

Sample Participant

Style: Concluder DI

Sales Impact Report

Thursday, January 28, 2021

Maxwell Method of Sales Impact

Congratulations on your decision to increase your sales impact!

Whether you are new to selling or a seasoned sales veteran, the **Maxwell Sales Impact Report** will undoubtedly add value to you. This report provides a wide variety of information, including your selling style and ways to maximize it. It also offers awareness of the various buying styles of your clients.

In his best-selling book, *Everyone Communicates, Few Connect*, John C. Maxwell shares that, in order to connect with others, we must first *understand* one another. Further, John teaches that others must know, like, and trust us before we are allowed the opportunity to serve them. Truly successful salespeople build relationships with this process in mind.

If you sell any product, service, or a combination thereof, the Maxwell Sales Impact Report will guide you to impactful results!

"The measure of a leader is not the number of people who serve him, but the number of people he serves." – John C. Maxwell

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

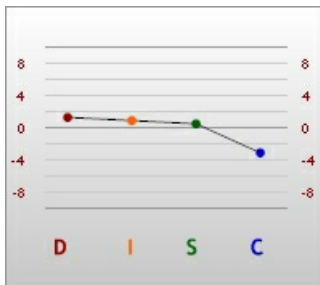


The chart below helps put the four dimensions of behavior into perspective.

	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

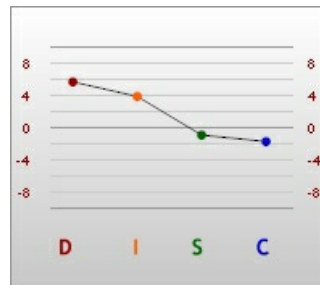
Because human personality is comprised of varying intensities of the four behavioral styles, the DISC graph helps make the personality style more visual. The DISC graph plots the intensity of each of the four styles. All points above the midline are stronger intensities, while points below the midline 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.



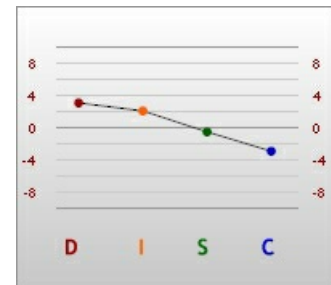
DISC graph 1 represents your "public self" (the mask)

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.

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.

Your Personal Selling Style

Your Instinctive Selling Style Description

Your Style is a Concluder Style ("DI" Style)

Dynamic and direct, Concluders tend to sell customers with their confidence and conviction. They have good leadership abilities and tend to see the "big picture," integrating many aspects of the sales environment into their viewpoint. Incisive, logical and sharp, Concluders are great problem solvers. Many times they will come up with imaginative and unusual ideas, plans and solutions for their clients. Concluders are progressive and competitive when it comes to attaining goals; they seek results for their clients. In sales, Concluders' ideal environment would include being self-managed, developing their own accounts, and having challenging assignments with little detail work.

Concluders are not easily discouraged when clients are demanding. They have tenacity, drive and will persevere through difficult times where others would give up or run away. Self-reliant and independent, Concluders know what they want and how they are going to get it. Others may view Concluders as courageous, because they will take risks and will not be hesitant when making split-second decisions.

Concluders can have a positive impact on others and can straightforwardly motivate customers to buy. Others may see them as strong individuals since they will not waiver on their beliefs and will challenge opposing opinions if necessary. Because their attention to tasks and productivity is so high, they tend to place high standards on themselves and others. Since Concluders seek to function in high-energy, rapidly-changing sales environments, they also expect others to keep up with their changes and pace. Concluders thrive on people and creating activity and changes. Their high-risk, adventurous spirits move them through their work at a fast pace while making things happen in the lives of their associates and clients.

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.

Concluder Selling Strengths

- Natural leader and spokesperson; perfect sales team leader
- Goal driven; will try to exceed sales objectives rather than just meet them
- Great closer; not afraid to ask for the sale
- High ego strength; has a positive, confident and winning attitude
- Both influential and motivating
- High energy extrovert
- Can handle several customers at once; enjoys a challenge
- Good at closing fast and making things happen fast
- Is both people-oriented and task-oriented (an effective sales combination)

Concluder Selling Challenges

- May appear overly aggressive to more passive styles; may intimidate or make uncomfortable
- May become confrontational with another aggressive style rather than giving in
- May become impatient with customers who are slow decision makers; slow decision makers may feel rushed or may need more information than the Concluder can provide
- May become frustrated with customers who won't take risks
- Extremely inattentive to details
- Attempts too much at once, has a hard time saying "no" and as a result, follow up may suffer
- Enjoys being the "center of attention" at all times

Concluder Best Sales Attribute

- Confident sales person who is good at asking for the sale and closing quickly to achieve results

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>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>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>They buy products based upon...</p> <p>expediency, expert reviews, superior quality and their ability to get results</p>	<p>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>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>They buy products based upon...</p> <p>impulse, aesthetics, word of mouth, and their ability to give prestige</p>
<p>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>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>They buy products based upon...</p> <p>proven ability, product warranties, comparisons and information available</p>	<p>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>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>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

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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

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.		

A Deeper Understanding of You

Each of us is a unique, remarkable, complex being; and having a deeper understanding of ourselves provides us with an opportunity to bring our best to the way we collaborate with others. Based on your responses, the next two pages summarize key areas so you can gain insight into how you operate.

As you consider each area, it is a great opportunity to reflect and identify areas for growth. The John Maxwell Team member who supplied you with this report will be your resource to grow and move into the fullness of your strengths and style.

"When you connect with others, you position yourself to make the most of your skills and talents." - John C. Maxwell

Communicating with the Concluder style

Remember, a Concluder may want:

- Authority, varied activities, prestige, freedom, assignments promoting growth, opportunity for advancement

Greatest fear:

- Being taken advantage of, being talked about

When communicating with Victoria, a Concluder, DO:

- Talk about results, not processes
- Talk about solutions, not problems
- Focus on business; remember they desire results
- Suggest ways for him/her to achieve results, be in charge, and solve problems
- Let them in on the "big picture" because they are visionary
- Agree with facts and ideas rather than the person when in agreement

When communicating with Victoria, a Concluder, DO NOT:

- Ramble, repeat yourself, or do all the talking
- Focus on problems
- Be pessimistic or challenge them directly
- Focus on the process and details

While analyzing information, Victoria, a Concluder may:

- Ignore potential risks
- Not weigh the pros and cons
- Not consider others' opinions
- Offer innovative and progressive systems and ideas

Motivational Characteristics

- **Motivating Goals:** Dominance and independence
- **Evaluates Others by:** Ability to complete a task quickly
- **Influences Others by:** Force of character, persistence
- **Value to Team:** Determination; striving to overcome obstacles
- **Overuses:** Impatience, competition
- **Reaction to Pressure:** Analytical, belligerent, logical
- **Greatest Fears:** Slowness or being seen as too jovial
- **Areas for Improvement:** Increase patience, concern for people, humility



Knowledge comes, but
wisdom lingers.

- Alfred Lord Tennyson

Communicating

with the Concluder style

Value to the group:

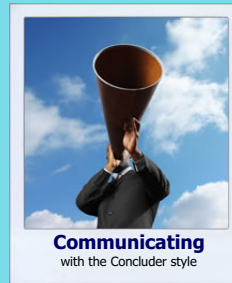
- Bottom-line organizer
- High energy, spurs activity
- Can multi-task easily
- Decisive and great in a crisis

Concluders possess these positive characteristics in groups:

- Instinctive leaders
- Direct and decisive
- Innovative in getting results
- Maintain focus on goals
- Great communicators, willing to give opinions
- Overcome obstacles, they see silver lining
- Provide direction and leadership
- Push group toward their goals
- Generally optimistic
- Welcome challenges without fear
- Accept risks
- Sees the big picture
- Can handle multiple projects
- Function well with heavy workloads

Personal growth areas for Concluders:

- Strive to be an "active" listener
- Be attentive to other team members' ideas until everyone reaches a consensus
- Be less controlling, be more patient
- Develop a greater appreciation for the opinions, feelings and desires of others
- Put more energy into the details and process
- Take time to explain the "whys" of your statements and proposals



You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.

- Lee Iacocca

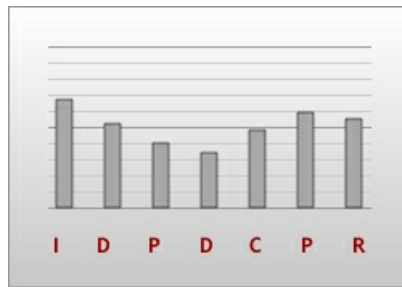
Additional Communication Tips

The MAXWELL METHOD DISC STYLES OF COMMUNICATION

If you are communicating with someone who demonstrates these CHARACTERISTICS	THEY MAY BE A	Consider using this COMMUNICATION APPROACH
<ul style="list-style-type: none"> » Confident » Assertive or aggressive » Challenges the status quo » Seems to like control » Dislikes routine 	D	<ul style="list-style-type: none"> • Be direct and brief. • Stay in the big picture. • Don't try and share all of the details. • For a decision, provide them with options. • Maintain your focus on results, not process.
<ul style="list-style-type: none"> » Talkative » Optimistic » Encourages others » Fun to be around » Very social 	I	<ul style="list-style-type: none"> • Allow them the opportunity to share their ideas. • Keep the conversation fun. • Don't overwhelm them with too much data. • Expect to follow up with them. • Provide short, concise information in a friendly way.
<ul style="list-style-type: none"> » Loyal » Reliable » Good listener » Avoids confrontation » Mediator 	S	<ul style="list-style-type: none"> • Keep the conversational tone pleasant and friendly. • Steer clear of confrontational words or attitude. • Express your appreciation for their dedication and loyalty. • Focus on maintaining a supportive tone. • Provide them with time to adjust to changes.
<ul style="list-style-type: none"> » Analytical » Organized and structured » Works well with a schedule » Prefers to work alone » Quiet and reserved 	C	<ul style="list-style-type: none"> • Focus on facts. • Keep the tone professional. • Give them all of the details. • Provide them with time to analyze options for decisions. • Remember they may ask many questions because they process by gathering more facts.

The JOHN MAXWELL **Team**

your strengths in leadership



INFLUENCING - Highly Effective

You are perceived by most as a great leader, well-spoken and decisive. You naturally command the respect and attention of others. Others 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 that you want the best for them also.

DIRECTING - Above Average

Quality work and meeting tight deadlines are only two of your strengths others see. You may appear a bit task-oriented at times, but your attention to detail and your inner drive allow others to respect you and see the great value you add to the team. Take time to let others get to know you. They like you for a person as well as what you do for them.

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 - Adequate

You might surprise others at times with your ability to be detail oriented because you rarely choose to take time to focus on the details. Remember the necessity of the paperwork and details so that you may add value to your other stronger traits.

CREATING - Good

You are more comfortable moving ahead in areas in which you have experience and proven results. Sometimes you prefer to have the pace slowed down a bit so that one project can be completed before another venture is begun.

PERSISTING - Well Developed

You are one that can work through problems that would sidetrack others. You have developed a focused approach that will not be diverted. You are wonderful at staying on task and are self motivated. You are able to stick to the mission. You have perseverance that others wish they had. Take time to say the little things that will make others know you care about them.

RELATING - Above Average

You value relationships and know what it takes to nurture them. You go out of your way to make new team members feel welcome and want to be included.

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

Description

understanding your style

Victoria's style is identified by the keyword "Concluder".

Victoria, as a Concluder style, tends to be a strong individualist. Victoria is forward-looking, progressive and competitive. They can also be direct and even forceful at times. Concluders are curious and have a wide range of interests. They are logical, incisive and critical in their problem solving. Many times a Concluder will come up with the imaginative and unusual. Victoria has good leadership abilities. A Concluder's task-orientation tends to outweigh their people-orientation. Concluders have high standards and can appear to be critical when these standards are not met. Concluders may also place high standards on surrounding people and expect perfection from them as well. Victoria seeks authority and challenging assignments.

Concluders can have a very strong impact on people and can motivate others to achieve goals. Because of these characteristics, they need to be sensitive to the people around them. Their high-risk, adventurous spirit moves them through life at a fast pace while making things happen in the lives of the people. Others may see concluders as opinionated and they will challenge others' opinions.

Concluders tend to be short tempered, especially when they feel someone is taking advantage of them. They thrive on activity and a consistently forward moving environment. A Concluder may put themselves in the position of being affected by other peoples' actions because they want to be involved in everything going on around them. Concluders may want to take charge of problems that are out of their area of responsibility and may be irritated when others do not share their sense of urgency. Victoria is constantly thinking about what to move on to next that is new and exciting.

Victoria is motivated by the ability to lead groups and influence others such as associates, co-workers and friends. This is someone who takes the responsibility of leadership seriously, and is typically able to make important decisions without delay. Victoria exudes confidence and others respond to their natural ability to be a front runner.

Victoria is an optimistic individual. They are the type of person who loves exploring new places or things and a wide variety of experiences. A natural charisma is displayed that draws and charms others. Victoria is a very encouraging person; others find them inspirational and lively.

Victoria takes a flexible approach in dealings with others and is willing to pursue different avenues to maintain good relationships. Victoria is not afraid to actively seek new solutions if previous methods do not fit the current situation.

Not afraid to take a bold approach, Victoria is willing to challenge the status quo. Original and creative, this individual acts with confidence when implementing new solutions. Victoria will tend to use a balance of intuition and facts when making decisions. Once they have made a decision, they will not be afraid to act upon it.

Natural leader and spokesperson
High ego strength
Influential and motivating
High energy, extroverted, and optimistic

General Characteristics

Being able to direct and pioneer
Power and authority to take risks and make decisions
Freedom from routine and mundane tasks
Changing environments in which to work

Motivated By

A competitive environment with rewards
Being able to delegate details to others
Freedom from controls, supervision, and details
Evaluation based on results, not methods

My Ideal Environment

Your Next Step

Knowledge becomes power only when utilized.

I can provide you with guidance and insight to apply the information contained in this Maxwell Sales Impact Report. Whether it is through specialized training in prospecting and selling, or direct coaching and mentoring to help you reach your next sales goal, you will have an advocate in your corner.

Every champion deserves to win, and this is your time to shine!

If you are not already enrolled in one of our sales growth programs, consider enrolling in a workshop or boot camp today. I am here to help, and look forward to your success!

"Growth inside fuels growth outside." - John C. Maxwell