses
<ul style="list-style-type: none"><li>• Prospecting</li><li>• Presentations</li><li>• Closing</li><li>• Handling Objections</li><li>• Cross-selling</li></ul>	<ul style="list-style-type: none"><li>• Planning</li><li>• Needs Analysis</li><li>• Follow-up/Service</li><li>• Compliance</li></ul>

## What an Individual with a Dynamic Selling Style Wants from His or Her Manager

The drive and determination of the Dynamic selling style may sometimes resist management guidance. You may find it helpful to consider the following preferences.

An individual with a Dynamic selling style wants a manager who:

- Values his or her achievements
- Enhances his or her self-image
- Supports his or her goals
- Gives him or her freedom
- Cooperates with him or her
- Gives the "big picture" instead of details

An individual with a Dynamic selling style gets most upset when his or her manager:

- Gets in the way of his or her goals
- Is too slow when making presentations
- Talks too much
- Tries to be in control
- Wastes too much time

An individual with a Dynamic selling style is best coached by a manager who:

- Is strong
- Deals with the individual's concerns first
- Gets quickly to the bottom line
- Emphasizes esteem and independence

## Part 3 - Feedback Report

The next two pages of this report may be given directly to Joe Sample.

## Personal Feedback Report

for Joe Sample

The SellingStyles Questionnaire that you completed is designed to identify what approach or selling style you are most likely to use in a sales situation. Based on your answers, your primary selling style is:



Salespeople who are Dynamic generally tend to be energetic, enthusiastic, emotional, driven, ambitious, assertive, persuasive, vigorous, independent, and competitive. For them, making a sale is the ultimate victory. People with a Dynamic selling style are often successful in sales.

There are certain basic sales tasks inherent in most sales positions. Depending on their selling styles, people will approach these tasks differently. This is valuable information for you to know. It helps you identify areas where you will find the greatest job satisfaction. It also helps you identify areas that may represent a greater challenge for you. While your unique talents may differ from the generalities in the chart below, the chart may nevertheless provide you with valuable information for you to build on your strengths and manage those areas that could use some additional development.

Your Dynamic selling style is characterized by a strong drive and determination to succeed. Your natural talent for approaching people, making strong presentations, and overcoming obstacles to close sales will, with training, be easily satisfied in this career. However, you may be challenged by other aspects of this job that require a slower, more methodical approach. You may want to direct your professional development activities to build on these strengths and manage the weaknesses.

Build on Your Strengths	Manage Your Weaknesses
<ul style="list-style-type: none"><li>• Prospecting</li><li>• Making sales presentations</li><li>• Closing sales</li><li>• Handling client objections</li><li>• Cross-selling</li></ul>	<ul style="list-style-type: none"><li>• Planning in advance</li><li>• Conducting needs analysis</li><li>• Providing follow-up service</li><li>• Compliance</li></ul>

## Personal Feedback Report

for Joe Sample

### Interacting with Clients

Selling is all about interacting with people. Each of us has met people we can relate to easily and people with whom we have more difficulty relating. You have a Dynamic selling style. Your clients will come to you with certain styles of their own. Understanding how your Dynamic selling style interacts with different types of clients could be a vital key to your success in sales. One of the greatest talents of skilled and effective salespeople is their ability to shift their selling style to adapt to the unique needs of each client.

Dynamic clients will generally...	appreciate a Dynamic salesperson's high energy and direct sales presentation. You should not have a problem dealing with these clients.
Analytic clients will generally...	require lots of factual information - perhaps more than you are usually inclined to provide. With these clients, you need to listen carefully to their questions and be prepared to answer them by providing facts and details about your products and services.
Interpersonal clients will generally...	expect you to be warm and friendly and show that you really care about their problems. With these clients, you need to create a positive impression by being sympathetic and concerned.

Be aware that your Dynamic selling style may come across as too pushy and aggressive to some people. If this happens, the best approach is to slow down, listen to the client's needs, and adapt your selling style appropriately.

### Selling Style Summary for Joe Sample

Your Dynamic selling style indicates that you are at your best when:

- You have the freedom to pursue your objectives on your own.
- You are in front of people, telling them about your products or services.
- You use drive and determination to close sales.
- You manage your planning, follow-up, and paperwork as needed.
- You listen to prospects and adapt your selling style accordingly.