



Singapore · Hong Kong · Thailand
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Founded in 2005

Sample Report

Style: Advisor IS

PeopleKeys - Sales Report

Wednesday, May 10, 2023

Introduction

Your report uses the DISC Personality System. The DISC Personality System is the universal language of behavior. Research has shown that behavioral characteristics can be grouped together in four major groups. People with similar styles tend to exhibit specific behavioral characteristics common to that style. All people share these four styles in varying degrees of intensity. The acronym DISC stands for the four personality styles represented by the letters :

- D = Dominant, Driver
- I = Influencing, Inspiring
- S = Steady, Stable
- C = Correct, Compliant

Knowledge of the DISC System empowers you to understand yourself, family members, co-workers, and friends, in a profound way. Understanding behavioral styles helps you become a better communicator, minimize or prevent conflicts, appreciate the differences in others and positively influence those around you.

In the course of daily life, you can observe behavioral styles in action because you interact with each style, to varying degrees, everyday. As you think about your family members, friends and co-workers, you will discover different personalities unfold before your eyes.

- Do you know someone who is assertive, to the point, and wants the bottom line?

Some people are forceful, direct, and strong-willed.

This is the D Style

- Do you have any friends who are great communicators and friendly to everyone they meet?

Some people are optimistic, friendly, and talkative.

This is the I Style

- Do you have any family members who are good listeners and great team players?

Some people are steady, patient, loyal, and practical.

This is the S Style

- Have you ever worked with someone who enjoys gathering facts and details and is thorough in all activities?

Some people are precise, sensitive, and analytical.

This is the C Style

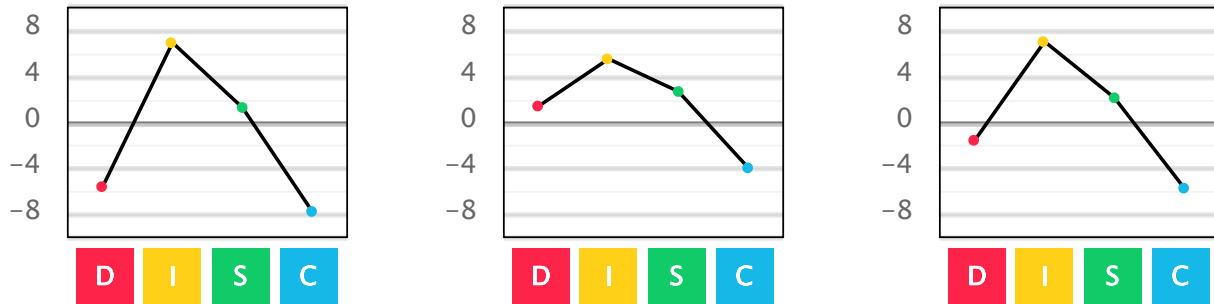


The chart below helps put the four dimensions of behavior into perspective.

	D = Dominant	I = Influencing	S = Steady	C = Compliant
Seeks	Control	Recognition	Acceptance	Accuracy
Strengths	Administration Leadership Determination	Persuading Enthusiasm Entertaining	Listening Teamwork Follow-Through	Planning Systems Orchestration
Challenges	Impatient Insensitive Poor Listener	Lack of Detail Short Attention Span Low Follow-Through	Oversensitive Slow to Begin Dislikes Change	Perfectionist Critical Unresponsive
Dislikes	Inefficiency Indecision	Routines Complexity	Insensitivity Impatience	Disorganization Impropriety
Decisions	Decisive	Spontaneous	Conferring	Methodical

Because human personality is comprised of varying intensities of the four behavioral styles, the DISC graph helps make the personality style more visual. The DISC graph plots the intensity of each of the four styles. All points above the midline are stronger intensities, while points below the midline are lesser intensities of DISC characteristics. It is possible to look at a DISC graph and instantly know the personality and behavioral characteristics of an individual.

Below are your three DISC graphs, and a brief explanation of the differences between the graphs.



DISC graph 1 represents your "public self" (the mask)

This graph displays the "you" others see. It reflects how you perceive the demands of your environment, and your perception of how you believe others expect you to behave.

DISC graph 2 represents your "private self" (the core)

This graph displays your instinctive response to pressure, and identifies how you are most likely to respond when stress or tension are present. This would be your instinctive reaction.

DISC graph 3 represents your "perceived self" (the mirror)

This graph displays the manner in which you perceive your typical behavior. It could be referred to as your self perception. Although at times you may be unaware of the behavior you use with other people, this graph shows your typical approach.

Description

understanding your style

Sample's style is identified by the keyword "Advisor".

Sample, as an Advisor style, impresses most people with their outgoing charisma, warmth, and fun loving personality. Advisors possess a natural disposition for people and possess a casual kind of poise in most social situations. Many people will come to them because Advisors are seen as encouragers and instinctive communicators. Sample can be demonstrative, trusting others and showing clear emotions. Advisors will not attempt to force their ideas on others; they prefer to win people over and influence decision making by their ability to effectively communicate. Advisors tend to take criticism of work as a personal rejection rather than based on the quality of the work itself. Advisors take a very positive and optimistic approach in all they do and often put people needs ahead of tasks and deadlines for completing a project. Advisors want to feel part of a strong team cohesion and this bond can be a powerful motivator for achieving success.

Sample prefers to deal with people on a personal, intimate basis in a low pressure and non antagonistic situation. Advisors desire for others to give them personal attention and value compliments for assignments done well. Sample loves to talk with and about people; they want social intimacy with everyone they meet. They are equally adept in mingling in a large social setting or in a one on one environment with close friends. Advisors may have difficulty being honest about their feelings if there is a fear that there will be devastating effects to a relationship, as relationships are extremely important to Advisors.

While Advisors are very stable, they are also flexible and can fit into almost any environment. They are seen as neighborly and accepting of others. Once a bond is formed, Sample has no problem talking about personal subjects and extending trust. Sample is family oriented; working toward stability in these relationships. Advisors are persistent in working to accomplish the goals through teamwork and creating an enjoyable environment to get the job done. Advisors seek team recognition but also want their personal contributions noticed.

Sample prefers to work through problems by analyzing things that worked in the past. This is someone who is able to lead, if necessary, but usually prefers to wait and see if another person volunteers first. Sample is willing to follow another person's lead if they display adequate ability and if Sample has confidence in their ability.

An extremely outgoing and social person, Sample tends to make friends easily and likes to have fun with others. This person wants to make commitments even when unable to keep them. This comes from their strong desire to please, not because of any intent to deceive. Sample tends to be very spontaneous, easily becoming bored with routine tasks.

A loyal friend, Sample is patient and caring when attending to the needs of others. This is usually an even-paced individual who thrives in a peaceful, harmonious environment. Sample tends to be quite predictable, sticking with proven, reliable methods of dealing with situations rather than taking chances with a new, unproven approach.

Sample is uninhibited in trying new things and prefers going by feelings rather than just the facts. This person is not afraid to try things and may even do things in unique or unproven ways. Sample prefers to let others handle much of the detail work associated with various endeavors, preferring to focus on the creative and innovative aspect of the task.

Enthusiastic, fun loving
Trusting, optimistic
Persuasive, talkative
Relational, people oriented

General Characteristics

Praise, popularity, and acceptance
A friendly environment
Freedom from many rules and regulations
Other people available to handle details

Motivated By

Practical procedures
Few conflicts and arguments
Freedom from controls and details
A forum to express ideas

My Ideal Environment

Sales Profile

Introduction

Research suggests that the most effective sales people are the ones who truly understand human behavior and can not only predict behavior, but can modify their own behavior to that of their buyer. Successful sales people appreciate their own strengths and limitations and quickly assess the strengths, limits, needs and preferences of their customers. In sales, information is power!

This section explains your personality style in a sales role according to the DISC Personality-Typing System. It helps you identify your own selling strengths and limits. With this information, you can capitalize on your strengths and recognize any limits hindering your success. Secondly, this report offers tips for a manager based upon your unique selling style. Lastly, this report covers ways to motivate customers based upon the preferences of their distinctive buying styles.

It's no secret that different customers with different personality styles have different "hot buttons" that will make them buy. The job of the sales person is to find that particular button and push it effectively. The psychology of selling is in understanding the customer and pinpointing his/her unique motivating factor(s); then, creating a favorable environment that will stimulate him/her to purchase.

Identifying your selling style as well as the buying styles of your prospects can become both revealing and confirming. It will show you new aspects of your communication as well as confirm facets you already knew. You'll find this information valuable in every area of your life – at work, home and in every area that you interact with others.

Sales Profile

Your Personal Selling Style

Your Instinctive Selling Style Description

Your Style is an Advisor Style ("IS" or "SI" Style)

Advisors sell most people with their warmth, empathy, trust and understanding. They possess a casual kind of poise in most professional situations. Many customers will come to them because Advisors are seen as good listeners who are also inspiring and motivating. They are very demonstrative and genuine communicators who care personally about their customers' needs.

Advisors enjoy talking to and about people and desire social familiarity with all their customers. While Advisors are very stable, they are also flexible and can fit into almost any social or selling environment. They are seen as neighborly and accepting of others by making others feel at ease initially. Once an advisor forms a bond with another person, they have no problem talking about personal subjects and extending trust even if it takes awhile to obtain that point of trust.

In sales, they can be patient with customers who are hesitant or indecisive. They will not attempt to force their ideas or sales pitch on others; in fact, they are very prudent in what they say and how they say it. They don't want to run the risk of offending others or ruining the relationship. They tend to take advantage of every moment they are given but will not become overbearing or aggressive. Advisors prefer to deal with people on a personal, intimate basis in a low-pressure situation. They are very good working with people, dealing with difficult people, maintaining long-standing professional relationships and are gifted at expressing themselves. Advisors are excellent team players; they work toward stability, harmony and consensus. They are persistent in working to accomplish the goals they have set and typically are great with juggling many responsibilities, various accounts and following through. They need personal attention, recognition and compliments for their good work as this will motivate them to achieve more.

Sales Profile

Your Personal Selling Style

Your Instinctive Selling Style Description

Capitalize upon your selling strengths and minimize your selling challenges by first recognizing their potential to facilitate or hinder your sales success. Use your best selling attribute to add value to your sales team. Create a sales environment that is conducive to your strengths.

Advisor Selling Strengths

- Service oriented
- Relationship builder
- Soft-sell approach
- Very intuitive in realizing the timing for closing
- Empathetic of customers needs
- Uses stories and real-life examples to sell
- Will ask why questions to draw out the opinions of the customer

Advisor Selling Challenges

- Tends to allow social time and relationship building to dominate sales time, especially with another I or S style.
- May overuse gestures or facial expressions in sales instead of being a direct communicator.
- Has tendency to feel rejected, criticized or take business matters personally.
- May promise more than they can actually deliver.
- May not put enough priority into getting detailed information or detailed tasks accomplished.
- May be intimidated by strong or demanding personalities.
- May hold grudges or feel bitterness toward associates or clients who they perceive have hurt them.
- Avoids confrontation at all costs.

Advisor Best Sales Attribute

- Building strong and trustworthy relationships over time.

Sales Profile

MANAGING DISC SELLING STYLES

Managing DISC Selling Styles Overview

Providing incentives for a sales force is one of the most difficult things a manager faces. Use this overview for developing strategies for sales people with different DISC personality styles.

Encouraging "D" Style Sales People	Encouraging "I" Style Sales People
<ul style="list-style-type: none"> • Present sales objectives in writing • Give opportunities to lead a sales team • Large and challenging territories • Provide opportunities to close deals • Ask for their input on "positioning" product/services • Emphasize commission over salary • Provide prospects with large upside potential • Let them help with new product launches; new markets; building market share • Stroke their ego with recognition, feature them in a newsletter • Give them personal introductions; referrals • Allow them freedom from controls • Provide support for detail work • Evaluate in terms of their results, not their processes • Take them to lunch, provide outside activities to influence • Provide sales competitions • Use travel packages as rewards • Give them problems to solve 	<ul style="list-style-type: none"> • Be friendly, humorous and informal • Activities to socialize and network outside the workplace • Give opportunities to open doors with new accounts • Help them in serving their existing accounts • Focus on their strengths and positives when giving feedback • Emphasize commission over salary • Provide support for detail work, scheduling and time-management • Travel with the sales agent and provide constructive feedback • A changing, people-oriented environment • Use a participatory management style • Put project goals, specifics and deadlines in writing • Use public recognition, rewards, flattery, and praise • Give opportunity for public speaking or leading meetings • Opportunity to voice their opinion and express themselves • Provide outlets for fun and travel • Give them fresh, new and exciting products and services

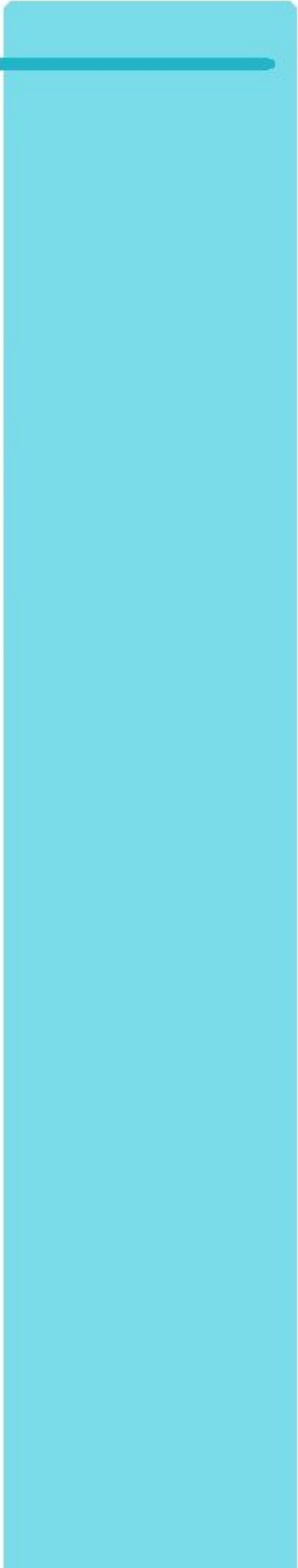
Sales Profile

MANAGING DISC SELLING STYLES

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Encouraging "S" Style Sales People	Encouraging "C" Style Sales People
<ul style="list-style-type: none"> • Provide practical, reliable, people-friendly products and services to sell • Make sure they "buy-in" to strategies and plans • Show them sincere appreciation for their hard work • Recognize them for their loyalty and patience • Give them attainable sales goals • Consider them for longer sales cycles • Emphasize salary over commission • Constantly motivate and keep moving forward • Make the salesperson a part of a sales team • Help build their self esteem and confidence • Don't force them to cold call • Provide professional tools for presentations • Help them prepare their pitch in advance • Give flexibility in their schedule for family time • Make calls jointly with the sales manager often • Present criticisms and changes softly • Provide regular feedback on performance • Limit the number of aggressive people they will need to deal with 	<ul style="list-style-type: none"> • Help them build their expertise in a key area • Keep informed with changes and policies • Show respect, give awards and titles • Emphasize salary over commission • Give advance warning of changes • Allow them to be creative • Give opportunities to develop strategies and solve problems • Provide tools for research • Supply quality products to sell • Provide quality presentation and technical aids • Reward them for their loyalty, discipline and perseverance • Allow them to service existing accounts rather than open new ones • Let them know exactly what is expected of them • Give them credit for their hard work • Allow them their own organized and private space • Give them job security • Consider them for longer sales cycles



Sales Profile

MANAGING DISC SELLING STYLES

Tips for Motivating and Managing your Sales Force

Unfortunately, an incentive that works for one person, may not motivate another. A complimentary steak dinner wouldn't reward a vegetarian, so each person has to be motivated according to their natural preferences, strengths, needs and outlook.

To help increase productivity, fulfill and retain your sales team, try the following steps.

1. Profile all sales people to identify their DISC style
2. Use DISC to uncover what motivates each of them
3. Build sales teams of complimentary styles
4. Remember, money is not the only motivator

Use the following tips to create the best, most productive environment for your team member:

Best Ways to Motivate the Advisor Style

- Provide a friendly work environment
- Use sincere appreciation and recognition for incentives
- Make them a part of a team, they will be motivated by the synergy of other team members, just make sure to give the team objectives, deadlines and incentives for performance or productivity.
- Give them the opportunity to voice their opinions and ideas. They like to feel they are heard and appreciated. They like to express themselves and it is healthy to create an open environment.

Best Ways to Manage the Advisor Style

- Communicate candidly and openly, open conversations with a personal comment
- Provide lots of feedback on performance
- Present criticisms or changes softly and non threateningly with a sincere tone of voice
- Help with changes by giving ample warning and show the benefits of the change
- Ask the Advisor for their opinion
- Don't force them to work alone, allow them to be part of a team, they are great team players

Sales Profile

INCREASING SALES WITH CUSTOMERS

Recognizing Your Customer's Buying Style

Before you can modify your selling style to your customer's buying style, you must first observe your buyer. To do so, take note of the following: the questions they ask, their pace, directness, openness, body language, pictures in their office, style of dress, are they formal or casual?

<p style="text-align: center;">If your customer...</p> <ul style="list-style-type: none"> • is fast-paced; to-the-point; decisive • is competitive; individualistic • has a high ego strength; confident • is disinterested in "how" the job is done • likes change and taking risks <p style="text-align: center;">Your customer is a "D" Style</p> <ul style="list-style-type: none"> • Extroverted + Direct = The D Style • The higher the D, the more the need for dominance <p style="text-align: center;">They buy products based upon...</p> <p>expediency, expert reviews, superior quality and their ability to get results</p>	<p style="text-align: center;">If your customer...</p> <ul style="list-style-type: none"> • is responsive; charismatic; animated • is spontaneous; optimistic • enjoys small talk • talks about their feelings and other people • emphasizes fun and stories <p style="text-align: center;">Your customer is an "I" Style</p> <ul style="list-style-type: none"> • Extroverted + Friendly = The I Style • The higher the I, the more the need for interacting <p style="text-align: center;">They buy products based upon...</p> <p>impulse, aesthetics, word of mouth, and their ability to give prestige</p>
<p style="text-align: center;">If your customer...</p> <ul style="list-style-type: none"> • is less responsive and expressive • emphasizes facts and details; compares data • seems reserved, cautious and controlled • likes to work independently • is very task oriented and quality oriented <p style="text-align: center;">Your customer is a "C" Style</p> <ul style="list-style-type: none"> • Introverted + Analytical = The C Style • The higher the C, the more the need for compliance <p style="text-align: center;">They buy products based upon...</p> <p>proven ability, product warranties, comparisons and information available</p>	<p style="text-align: center;">If your customer...</p> <ul style="list-style-type: none"> • is friendly; relaxed; agreeable • is cooperative; enjoys working in teams • resists change and taking risks • asks more questions, makes less statements • is disinterested in "how" the job is done <p style="text-align: center;">Your customer is an "S" Style</p> <ul style="list-style-type: none"> • Introverted + Cooperative = The S Style • The higher the S, the more the need for security <p style="text-align: center;">They buy products based upon...</p> <p>practicality, simplicity and their ability to make the user more secure</p>

Sales Profile

INCREASING SALES WITH CUSTOMERS

Ways to Improve Sales with each Customer

After spending time with your prospect, remember to create an environment favorable for their particular style. Use the suggestions for each style and follow these steps below:

1. Recognize your prospect's personality-buying style. Are they a D, I, S, or C style?
2. Gain rapport and trust by acclimating your style to theirs.
3. Demonstrate elements of the product or service that they would appreciate most.
4. Close your prospect according to their buying style.
5. Follow up with your prospect according to their buying style.

Selling to D-style customers

They want: "Tangible results"

Stressors: "Being taken advantage of; Loss of control; Losing to the competition"

Adapt your style using: a "Bottom line" selling strategy

- Do be brief, direct and to the point
- Do stay business like
- Do concentrate on the "results" or the "benefits" of the product or service
- Do be decisive and unwavering when explaining important points
- Do be confident: don't be intimidated
- Do disagree or agree with the facts, not the person
- Do allow them to win and /or be correct (in the end, you will win too)
- Do move faster than normal
- Don't over-promise
- Don't joke around too much (unless they are joking too)
- Make sure you provide yes or no answers, not maybe answers
- Don't try to "trick" with gimmicks or misleading claims; D styles hate to feel they have been taken advantage of

Selling to I-style customers

They want: "An enjoyable experience"

Stressors: "Rejection; Loss of social acceptance; Too much detail work"

Adapt your style using: a "Conversational" selling strategy

- Do have fun, and joke if you think it's appropriate
- Do tell them the benefits that will make them look good
- Do give them recognition and appreciation
- Do listen to their stories
- Do provide real life examples to illustrate complex concepts
- Do provide follow up and be accountable to your words
- Do let them know you understand their feelings and ideas
- Do allow them to talk, but keep the focus
- Do introduce them to other members of your team if relevant
- Do give them the opportunity to speak with your customers who have had a good experience
- Don't give them too many product details
- Do give them literature and details in writing

Sales Profile

INCREASING SALES WITH CUSTOMERS

Ways to Improve Sales with each Customer

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1. Recognize your prospect's personality-buying style. Are they a D, I, S, or C style?
2. Gain rapport and trust by acclimating your style to theirs.
3. Demonstrate elements of the product or service that they would appreciate most.
4. Close your prospect according to their buying style.
5. Follow up with your prospect according to their buying style.

Selling to S-style customers

They want: "Security and Practicality"

Stressors: "Loss of security; Loss of personal relationships; Confrontation"

Adapt your style using: a "Personal" selling strategy

- Do show sincere interest in them as a person
- Do be friendly, personal and trustworthy
- Do give them the facts relevant to their job
- Do provide the assurances they need, concentrate on guarantees or return on investment
- Do be yourself, S styles can be astute judges of character
- Do close when you feel you have their trust
- Do give them real-life examples or stories to assure them
- Do ask questions and allow them to do most of the talking
- Do introduce them to customer and service specialists so that they will know they will feel assured
- Do provide follow up: be accountable to your words
- Don't be aggressive or fast paced, slow down your pace and humble yourself

Selling to C-style customers

They want: "Facts and Credibility"

Stressors: "Criticism; Incomplete tasks; Pressure to choose; Emotional displays"

Adapt your style using: an "Evidence and Confirmation" selling strategy

- Do allow them to ask questions
- Do be accurate with your responses
- Do provide the pros and cons to convince them
- Do focus on step-by-step explanations
- Do answer questions with facts and as many details as you have
- Do give them proof of your statements
- Do be direct and friendly; but minimize the small talk
- Do give them plenty of time and space
- Do follow through on details
- Do work toward earning their trust over time by keeping your word
- Don't pressure them to make decisions on the spot
- Don't get in their personal space or ask personal questions unless they choose to volunteer that information

Sales Profile

INCREASING SALES WITH CUSTOMERS

Increasing Sales with Specific Customers

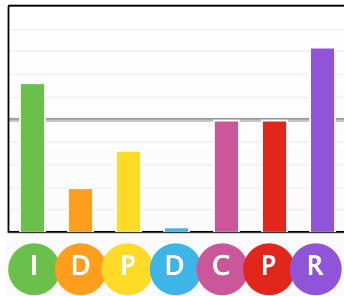
Instructions: Fill in the work sheet to help you better relate to (and better sell to) customers who you already know.

- Column 1: Write the customer's last name or corporate name here.
- Column 2: Refer to Part 3 to help you guess the style of your customer based upon what you know about the customer. Use 1, 2, or 3 DISC letters to describe their style.
- Column 3: Refer to the suggestions in Part 3 for tips that would help you form an action plan for success with that style.

CUSTOMER NAME	STYLE GUESSTIMATE (DISC)	ACTION PLAN
1.		
2.		
3.		
4.		
5.		
6.		
7.		

PowerDISC™

your strengths in leadership



INFLUENCING -

Well Developed: You are the "go to" person when a leader is needed. Others see your strengths and know that you possess wonderful managerial insight. Many people are willing to follow you because of your charisma and enthusiasm. While sometimes seeming a bit aggressive, your fairness and people skills soon have others remembering you want the best for all involved.

DIRECTING -

Limited Use: You like putting things in order, and would gladly write out what needs to be done and when. You want others to do their share independently, without your intervention.

PROCESSING -

Adequate: You can visualize the process necessary to make something work, but prefer to hand this off to someone else. You often times help in the work, but normally you prefer to move on to the next project.

DETAILING -

Minimal Use: You might say "Leave the paperwork to someone else. Details bog me down." You like to have fun and be spontaneous and not tied down to a routine. Remember to make sure you follow through. The job is not finished until the paperwork is done.

CREATING -

Above Average: You like to use your creativity to perfect basic concepts that other team members develop. You can oversee and help keep accountability in areas that others may compromise.

PERSISTING -

Good: You are a strong, steady worker who wants to do quality work. Sometimes you may begin to look at other alternatives to completing a project when the going starts getting rough. Remember not to quit nor lose focus on what you have started.

RELATING -

Main Focus: If you have not made a new friend and done something impulsive today, you probably feel like it was not one of your great days. You always enjoy finding ways to meet new people and you deliberately try to avoid any routine. You would do well to make more of an effort to organize your time and set deadlines for important goals.

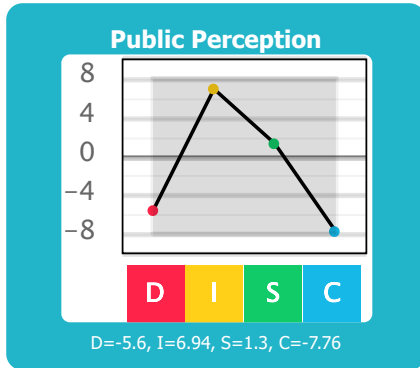
Developing excellent communication skills is absolutely essential to effective leadership. The leader must be able to share knowledge and ideas to transmit a sense of urgency and enthusiasm to others. If a leader can't get a message across clearly and motivate others to act on it, then having a message doesn't even matter.

- Gilbert Amelio

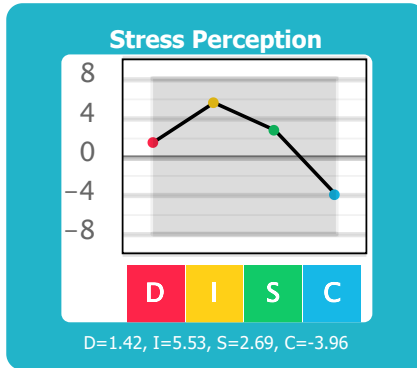
Scoring Data

graph page

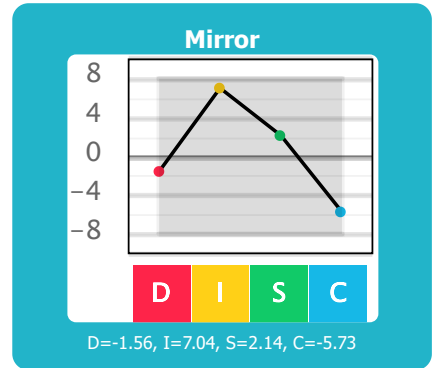
Personality Style Graphs



Raw Scores D=1, I=10, S=6, C=0



Raw Scores D=4, I=1, S=4, C=10



Raw Scores D=-3, I=9, S=2, C=-10