
Report For:
Sam Sample
ACME Inc.
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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.

Proception 2 identifies and describes those external behaviors, which each style displays to others in a work environment. This report discusses behavior in a work 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 work environment. The Proception 2 report describes the impact of an individual's DISC behavioral traits in a work environment.

The report generated by this analysis is designed to help individuals and management achieve a better understanding of this individual's behavioral style. It will provide helpful insight into the individual's behavioral strengths in sales and areas in need of possible improvement. The Proception 2 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.

NOTE: If this report is being used in the selection process, it is important to remember that it is not designed to recommend or not recommend any person for employment or hiring for a specific job or position. It is provided only as a tool to help those involved in interviewing a candidate develop interview questions for the interview and candidate evaluation process. A hiring decision should not be based only on this report or any other comparable report. This report and all selection reports should be used in accordance with applicable employment laws.

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 his approach to each of the key results areas discussed in this section.

Control of the Sales Process

He will avoid coming across as outspoken and demanding with other members of the sales team. He is adept at understanding the different personalities involved in the buying process. When working his prospects or clients, he will want to have competent and resourceful people on his sales team. Sam is willing to get feedback from other members of his sales team regarding the sales process. He can use his self-discipline to tune out uncontrollable events in the sales process.

Competition

Sam wants to be appreciated for his hard work and effort in reaching a goal. He prefers sales contests where he is rewarded for being a sales leader with a plaque; trophy or other public recognition that acknowledges top performance. He wants to produce sales results, but he may have an internal struggle over achieving sales results and getting the details right.

New Ideas and Change

With the self-imposed need to produce results, decisions are most times made without the input of others. Sam enjoys finding and trying different sales techniques with his prospects and clients. Sam can easily become bored with routine sales processes and will want to try different sales methods and techniques. He will be interested in looking at new sales methods and techniques. However, Sam will want the opportunity to assess the benefits of the new versus what he is presently using before making any changes.

Selling Style

Sam impresses prospects and clients with his warmth and empathetic sales approach. He must be careful not to interrupt his prospect or client when they are speaking and genuinely listen to what they are saying. Sam enjoys the variety of activities sales allows. He likes a sales environment that is fast, flexible and without having to work with lots of details. He likes to sell in an environment where he can balance his presentation with existing facts and new information.

Presentation

In a sales presentation his focus is on the strengths of the product or service he is representing. He must make an effort to involve his prospects or clients in the presentation by asking questions or using other means of prospect or client participation. His sales presentation will be made after he understands the internal and political landscape regarding his prospect or client.

Close

He may have difficulty dealing with objections he has not heard before or objections made by an assertive prospect or client. His goal is to have his prospects and clients have a great buying experience.

Service

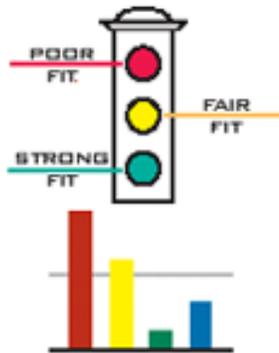
Response to Management

Improving his time management and organizational skills can increase his sales results. Sam wants his sales manager to be open with expectations, honest in communication and flexible with rules and procedures.

Style Insights Map™

Primary Style

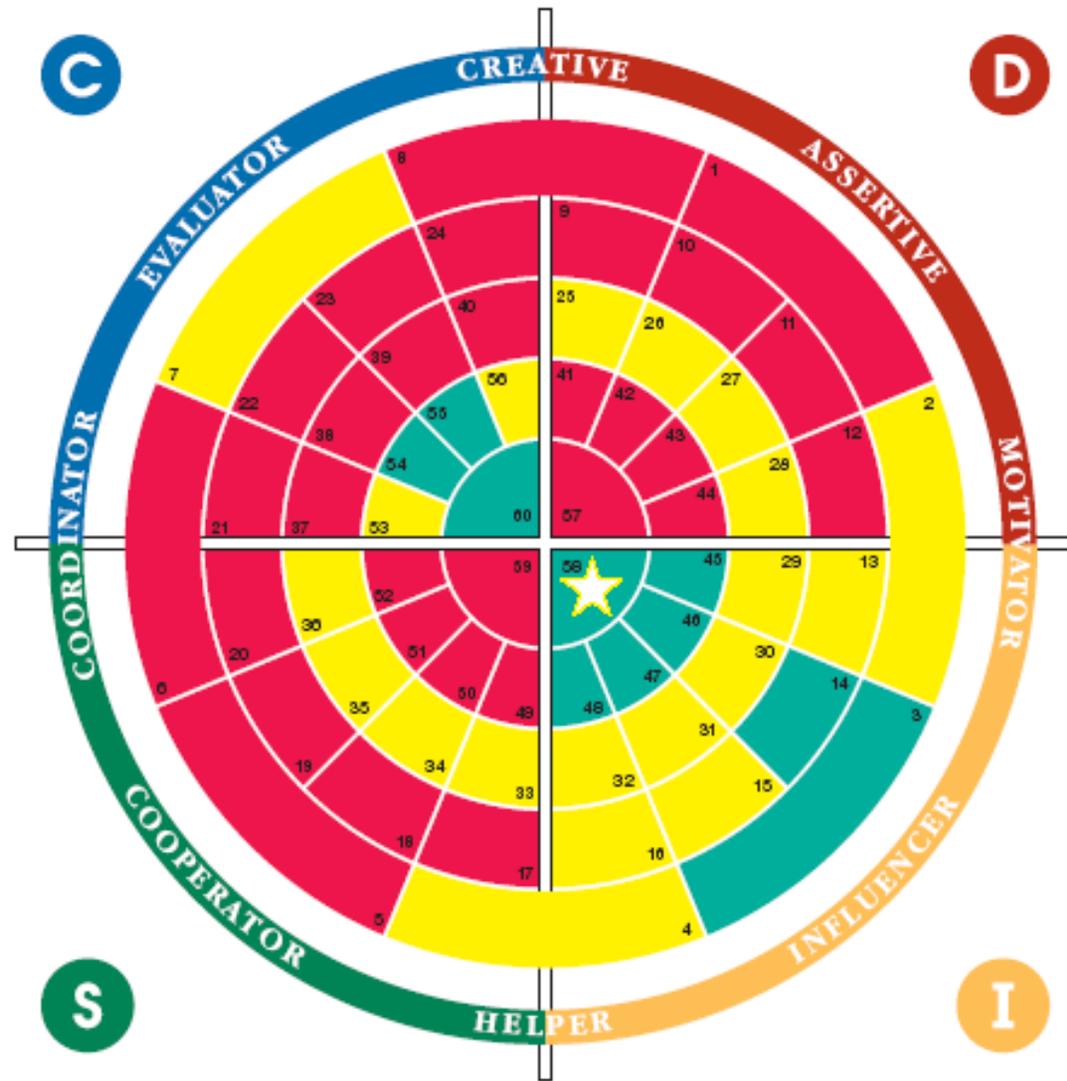
*= Sam Sample58



Insights Map.

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Most people have the ability to be flexible and use their intelligence to adjust their behavior to be productive in various sales environments. He has a sales environment in which he feels most comfortable. It is in this environment he will most often produce his best results. The statements printed below will provide an outline of his Preferred Sales Environment.

- Slower sales process that allows him be careful and cautious
- Sales process that provides a method to measure his success
- Sufficient time to prepare and double-check his presentation materials
- Public or group recognition of a sales job well done
- Where he can mix business with pleasure
- Where he can do most of the talking during the sales interview and presentation
- Where he can build a long-term relationship with his clients
- Where he does not have to push his prospect or client for the sale
- Sales plan he understands
- Where other members of the sales team do the research and prepare the presentation
- Opportunity for travel and frequent changes in sales territory
- Where he is rewarded for sales activity

An important part of every organization is its ability to use the inherent strengths of each member of the sales team. The Proception2 report highlights potential behavioral traits and aptitudes he brings to the sales environment. This information will help him and the organization better understand and maximize his behavioral strengths.

- Uses a PDA or daily planner effectively
- Analyzes options before making a decision
- Plans and follows through well
- Adventurous and daring
- Quick thinker in sales situations
- Energized by group interaction
- Cooperates well with other members of his sales team
- Can maneuver effectively through the maze of an organization's politics
- Flexible and open to new sales ideas
- Willing to travel
- Uses wit and humor in his sales presentation

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 work 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 him to note the motivators that are most important to him, but are not presently being incorporated into his daily motivation and supervision.

Sam prefers:

- Recognition for quality work.
- A manager who follows company policy and procedures.
- Clearly defined lines of responsibility and authority.
- A work environment charged in a positive manner.
- An environment where he feels trusted and can trust others.
- Time for group activities outside work.
- A conservative approach in projecting goals.
- Others to spell out the necessary information and directions required to get a job or project completed.
- Work situations with support and back-up.
- A work environment with the opportunity to work with different people in various locations.
- Work that is general in nature.
- A work environment that changes quickly from job to job or project to project.

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

Control of the Sales Process

He will want to avoid being seen as overbearing in his working relationships with fellow sales team members. He will compliment other sales team members when they contribute to an excellent presentation or a successful sale. He feels most comfortable with team members who have similar skills and competencies. He will encourage sales team members to improve their skills in necessary areas. Sam is willing to get feedback from other members of his sales team regarding the sales process. He can use his self-discipline to tune out uncontrollable events in the sales process.

Competition

Sam wants to be appreciated for his hard work and effort in reaching a goal. He likes the opportunity to be number one, but he must keep his optimism for making the sale at realistic levels. He is motivated to achieve sales results. Then again, he considers the importance of providing his prospects or clients with necessary information, while trying to follow standard sales procedures.

New Ideas and Change

With the self-imposed need to produce results, decisions are most times made without the input of others. Being able to experiment with new ideas and techniques make the sales job fun for him. Sam can easily become bored with routine sales processes and will want to try different sales methods and techniques. He will be interested in looking at new sales methods and techniques. However, Sam will want the opportunity to assess the benefits of the new versus what he is presently using before making any changes.

Selling Style

Sam impresses prospects and clients with his warmth and empathetic sales approach. Sam will be more successful with his prospects and clients by being a more effective listener. Sam's selling style creates excitement because his approach to sales is different than most other salespeople. He reacts quickly to his prospects or clients input, but may need to pay more attention to the details. He is able to present solutions to his prospects and clients that can include both traditional and untested ideas.

Presentation

In a sales presentation his focus is on the strengths of the product or service he is representing. Salespeople with Sam's style have a tendency to make off the cuff sales presentations. He can be more effective by investing additional time in planning and preparing for the presentation. His sales presentation will be made after he understands the internal and political landscape regarding his prospect or client.

Close

He may have difficulty dealing with objections he has not heard before or objections made by an assertive prospect or client.

Service

Response to Management

He can be more effective and productive by practicing proven time management techniques. Sam respects a sales manager who takes the time to consider all sides of an issue or problem before making a decision.

Each of us prefers to see ourselves in a positive way. While he brings many outstanding strengths to his work environment, there are areas of his behavior which could impede his success. This section of the Proception2 report contains suggestions to consider relating to the behavioral tendencies that may slow or hinder his achievement of desired performance goals.

Sam may have a tendency to:

- Be overly concerned with following the rules and procedures.
- Not listen to others and their perspectives.
- Be overly optimistic about time frames for completion of projects.
- Work in spurts, which may not be permitted by the job.
- Have a problem disciplining others and letting small issues grow into bigger problems.
- Not exhibit intensity when working towards a goal or achievements.
- Let others take advantage of his low-key nature.
- Avoid accountability by overstating the difficulty of the problem or situation.
- Have difficulty prioritizing because he tends to have many projects ongoing at the same time.
- Have difficulty working in situations that require precision, coordination and patience.
- Be prone to injuries or accidents due to his impulsiveness.

Communication is the cornerstone of building relationships, achieving productivity and maintaining motivation. Communicating with him will be accomplished best by incorporating the recommendations outlined on this page. Using these recommendations with him will provide an opportunity to improve communications, reinforce relationships, promote credibility and gain increased productivity.

When communicating with Sam do:

- Provide evidence that is substantial and practical.
- Make certain your presentations are accurate.
- Provide accurate and factual evidence.
- Allow for socializing when discussing strategies and goals.
- Be certain to put all details in writing.
- Demonstrate concern about the human side of an issue or problem.
- Allow time for questions to be asked.
- Reassure him that it is a team effort.
- Have a timetable to begin new programs or projects.
- Provide "pats" on the back for his active participation.
- Be aware he may not be listening all the time.
- Provide actual priorities for him.

Each of us knows how we prefer to have others communicate with us. We are aware of communications 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 him, making an effort to reduce or eliminate the barriers emphasized will minimize the stress and frustration often created when communicating with a person of this behavioral style. Communication is the cornerstone of building relationships, achieving productivity and maintaining motivation.

When communicating with Sam don't:

- Forget to invite him to talk by asking his point of view.
- Fail to mention the problems and disadvantages of your proposal or request.
- Be inconsistent in your communication style.
- Be demanding without specifying your reasons.
- Allow him to overstate completion time for projects.
- Be overpowered by his verbal skills.
- State unrealistic expectations.
- Ask him to make decisions rapidly.
- Make guarantees you cannot live up to.
- Be disjointed with information or procedures.
- Be regimented, stiff or authoritative in your approach.
- Inhibit his active mind.

This page of the Proception2 highlights words that can be associated with his behavior based on the DISC model. These words suggest how he prefers to do business as it relates to solving problems, working with others, reacting to the pace of the work environment and responding to guidelines and procedures established by others.

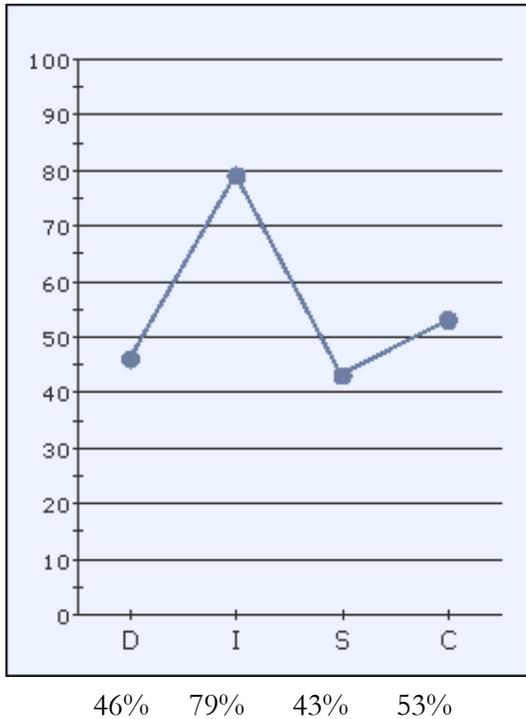
Dominance	Influence	Steadiness	Compliance
Problems	People	Pace	Procedures
Challenging	Extroverted	Rigid	Painstaking
Self-Centered	Motivating	Undemonstrative	Wary
Relentless	Charismatic	Systematic	Meticulous
Driving	Subjective	Reluctant to change	Precise
Innovative	Spirited	Deliberate	Quality oriented
Strong-Minded	Expressive	Steady	Exacting
Resolute	Convincing	Unhurried	Accurate
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Enterprising	Warm	Unruffled	Neat
Strong	Friendly	Calm	Conservative
Determined	Congenial	Composed	Tactful
Positive	Sociable	Relaxed	Diplomatic
Purposeful	Contemplative	Eager	Steadfast
Reasonable	Objective	Quick	Original
Moderate	Cool	Unsettled	Self-reliant
Tentative	Doubting	Flexible	Confident
Reserved	Rational	Energetic	Bold
Uncertain	Logical	Animated	Stubborn
Accommodating	Questioning	Spontaneous	Independent
Conservative	Realistic	Restless	Unconventional
Cautious	Reflective	Versatile	Resourceful
Amenable	Analytical	Spur-of-the-moment	Autonomous
Unassuming	Critical	Dynamic	Opinionated
Humble	Calculating	Hurried	Individualistic
Restrained	Skeptical	Intense	Radical
Complacent	Introspective	Zealous	Fearless
Acquiescing	Reclusive	Impulsive	Reckless

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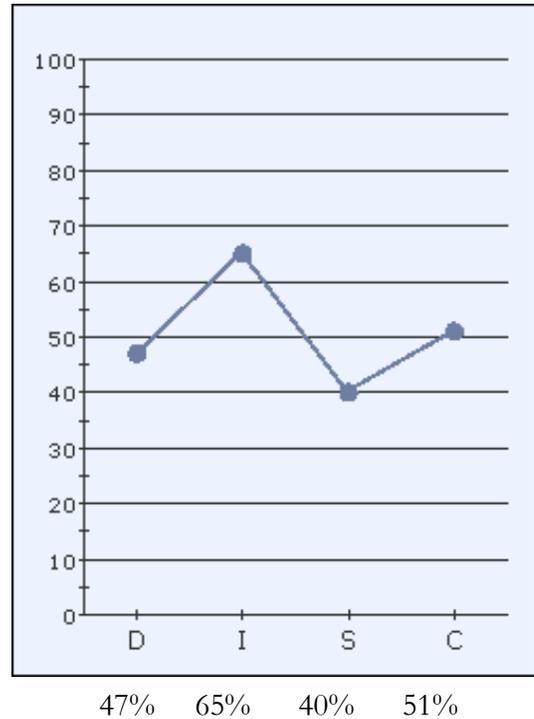
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A Graphical Representation For
Sam Sample

Adjustment To The Work Environment



Primary Style



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 advance 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.