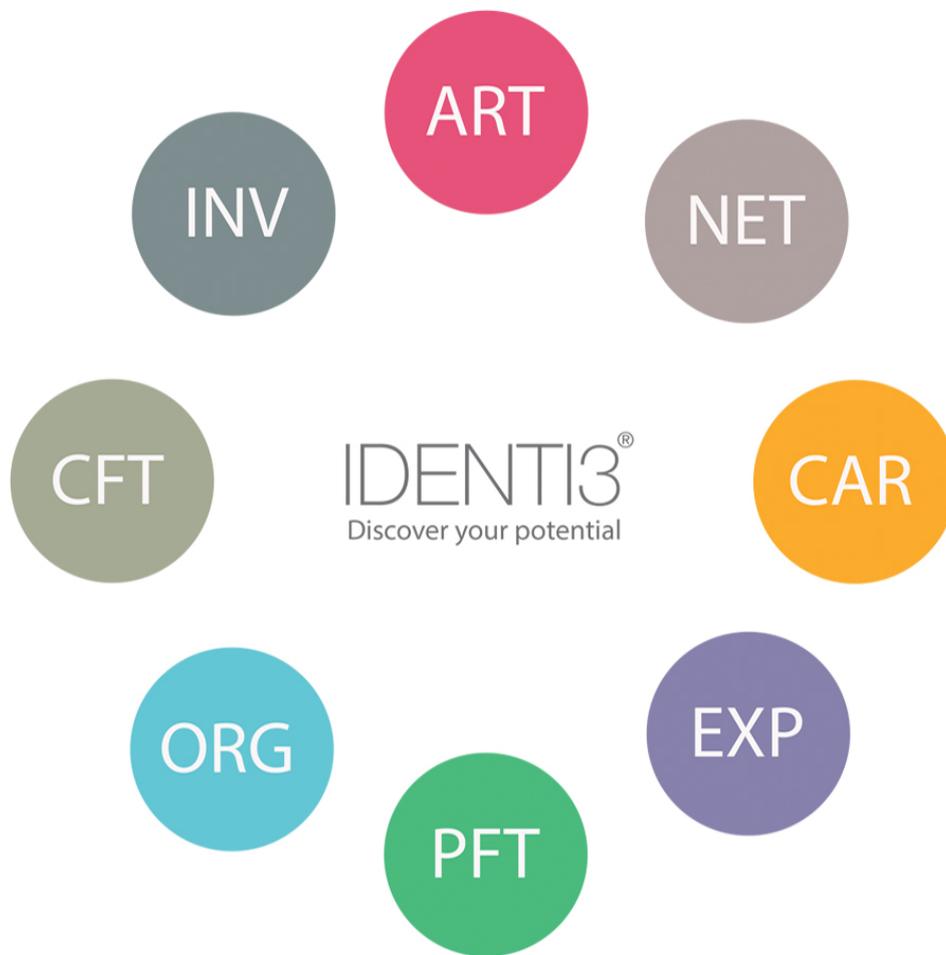




Sales Style Report

Name : Sample Two
Designation : Admin and Finance Director
Industry :
Total Working Exp : 25
Yrs in Organization :



Professional Edition Sales Style Report

Date of Completion: 30 November 2006
Prepared By IDENTI3
Commissioned by Sample Company Pty Ltd
MAINTAINING ACCOUNT (COACHING REPORT)
Version 1.0

Name : Sample Two
Designation : Admin and Finance Director
Industry :
Gender : Female
Total Working Exp : 25
Yrs in Organization :



FOREWORD

The findings from the "Sales Style" Report are based on the results from your IDENTI3 Personal Value Profiling (PVP). The PVP does not supersede other reports, and it can or should be used along with other reports. The online IDENTI3 system provides your score on the Sociability sub-dimension, comparing this score with 15 other sub-dimensions to produce an overall analysis of your sales style. There are three possible sales styles under the realm of "Sociability", including: "Developing New Account" (High Sociability), "Mixed Sales Style" (Mid-level Sociability), and "Maintaining Account" (Low Sociability). However, this report does not consider other external and dynamic factors. You should use this instrument under the supervision of a IDENTI3 certified trainer or consultant. This expert can assist you with fine-tuning your scores, taking into account dynamic factors, and interpreting the final result, considering both your occupation and work context. You may benefit more from the "Sales Style Report", as well as from other IDENTI3 reports.

"Stop selling. Start helping."

Zig Ziglar

HOW IS THIS REPORT STRUCTURED?

The Sales Style Report is divided into three parts.

The first part of the IDENTI3 Matrix is easy to read. The "At a Glance" section provides a quick insight into your sales style. This section is followed by the general explanation of the meaning of the IDENTI3 Matrix. Part Two includes a generic recommendation.. Part Three offers you "Frequently Asked Questions" (FAQs), and provides answers to questions you may have.

ABOUT THIS SALES STYLE REPORT

IDENTI3®'s Personal Value Profile (PVP) measures a person's natural traits. When it comes to effective selling, the right traits are more important than the right attitude. Individuals who wish to be in sales roles may have the right attitude, but if they do not possess the supporting traits needed to be good at selling, they may rely on masked or modified behaviors. Such behaviors require a tremendous effort on the individual's part that cannot be sustained for very long. On the other hand, a person who does possess the essential traits for sales manages sales tasks easily and almost effortlessly. The IDENTI3 Sales Style Report analyzes a person's tendency to socialize with others. This is one of the crucial traits of a good salesperson. People who have a higher score in Sociability tend to have a bigger network of friends than those with lower scores.

This report may seem contradictory at times, as it also contains what we call "trapped" and "conflict" behaviors. Keep in mind that people tend to use different traits (sub-dimensions) when they are making different decision, and consequently, they behave differently each time. These sub-dimensions also may contradict each other. In addition, we tend to mask or modify our behaviors in different situations. These behaviors may also cause people to become confused over who they really are.

In all cases, you may want to seek the advice of a IDENTI3® certified coach.

HOW SHOULD YOU USE THIS REPORT?

When you complete the IDENTI3 questionnaire, one out of three possible reports will be generated. The reports will give you an indication of your sales style.

Typical responses by individuals after receiving these reports are:

1. Denial and Rejection. When their results do not correspond with their expectations about themselves, individuals usually deny and reject the report.
2. Question and Reflection. Individuals who are not aware of their own values or who find only some of the areas accurate may reflect or seek further clarification.
3. Acceptance and Improvement. Those who recognize themselves in the report are likely to seek clarification, and ask for ways and methods to improve themselves.

This analysis is the first step to self-discovery, and to uncovering your salesmanship potential. When confronted with commonly perceived "weaknesses" or "shortfalls", the choice of reflection over denial and the subsequent focusing on addressing the gaps is often the most effective way to self-improvement.

For information on the validity and reliability score, you may wish to visit our website.

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LIMITATION OF THIS REPORT

The IDENTI3® Sales Style Report helps you to understand yourself better if you are looking for a career in the sales line or hope to do better in this area. The report is non-exhaustive and should be used as a guide only. This report does not reveal your self-limiting behaviors, such as "trapped" and conflict" behavior." You may wish to use other reports concurrently with this one.

In addition, there are other areas of sales styles that are not captured in the IDENTI3® questionnaire. IDENTI3® recommends using other available tools and techniques to help you understand yourself in other areas.

OTHER INFORMATION

When you use this report, you agree to adhere to the End User License Agreement (EULA) found on www.IDENTI3PROFILING.com.

If we use 'he/' 'him' in the report, we refer to both him and her. This report should be used under discretion and under supervision of a certified IDENTI3 trainer or consultant. IDENTI3 does not bear responsibility on the use of its material or the conduct of any users, trainers, coaches, consultants, certified by IDENTI3 or otherwise. IDENTI3 materials are constantly updated and researched. You may want to check our website to receive an updated report. For feedback and suggestions, you may reach us at enquiries@identi3profiling.com. For reporting of technical errors or to provide insights to this document, kindly email us at enquiries@identi3profiling.com.

Visit our forum page www.IDENTI3PROFILING.com/forum for other knowledge base.

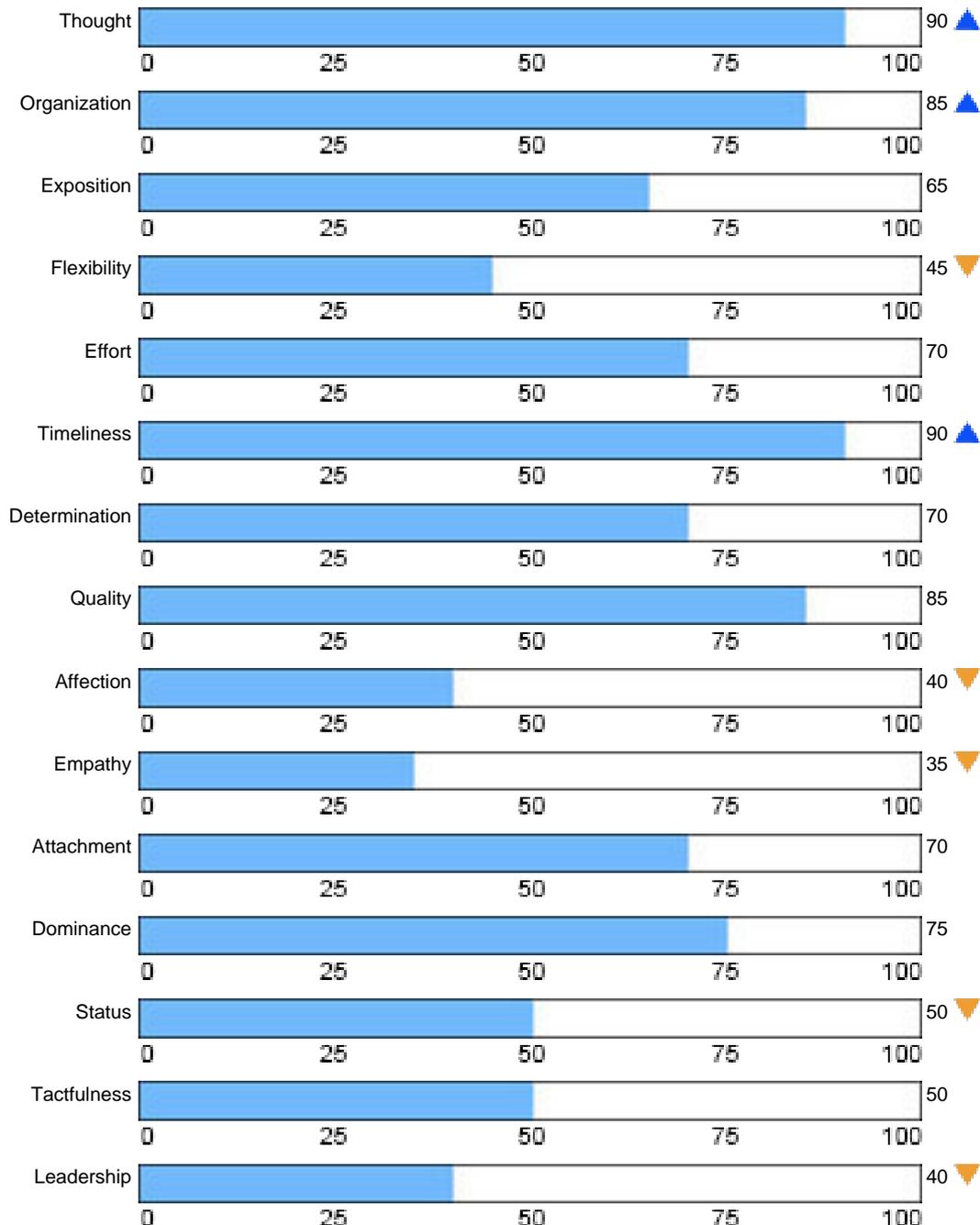
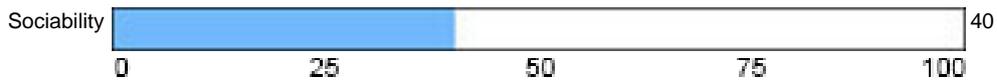
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You scored low in your sociability scale (40).

You prefer to be in the company of familiar faces. You can reach out to strangers but this takes a tremendous amount of effort. You may not like to reach out on a long-term basis. As such, it is easier for you to assume the role of maintaining an account, rather than assuming the role of developing new ones.

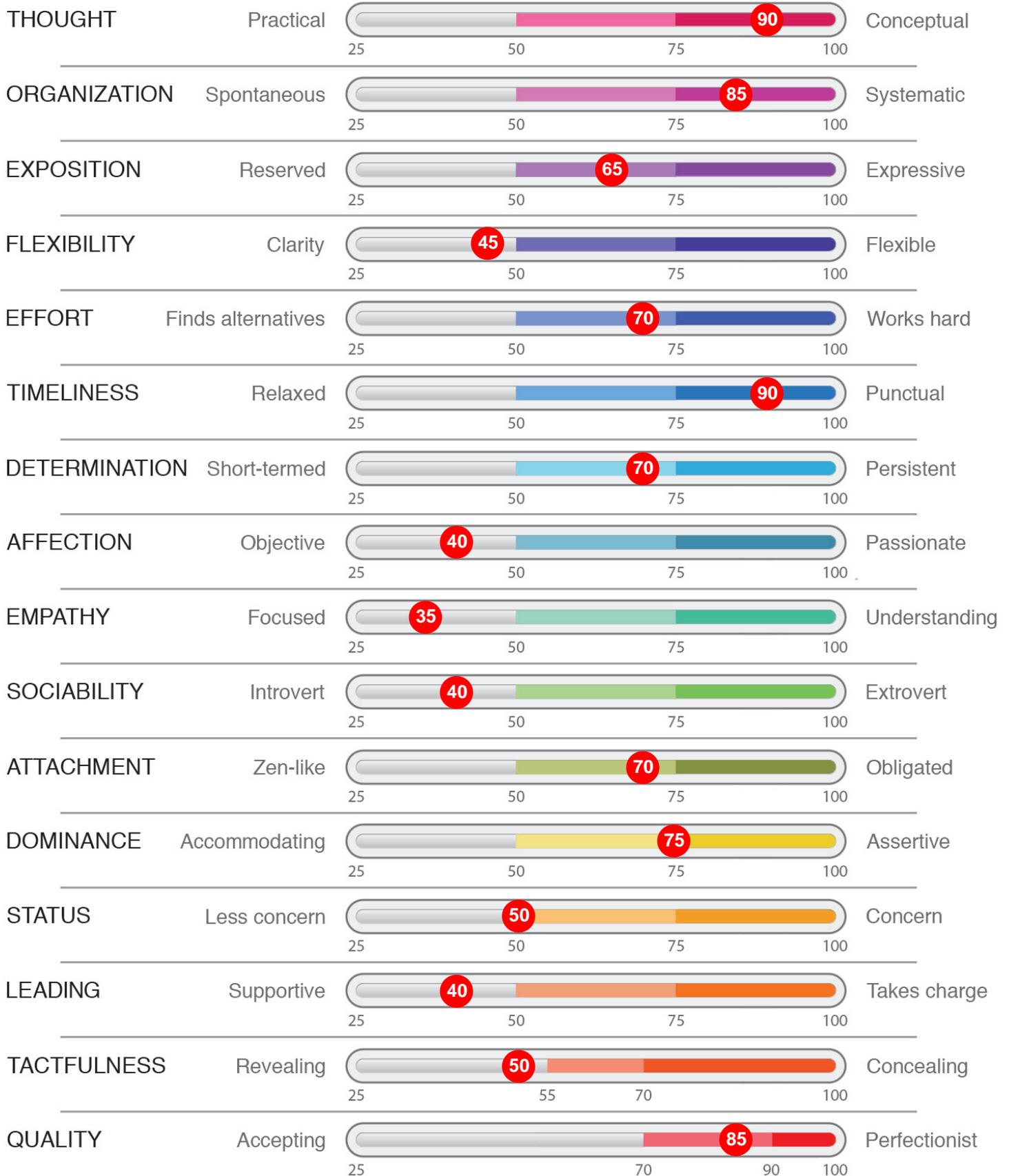
If you have to prospect for new clients, the task can be very challenging for you. Picking up the phone to call someone unfamiliar can be quite a scary process. It might be easier if you get referrals from existing clients. Meeting someone new at his or her office can sometimes be so distressing that it turns your stomach. You may wish to invite them to your office, if possible. The home ground has its advantages.



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Profile Consistency Score



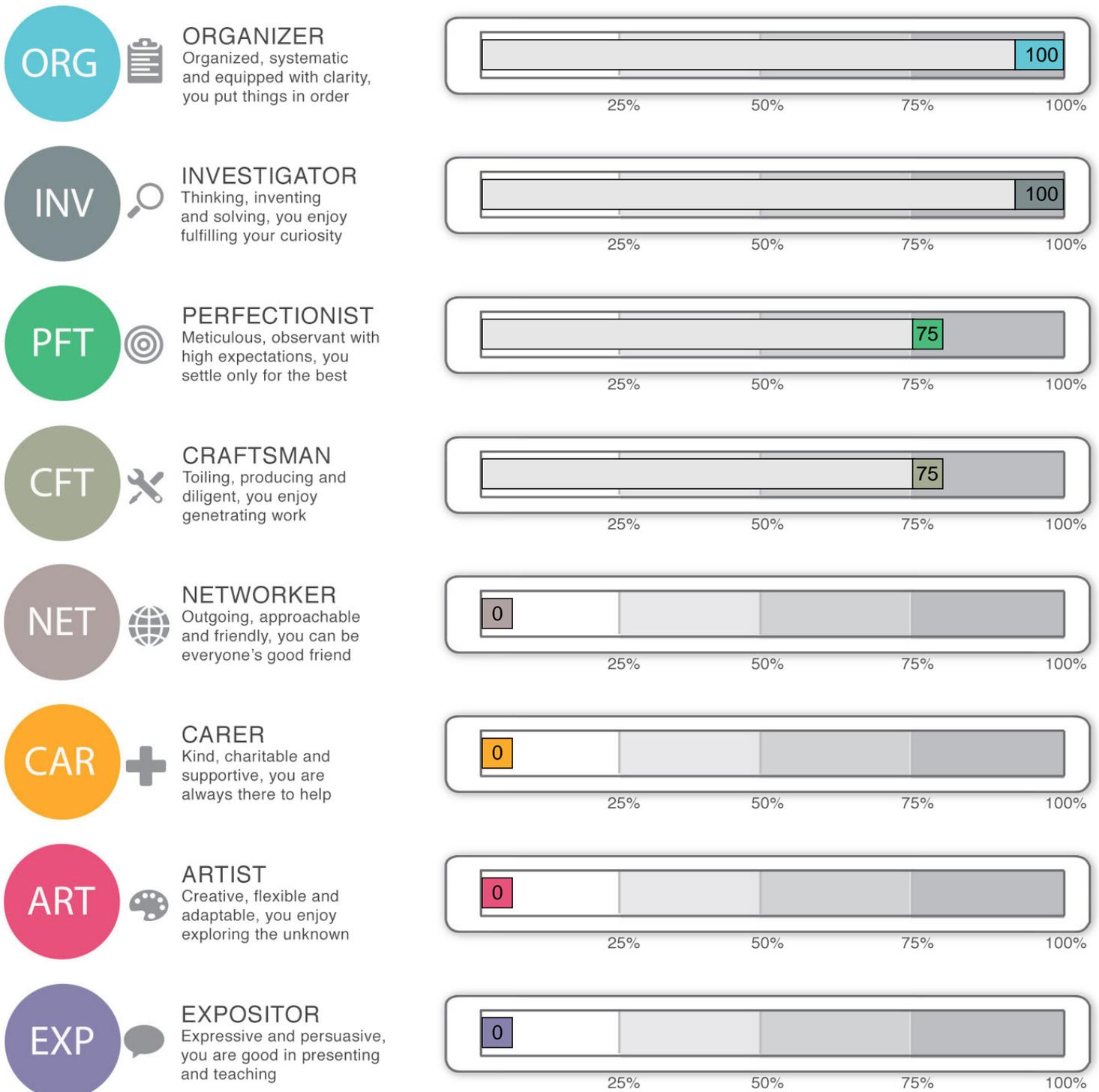
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Your IDENTI3 TYPE

Identi3 Career Types are designed from research and empirical studies over 33 years. The findings show that broadly speaking, individuals have strengths in certain areas. Using the statistical method of cluster analysis, eight key types, based on their strengths, have emerged.

The following are the results of your answers from your questionnaire, arranged in your *MOST LIKELY* to *LEAST LIKELY* IDENTI3 TYPES.



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At a glance

As a sales person, you are likely to:

- Be imaginative in your sales offering.
- Plan your sales approach.
- Clarify the doubts and objections about your products and services before you proceed with the task of selling.
- Be on time when meeting with your clients.
- Sell in an objective manner.
- Disregard other factors and focus on your goals.
- Do not work for recognition.
- Let the client come to his/her own purchase decision.

Your sales style is as follows:

As a salesperson, you are likely to be imaginative. You visualize where your products or sales career can take you. When you meet your sales team or clients, you will often include some of these ideas that you have visualized.

As a salesperson, you are likely to plan your sales process extensively. You may make mental maps on how you present to your prospect, organize your days of your week and how things are going to fall into place nicely. With your smaller circle of contacts, you are likely to focus on the administrative work, rather than go out and meet new people.

As a salesperson, you need clarity in order to perform your sales job well. This includes obtaining clarity about the products and services that you are representing, as well as receiving clear signals from your workplace. Without clarity, you find it hard to start on your task.

As a salesperson, you are likely to emphasize the importance of punctuality. You make the effort to be on time when meeting your clients. You are likely to meet your sales quota within the allotted time. If you are required to follow through with the sales process, you try to make sure that the products and services are delivered to the client on time.

As a salesperson, you tend to be objective when it comes to selling. You objectively describe both the pros and cons of the product or service to the client and are objective to their needs.

As a salesperson, you may be suitable for selling that is rational. You are likely to excel because you are able to help your clients reach a decision objectively. You tend to be less emotionally involved and are able to see things with a third person's point of view.

As a salesperson, you are likely to be focused on your own goals. You may regard other things as distractions, and look only at achieving your own goals.

As a salesperson, compliments are not the only things you work for. They may be good but are not necessary to you. You sell because you want to sell. As such, you may not take rejection personally. You can be quite thick skinned to start with. This allows you to approach people, even strangers, because you do not mind being turned away.

As a salesperson, you tend to be reserved and react only when required to. You are likely to play a supporting role to your client. You are not pushy about your products and services, but let your clients come to their own conclusions. You may lay out their options, but do not to interfere with their decision making.

Coaching advice

As a salesperson, you are imaginative in your role. This may be helpful at times, as you may envision possibilities beyond what the customer requires. On the other hand, you may need to stay focused, and furnish your client with what they want. Being over imaginative may annoy clients who are more practical. Close the deal when you can. Don't over imagine it.

Your strength may be coming up with and preparing a sales plan. It would be good if your plan encompasses how to meet more prospects. Take note that too much planning may also prevent you from taking action. You need to use planning to your advantage, but it is also important to moderate yourself. Sometimes being spontaneous can work out fine too.

As a salesperson, you like to be clear about what you are selling before you actually do it. This process of understanding may take a

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long period of time. This may affect your sales performance as compared to someone who is familiar with the product/ industry. You may want to start asking questions to address all the concerns you have rather than to put them off to later.

As a person who focuses on punctuality, you may feel anxious/pressurized and pressured if things fall behind time. You are likely to be stressed when this happens. Sometimes, in order to meet the dateline, you are likely to hasten your suppliers, colleagues, and even clients. You need to ensure that they appreciate your sense of urgency or your behavior might backfire.

As a salesperson, you present both sides of the product/ service to the client. People see you as "impartial" and that they can always rely on you to tell them the facts. But sometimes it is easier to sell when you have touched the clients emotionally. People can make a purchase when they are emotionally touched. It doesn't hurt to master this form of selling. When clients are emotionally stirred, simply take the order.

Your ability to focus on your goals outweighs people's needs at times. Although you may fulfill your short-term goals, your clients may not feel that you are truly concerned about them. You may want to make your clients feel that you are more concerned of their well-being than on the sale. This can help you build a bigger client base.

As a salesperson, you are less likely to choose clients that only reflect high social standing. In addition, by having a lesser need for recognition, you may not take rejections personally.

However because the opinion of others do not matter to you that much, you may disregard how you dress or communicate. In some cases, you may not appeal to some clients because they have a high expectation for dressing or speaking well. You may want to be mindful with different type of clients. One way is to mirror how they dress or speak.

As a salesperson, you tend not to influence your client's decision making. However this may lengthen the sales cycle or fail to lead to an eventual sale. You may want to learn how to ask for a sales order so that you can meet your sales target.

If you are not yet in a sales position but looking to be in one in the future, this is what you have to do...

You take more effort to make new friends and may be uncomfortable in the company of unfamiliar faces. Sales is a job that requires you to go out of your comfort zone to meet new people. If doing so makes you tired, then this is not your natural state.

If you want to work in the sales line, you need to understand why your sociability trait is low. Most of the time, there are childhood patterns that affect you in adult life. If you want to step into the sales line of work, talking to a C-VAT certified trainer can help to reframe your mindset.

If you are already in a sales position, this is what you have to do...

You take more effort to make new friends and may be uncomfortable in the company of unfamiliar faces. Being in Sales is a job that requires you to go out of your comfort zone to meet new people. If doing so makes you tired, then this is not your natural state.

As a salesperson, this can be stressful to you. This is especially so in business development or in a sales industry with a demanding sales cycle, You are better off in an area where you might be taking sales orders rather than prospecting for new sales. If there is an option, you may restructure your work so that you can look after existing sales accounts.

To cope with the current situation, you may want to ask your existing clients to give referrals. With introductions, you may find it easier to expand your network. Another method is to rely more on marketing effort. Advertising, mailings, or even engaging a tele-marketing company may draw clients to you instead of the other way round.

If you want to excel in the sales line, you need to understand why your sociability trait is low. Most of the time, there are childhood patterns that affect you in adult life. By talking to a C-VAT certified trainer, you may be able to reframe your mindset and do better in your sales role.

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PART II - FREQUENTLY ASKED QUESTIONS

Qn: What are traits and can traits change?

Traits are defined by Trait Theorists as the different elements that make up the human character/personality. In theory, all of us have different traits and different combinations of traits. This gives us our personality. Traits are core elements, which are stable and consistent over time. People are often confused because they behave differently in similar/different situations. They simply do not realize that they are using different traits to make decisions or modifying their behavior from their original values to adapt to the situation. They remain the same person with the same traits regardless. Traits can change when beliefs or values are shaped. This can happen drastically (ie, by suffering a shock) or over a period of time. In another words, you don't "change overnight.." but you may do things differently (external behavior) when the situation calls for it. In summary, (i) Personality does not change drastically, and (ii) People modify their behaviors (external) to adapt to their environment, while internally, they stay the same.

If you would like to try to "change" some of your traits rather than temporarily modifying your behavior, you may want to seek help from a certified IDENTI3 Trainer.

Qn: What are the essential traits for sales?

There are many definitions of what selling is. Our research defines selling as being able to approach a person, stranger or not, and engage this person to an extent where he/she makes a transaction. A person high in "Sociability" enjoys the company of people and by engaging them, increases his/her network of contacts. This increases the chances of him meeting the right prospect. By contrast, a person scoring low in Sociability may be trained in all the possible sales techniques, but has difficulty in taking the first step of meeting new clients. And that means he has already failed in the first part of the sales process.

Qn: I don't think this report is accurate. My friends always see me as a sociable person while this report says that I am not.

When people meet you for the first time, they continue to remember you from the first impression you have created with them. You may have created a particular impression. However, that may not be the real you. In some cases, people may perceive you as someone who is sociable because of your other traits, i.e.. Exposition (expressing yourself), Leadership (taking charge), etc. Ask yourself if you can meet people constantly and without getting tired. Do you prefer to curl up at home or do you just want to hang out with only close friends? A person who has high sociability traits enjoys meeting people, close or not.. A person who has lower levels of sociability traits can do so for short moments and meets mostly familiar contacts. Prolonged efforts will make him feel tired. Take some time to reflect which person you are.

Qn: Your report says that I am an 'Maintaining Account' but I am the company/ industry's top salesperson.

Situations tend to be dynamic. There are many situations that can propel a person to become the top salesperson.

Our definition of a salesperson is a hunter and not a gatherer. In order to hunt in the sales world, being sociable is the key traits that we have identified.

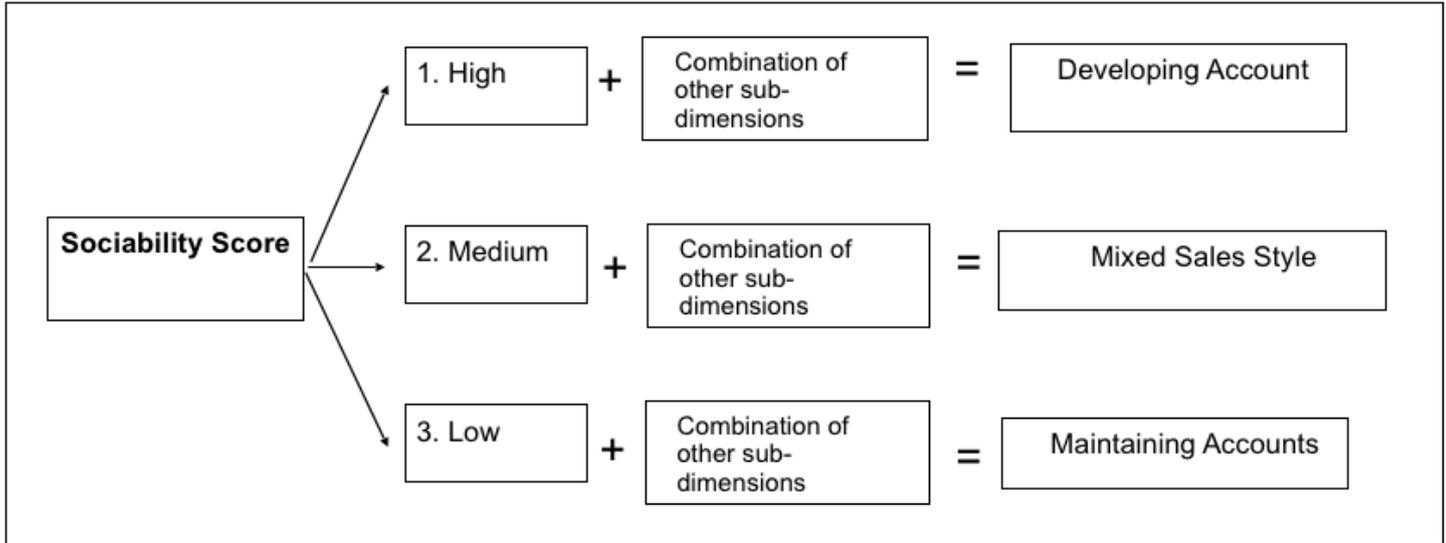
Qn: How can such a short questionnaire determine whether I am a good salesperson or not?

IDENTI3 materials have undergone extensive research and have been constantly updated. It follows a unique methodology that is able to provide insights to a person's traits with such a short set of questions. With the sales report, we have a few case studies supporting this document.

Qn: How is this report constructed?

This report is constructed using the proprietary IDENTI3 Personal Value Profiling. When you have completed the questionnaire, the system co-relates your results to the other 15 sub-dimensions to project the possibilities in your Behavior. Your Sales Style report is derived from the combination of these behaviors. Candidates with the different levels of scores are provided with reports of corresponding scores.

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Qn. Now that I have my Sales Style Report, what is next for me?

Now that you understand your Sales Style and where you are in your sales career, the followings are some suggestions:

Sociability Score	High (Developing new Accounts)	(B) EXPLORE	(A) HUNT
	Low (Maintaining Accounts)	(D) LIMITED	(C) FARM
		No	Yes

In a sales position

(A) HUNTER - If you are a 'Hunter', use your sociability traits to your advantage. You enjoy meeting people and getting connected. While you hunt for new accounts, make sure you have the right sales techniques to help you close the sales. You will also need a good support team to ensure things flow smoothly.

(B) EXPLORE - As a person with high Sociability traits and not in a sales position, you can explore this line of work. What you need is to find the product/ service/ company that you like and to learn the various sales techniques to close sales.

(C) FARMER - If you are already in a sales position and have a low sociability score, you will do okay if you are not doing cold calls. If you have been in the industry and have lots of contacts or if you already have a good advertising campaign that brings in customers, you will be doing okay. However, if you are in the sales line and is expected to make cold calls or develop new business, then you may be facing a lot of stress. Because going out to meet new people and convert them into customers may not be your natural strength, you get tired in this easily. You will need a lot of help in this area. To do well in developing new accounts, you may have to go for extensive coaching and training. You may do well if you are maintaining sales accounts.

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(D) LIMITED - If you desire to be in a sales position, you need to understand that you may do well in maintaining accounts but not in developing new accounts. To do well in developing new accounts, you may have to go for extensive coaching and training.

Qn: What is psychometrics and how should I use them?

Psychometrics is a form of measurement that stems out from the school of Psychology. Psychometrics gives its users an indication of what their personalities are. This is useful as an indication of what you are good at or what areas to improve on. Sometimes by being in denial or negative about some socially unacceptable results does not aid in personal development. At times, you need to give yourself some time to digest the information and reflect on them. On the other hand, over believing in the results or stereotyping other people with the results, is not a good way to use such tools either.

In short, use the information to understand yourself better. Try to minimize your weakness and perhaps put yourself in situations where you can utilize your strengths.

Qn: Where can I find out more about the sub-dimensions?

As the materials of IDENTI3[®] are proprietary, you will only find them through a certified IDENTI3[®] Trainer or from our website. You may want to contact the person/ organization that is providing you this report.

Qn: How can I find out more about being a salesperson?

IDENTI3 runs a basic program called 'The Enlightened Sales'. In the program, a person's traits are being covered before they are taught the basic selling skills. This is different from other sales training programs that only teach you techniques that are easily forgotten. For more information, contact your nearest IDENTI3 representative today.

Qn: Can 'Developing Account' salesperson do the role of 'Maintaining Account' well and vice versa?

A person who is high in Sociability (Developing Account SalesPerson) can maintain Sales Account easier than the other way. It's easier to talk to an existing customer than to prospect new clients. A 'Maintaining Account' salesperson may attempt to be highly sociable on a short-term basis but it will wear him/her out eventually.

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Moderately Inconsistent

Determination
 Attachment
 Dominance
 Tactfulness

Inconsistent

Affection

Most Inconsistent

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