



# MySalesSuccess

discover your selling style and build a successful sales career

## Sales profile report for..

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### Your style intensity levels,

Driver (D) = 38%  
Promoter (P) = 38%  
Supporter (S) = 88%  
Analyser (A) = 75%

## SAMPLE REPORT

# Become a SUCCESSFUL sales person

**MYSALESSUCCESS** will help you to understand your personal style and how that affects your performance as a sales person.

**Every style can be successful at sales**, it depends on what you are selling and whether your selling style is compatible with the products you represent and the time it takes to make a sale.

Some people are better suited to technical products that have lengthy sales cycles. Others prefer a faster pace and shorter sales process.

You will discover that people buy differently. Your job as a professional sales person is to know how to sell to each style. It doesn't matter which style you are, you need to understand how your style can work for you or against you.

**Sales is about relationships.** How you establish relationships with your prospects will influence whether they become customers. The saying that "people do business with people they like" still holds true. Your relationship skills will affect your performance and earning capacity if you and your customers don't see "eye to eye". We get along with some customers and others are just hard work. Why?

MYSALESSUCCESS explains the different buying styles and how you can change your sales presentations so that you learn to "**think like your customer and close every sale**".

## D.P.S.A

### Four behavioural identifiers

**MYSALESSUCCESS** psychometric assessment measures your behavioural profile. It uses four identifiers, DRIVER, PROMOTER, SUPPORTER and ANALYSER.

Most people are a combination of two styles and having both provides additional talent and an ability to utilise either at the appropriate time. The first named style is your dominant one. This is the one that governs how you behave most of the time. It's hardwired from childhood. The second named style is your backup style. It's like your co-pilot and kicks in when there's a need for balance and sound decision making.

Despite the fact that one or two styles dominate (some people are strong in three) we are all a mix of all four styles.

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## Key behaviour trends

**Drivers** have a high desire to achieve. They are self-motivated, independent, and highly individualistic. They like a fast paced environment. They enjoy the competition and the challenge. Most of all they want to be in control. They want to do it their way.

**Promoters** are independent, outgoing individuals who like socialising and meeting people. They are enthusiastic and optimistic. They enjoy conversations and being the centre of attention. They make friends easily and are inspirational and popular.

**Supporters** are dependable, practical and kind people. They're patient. They want to help others. They prefer to work in teams and they dislike rapid change. They prefer a secure and constant environment that's free of conflict.

**Analysers** are perfectionists who look to systems, rules and order within a structured environment. They are accurate and precise. They are reserved, detailed and logical and follow the rules and standards.

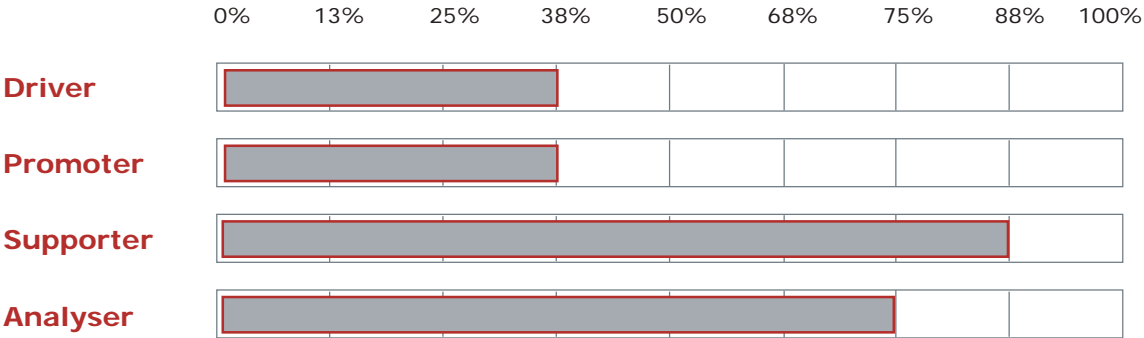
# What's YOUR style?

Dominant Style	Backup Style
Supporter	Analyser

People are a blend of all four styles of different levels of intensity. Eighty percent of the population is a blend of two or three dominant styles - that is, greater than 50% in one style. If styles have equal intensity then the order of dominance is: D.P.S.A

The backup style serves the dominant style. The dominant style is the way you behave most of the time. For instance if you are a **Supporter** with a backup style of a **Analyser** then you will want to get the job done in harmony and co-operation with others (S) but will accomplish it with precision and compliance (A)

## Your Style Intensity Level



STYLE	LOW Intensity	MID Intensity	HIGH Intensity
Intensity Percentage	0 – 38%	50 – 75%	88 – 100%
Drivers	Accommodating Modest, Conforming, Passive	Competitive Self-reliant, Quick, Inquisitive	Directing Assertive, Decisive, Controlling
Promoters	Reserved Modest, Quiet, Distant	Confident Charming, Pleasant, Observing	Engaging Outgoing, Convincing, Excitable
Supporters	Objective Questioning, Impatient, Critical	Relaxed Deliberate, Amiable, Alert	Harmonious Considerate, Patient, Lenient
Analysers	Spontaneous Disorganised, Unplanned, Instinctive	Sensitive Mature, Careful, Courteous	Methodical Detailed, Precise, Perfectionist

## Your SUPPORTER ANALYSER style

As a Supporter Analyser you tend to be successful through your persistent efforts to follow through and complete tasks. You enjoy the power of a position that allows you to be in control. You are a steady, thorough and fairly relaxed person who is dependable and predictable.

You need to understand the reason behind things and how they work. You prefer to be calculated and factual. You are not dominant or autocratic. As a leader you lead people in a predictable, steady, and friendly manner avoiding controversial or hostile situations. You seek clear and purposeful goals and objectives. You plan in advance, strategising about how you will complete the task. You are a well organised, rational individual.

Your self-discipline ensures an unemotional approach, which is sometimes seen as dispassionate. You aspire to a stable relationship both in your work and in your personal life. You want to know where you are going and why. You adapt to the needs of the team, but prefer to do tasks alone. You enjoy a quiet environment in order to concentrate. You seek an unchanging, familiar and secure environment with predictable work patterns, clearly defined structure and objectives. You like projects of a technical nature where you can use data and information to provide answers or suggestions. You prefer to sell or recruit using logic rather than emotion.

Supporter Analysers are like "elephants" - they never forget. Sometimes you can hold a grudge for too long. Punctuality is also central to you being in control. On time, every time, you are tenacious in reaching your objectives. "My idea is a good one and I'll prove it" is a motto you live by. You'll work at it 24/7 with the thought that you can do a better job yourself, and what's more, you usually do.

You are able to listen unemotionally to abuse, complaints and disagreement without taking it personally. You prefer to focus on non-emotional activities and you strongly believe that you are right all the time. The battery advertisements, "keep on keeping on" and "never say die" are the Supporter Analysers' mottos.

Determination is your strength. Whether you are solving a problem or collecting all the cards or winning all the events in your age group, you are a determined, unassuming and careful individual.

### Your WORK related STRENGTHS include

- precision and accuracy and desire to get the job done right the first time
- readiness to follow established routines and policies
- ability to focus and concentrate on one task at a time
- ability to work alone
- Sharp organisational skills
- thoroughness and close attention to the specifics, facts and details
- belief in the value of traditional structure and the ability to work within it
- strong sense of responsibility, you can be counted on to do what you say
- strong work ethic, you feel it's important to be efficient and productive
- perseverance and determination to accomplish your goals
- commonsense and a realistic perspective

## Ideal environment for SUPPORTER ANALYSER is working with PEOPLE and REGULATIONS

### Supporter Analysers are best where:

- Jobs in which standards and methods are established
- Environment where long standing relationships can be or are developed
- Personal attention and recognition for tasks completed and well done
- Stable and predictable environment
- Environment that allows time for change
- Critical thinking is needed and rewarded
- Assignments can be followed through to completion
- Technical, task-oriented work is required
- Close relationship with small group of peers
- Environment where quality and standards are important
- There's time to think

## What you BRING to the TEAM

You exhibit patience  
 You demonstrate loyalty  
 You are hard-working and dependable  
 You are good at reconciling conflict  
 You strive to produce accurate and precise work  
 You follow directions and standards rigorously  
 You are excellent at controlling quality output  
 You focus on detail  
 You enjoy working to guidelines  
 You adhere to procedures and policies  
 You try to avoid conflict

### What you VALUE

Accuracy	Logic
Approval	Loyalty
Cohesiveness	Organisation
Competence	Quality
Contribution	Relationships
Cooperation	Rules and regulations
Details	Security
Efficiency	Stability
Facts	Structure
Friendliness	Tradition
	Trust

### What ANNOYS you

Aggressiveness	Harshness
Change	Impatience
Clutter	Inaccuracy
Conflict	Incompetence
Controversy	Insensitivity
Disorganisation	Mediocrity
Disrespect	Pressure
Evasiveness	Pushiness
Exaggeration	Rudeness
	Rushing

# Your SELLING style

All styles can sell. It just depends on what's being sold as to the style best suited to the job. Some people prefer selling fast moving items where not much detail or consideration is required other than what's the profit or the saving. Some styles are better suited to lengthy sales cycles where detail and information is required to validate features.

## Summary

**Drivers** prefer quick decisions and bottom line results and use fact not emotion to make the sale. They don't like long sales cycles or detailed technical sales. Prefer to sell on benefits and the "big picture".

**Promoters** prefer quick decisions and use emotion. Sell using benefits and the "big picture". Very people oriented and relationship based. Unstructured and not good with details. They focus on the present and the future and are visual and imaginative.

**Supporters** prefer to cooperate with customers and are willing to hang in for long sales cycles requiring nurturing relationships and those requiring detailed information. They process logically and present the same way. Personable but can easily be discouraged.

**Analysers** prefer to sell based on technical information, structured and logical presentations that go into detail. Sales are made at a slower pace and customers are not pushed into deciding quickly. Well organised and prepared Analysers are best where good people skills are not required and where products are more conservative and technical.

### Key facts about your selling style

**Supporter Analyser** sales people are cooperative in nature and sell by establishing sound relationships based on trust. They expect the buyer to progress steadily toward a decision as their relationship develops and all the facts are provided.

## Your SELLING style....2

### Supporter SALES person

As a sales person the natural Supporter style is to build relationships and to progress gradually through the sales process. They enjoy listening to their customers needs and they sincerely want the best solutions for them. They are best dealing with a few prospects over long sales cycles. They also enjoy sales that require a team approach. They seldom push for a close because they are not comfortable doing so and because they don't think they need to. Because they are so thorough and patient they expect the customer to commit when ready as a natural part of the sales process.

### Supporters at WORK

Supporters need to know the procedure and operate well as members of a work group. They are oriented towards more concrete and repeatable actions. They want order in the workplace and look for stability. They focus on how and when to do things and work in a steady and predictable manner. They like long-term relationships with their companies and co-workers and customers. Supporters are steady and like to perform the same kinds of duties daily. They prefer to work cooperatively with others to achieve common results and dislike taking risks on their own.

They enjoy working in a stable, steady, low key environment where there is minimal change. They like to know each step towards completing the duties and prefer to make decisions by group consensus.

### Ideal sales JOBS

Sales jobs that best suit **Supporter Analysers** include but not limited to:

Accounting services  
Advertising  
Banking services  
Computers  
Construction  
Education  
Educational products  
Financial services  
Healthcare  
Horticulture  
Hospitality  
Hospitals

Insurance  
Investments  
Logistics  
Medical  
Medical equipment  
Mortgages  
Office equipment  
Pharmaceutical  
Pharmacy retail  
Property design  
Real estate  
Retail

Safety  
Security  
Software  
Speciality sales  
Sports equipment  
Technical customer service  
Technical equipment  
Tourism  
Transport  
Travel  
Veterinary

### Supporter Analysers SALES careers

**Supporter Analysers** are polite and dependable sales people who work in a steady non confrontational manner. Their natural selling style is to build relationships and to progress slowly through the sales process based on factual information provided. They are best when dealing with customers in medium to long sales cycle where customers require a reasonable time to make a decision. They enjoy sales that challenge their technical and logical skills and don't mind working alone. Supporter Analysers are accommodating and like to sell tangible products that are established, well researched, proven and practical. They are thorough and patient and expect the customer to commit once all the facts have been presented.

**Supporter Analysers** are best employed where they can:

- work where the job is technical in nature
- use their ability to deal with facts and details
- sell real product or services in a logical and efficient way
- be independent with plenty of time to work alone
- use their powers of concentration to complete projects
- work in a stable and traditional environment where they will not be required to take unnecessary risks or use unproven products
- where results are tangible and measurable
- where precision and standards are used and respected
- there are explicit objectives and clearly defined structures
- adequate time to prepare before presentation
- work in an environment where their practical experience is valued and rewarded

# YOUR Personal QUALITIES

Each style possesses unique strengths and weaknesses. Some of your strengths are annoying to other styles however there are traits in each style we can admire and appreciate. We can learn to display our positive qualities more than our negative behaviour by being aware of our potential weaknesses. In relationship selling we learn to modify our behaviour to mirror our prospects and customers. Our strengths should be regarded only as 'potential assets' and must be developed to gain maximum advantage of our natural ability. Undeveloped they remain potential strengths only. Successful sales people create ways to prevent their potential weaknesses from undermining their performance and effectiveness. When you accept other peoples strengths and don't fixate on their weaknesses you are able to build productive relationships.

Most often Supporters are seen for their potential weaknesses rather than their strengths. People first tend to observe the negative behaviours rather than the positive. They see Supporters as the opposite of their strengths. Supportive can be seen as *conforming*, Respectful as *unsure*, willing as being *pliable*, dependable as *dependent* and kind as *soft*.

## Supporters

### Personal strengths can become weaknesses

- **relaxed** can become lacking initiative
- **reliable** can become dependent
- **co-operative** can become a sucker
- **stable** can become indecisive
- **good listener** can become uncommunicative
- **single-minded** can become inflexible
- **stead fast** can become resistant to change
- **soft hearted** can become easily manipulated
- **systematic** can become too slow
- **amiable** can become resentful

We are attracted to the Supporter style because Supporters are patient and persistent. They gently advise and guide while they do all they can to make life run more smoothly for all of us. They are faithful employees and they help others to be more tolerant of one another by setting an example . They are often the calm in the midst of the storm, offering a peaceful and rational response in a crisis. Their basic priority is predictability. They keep a steady pace and seek to provide security for their family first. Supporters are caregivers and teachers who stand with us through difficulty helping us to learn and grow to be all that we can be.

	<u>Strengths</u>	<u>Weakness</u>
<b>Drivers</b>	Decisiveness	Impatience
<b>Promoters</b>	Enthusiasm	Inattention
<b>Supporters</b>	Teamwork	Indecisiveness
<b>Analysers</b>	Precision	Perfectionist

## MANAGING SUPPORTER sales people

- clearly explain upcoming changes in order to prepare them
- introduces changes gradually
- give rewards in terms of objectives
- make an effort to get to know them and their needs
- allow them the opportunity to finish the task started
- assign them fewer large projects
- encourage their contribution in meetings
- involve them in the long term planning
- create a non threatening environment allowing disagreement
- reward them for good work habits
- clearly define parameters and requirements of their tasks
- assign them to work with a small group of people
- do not switch them from team to team
- praise in public, rebuke in private

	<b>Drivers</b>	<b>Promoters</b>	<b>Supporters</b>	<b>Analysers</b>
<b>Managing</b>	Challenge me	Get me involved	Show me how I can help	Give me time to do it right
<b>Working Pace</b>	Fast	Quick	Measured	Slow
<b>Level of Risk</b>	High	Moderate	Low	Low
<b>Problem Solving</b>	Lets find a solution	Lets work together to solve this	Let me think about this first	Let me consider this from every point
<b>Level of Planning</b>	Conceptual	Tactical	Operational	Strategic
<b>Adaptability to Change</b>	Eager	Willing	Reluctant	Cautious
<b>Preferred Working Environment</b>	Busy & Formal	Stimulating & Social	Friendly & Structured	Organised & Formal

Supporters want detailed, step by step training with specific instructions. Offer them your support, help and friendly encouragement. Follow up and always ask for their feed back giving them a chance to express their views and ideas. Keep their spirits up if they encounter failure and try and get them to maintain a high level of activity. Supporters need to know how they fit into the whole picture and what their role is. Explain to them how important they are being a part of your team and how you want them to enjoy their own success.

Don't let the Supporter neglect individual effort for the sake of maintaining a good relationship with others. When you meet, make time for them to share stories and personal anecdotes. Often Supporters hesitate to ask for things they need for fear of imposing, so ask them how they're getting along and do they need anything from you. Spell out what you want from them in detail. Supporters are team players and will contribute to the harmony and stability of the group. However they also need to be active and do things that are income producing otherwise they will not think of themselves as being successful.

If Supporters don't agree they will probably not tell you. Supporters often avoid conflict and being amiable they don't want to offend. To overcome this deal with each issue one at a time and get their agreement to the activity they will do before moving on to the next issue. Address matters calmly in a non threatening or personal manner. Supporters take things personally. Encourage them by stressing how much you rely on them and that you trust them.