

SOCIAL STYLE POSITION: Amiable C3

NAME: Sample Star  
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Review the following narrative for your SOCIAL STYLE position as seen by others. Also review the style narrative for the quadrant in which your Self-Perception score placed you.

### **ANALYTICAL STYLE = Ask Assertive + More Controlled Behavior**

The Analytical Style appears to live life according to the facts, principles, logic and consistency one can find in reality. People with Analytical styles tend to behave in ways which fit into their overall theory and ideas about the world. Others may view them as lacking enthusiasm or appearing cold and detached. They project the image of good planners, organizers and problem solvers with the ability to work out tasks systematically. Because of their apparent concern for facts, logic and serious organization of thought, coupled with a desire to be "right," Analyticals often display a reluctance to declare a point of view. They have a need to analyze all significant possibilities in an attempt to avoid any chance of making illogical or inconsistent decisions. A faith in principles appears to assume greater importance than personal friendships or personal gratification to an Analytical Style.

### **DRIVING STYLE = Tell Assertive + More Controlled Behavior**

People with a Driving Style appear to know what they want and seem to display little difficulty expressing their conclusions about anything that concerns them. Their slogan is "Let's get it done and get it done now." They tend to focus primarily on the immediate time frame with little concern for past or future. Driving people appear swift, efficient and to the point. They know what they want and become impatient with delays. They tend to show little concern for the feelings of others or for personal relationships. Some consider their actions harsh, severe, or critical since they give such limited attention to relationships. Others may see this behavior as efficient and decisive. This style seeks control through the use of power in situations which might deny them freedom to act as they wish to achieve their perceived objectives.

### **EXPRESSIVE STYLE = Tell Assertive + More Emoting Behavior**

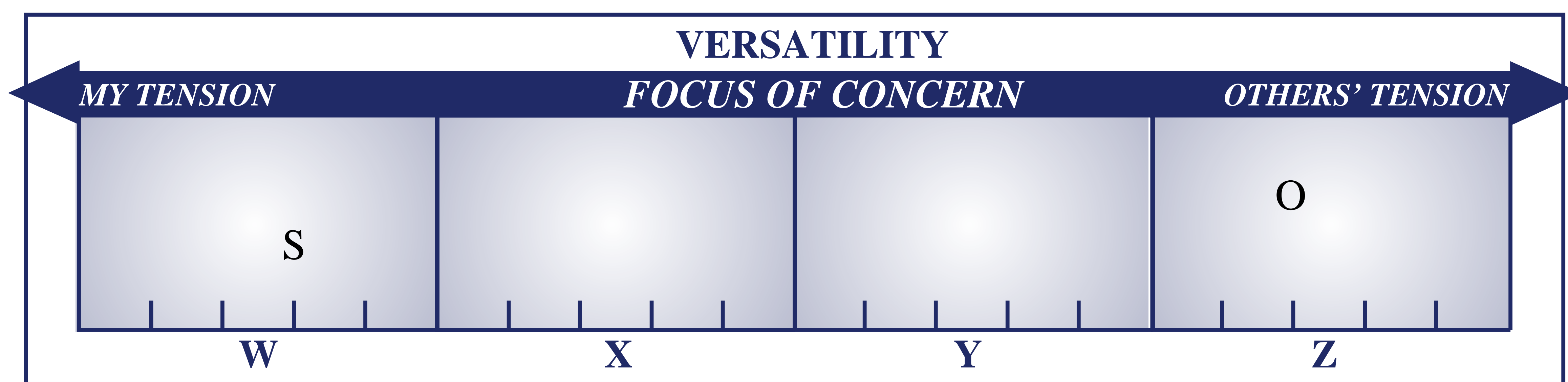
People with Expressive Style focus their attentions on the future with intuitive visions and outspoken spontaneity. They can be seen as imaginative and creative as they interact with others. Expressives can generate enthusiasm. Their behavior can be intensely stimulating, exciting and fun for those who get caught up in the Expressive's dreams. They tend to make decisions quickly based on how they feel about a situation. They appear warm and approachable, yet competitive for recognition and involvement in relationships. Some see the Expressive's behavior as flighty, impractical and overly emotional. Because of their desire to act on opinions, hunches and intuitions rather than hard facts, Expressive behavior can lead to mistakes and frequent changes of direction.

### **AMIABLE STYLE = Ask Assertive + More Emoting Behavior**

The Amiable Style is relationship oriented. Amiables interpret the world on a personal basis and get involved in the feelings and relationships between people. They prefer to get things done with and through others. Amiables look for personal motives in the actions of others. They may find it difficult to understand that some people react purely from the information at hand or the practicality of the situation or from a desire to make the future more interesting and exciting. The Amiable's sensitivity for others often lends joy, warmth and freshness to a social situation. They are often good team players. People tend to readily communicate and share with Amiables. They frequently stick with the comfortable and the known. They tend to avoid decisions which might involve personal risks and conflict. As a result, they can appear slow or reluctant to change when the situation demands it.

### **SELF-PERCEPTION**

Although how you view your behavior is interesting, it is likely that others see you behaving differently. TRACOM Group's research has shown that over 50% of the time, self-perception is different than SOCIAL STYLE as seen by others. The more your perception of your behavior is the same as how others see you behaving, the more you increase your chance of gaining endorsement.



NAME: Sample Star

REPORT TYPE: STAR/Selling Style

SOCIAL STYLE POSITION: Amiable

SOCIAL STYLE VERSATILITY: Z (85%)

\*\* Others describe your behavior as:

"Earnest, accommodating and resourceful." References indicate people with your behavioral style seem more than willing to extend themselves to be helpful. If anything, they may feel you get too involved in clients' personal problems.

People report your accepting and open way convinces customers of your genuine interest in their concerns. You appear able to define goals for yourself and others. You seem to find that a track helps you reach sales objectives in a businesslike, practical way.

\*\* Your behavioral pluses in sales:

Your observably casual, responsive, likable manner is a definite asset in sales situations and helps you make friends and gain acceptance quickly. Customers may say that when you believe in a product or service and its benefits, you can be confident and persuasive.

You demonstrate concern when you think others are overlooking the people—issues you find important. Others observe you are able to contribute comments and insights to help clients determine their needs and goals. You are also able to effectively meet your own sales priorities while remaining personable and concerned with the client's needs.

\*\* Your behavioral minuses in sales:

You, and similar individuals, may not be perceived as taking strong initiative in challenging circumstances because you will not want to risk disturbing harmony. Also, you may seem too eager to help; clients may think you do a little bit of everything and not enough of any one specific thing.

References say you may be unwilling to stick to your guns if the sale is a difficult one and would require you to push the client for a decision. You may appear to have difficulty operating effectively in strongly competitive surroundings.

\*\* To produce sales results with others:

You should seek sales opportunities that enable you to help customers find practical solutions to a variety of challenges. When you learn more facts about products and services, you will be able to rely on information, in addition to building good feelings, to gain the sale. The more knowledge you have, the more persuasive you can be in dealing with difficult customers or complex sales situations. When clients see you can push for decisions, based on facts, they will endorse you more readily.

Improved sales skills will be most observable in situations that require developing cooperative relationships. You will be seen as most effective when you have the opportunity to help your clients come to agreements through a consensus approach.

**What is this?**

The SOCIAL STYLE Profile is a picture of how others see your behavior. It is based on years of research with thousands of people. The Profile has been shown to be valid for multiple nationalities and cultures. The scales describe how others see a person’s behavior, not personality.

**How should you view it?**

The Profile and the report represent a consensus generalization about your actions as viewed by an audience of three or more acquaintances. They described you by completing a behavioral survey. You chose those persons, so you know how representative of a group they are. They were asked to respond to the items according to what they have seen in your day-to-day behavior. They were describing what they saw. The attached report is a description of the Profile category most typical of your actions and is not a personalized description of you. Your report is identical to the report received by all persons who show a similar SOCIAL STYLE position.

**Cautions for you**

You should view your position in the Profile as the center of the range of behaviors which others see as typical of you. To a large degree this is what your acquaintances expect of you. The lines in the Profile separating categories A, B, C, D and 1, 2, 3, 4 are for convenience in identification and should not be thought of as limiting you. They do not form boxes in which all people are alike, but areas where behavioral similarities can be seen. You also will be seen as similar to persons in adjacent categories, but the more distant the category in the profile model the more dissimilar the observable behavior will be from yours.

**Recommendations to you**

You will find some of the statements in the report easy to accept and others less so. You may wish to accept some of the comments as true of the category, but not of you as an individual. Be careful about rejecting the report too quickly. Ask yourself why others might see you this way. Much of what you think and feel about yourself may not be observable to others. What you believe about yourself might be obscured from others by your more observable, habitual actions. The greatest significance of the SOCIAL STYLE Profile is that it will focus your attentions on what others see and react to rather than on your inner feelings. Your inner feelings are important, but so is the reality of others’ perceptions.

**Final Note**

If you can come to accept the description of your observed behavior, your SOCIAL STYLE position, you will know something of your impact on others. Increasing the effectiveness of your social interactions is largely a matter of increasing your versatility. To create productive relationships you must show enough concern for other people to behave in a manner appropriate for them. Knowing how others differ from you based on being aware of your own style is the best foundation for making appropriate adaptations in dealing with others.

<b>Report Type</b>	<b>Comparison Group For Versatility</b>
Personal Style	People attending training or other personal development experiences
Selling Style	People in sales careers
Managerial Development	People in management or being considered for a managerial or supervisory position

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## YOUR VERSATILITY

Your respondents describe you as having a high level of versatility. This indicates that in sales interactions, you appear to spend your efforts looking out for your customers' interests and comfort in a smooth and resourceful manner. Generally, you come across as effectively monitoring the impact your behavior has on your customers, creating the impression that you are aware of their needs. Your speech and manner almost always seem to match the sales situation, and you excel in adapting your behavior to varied sales interactions and customers. Also, because you tend to appear unbiased and willing to compromise when dealing with customers whose styles are different from your own, you can appear to be quite clever in dealing with style priorities. At times, you may need to be careful not to be so shrewd and adaptive that you could appear to be manipulating the sales situation.

**YOUR INTERACTIONS WITH OTHERS** — NOTE: This section of the report deals with customer reactions to your style.

Customers who display ANALYTICAL characteristics might describe you as willing and eager to work cooperatively with them. With above-average versatility, you may become so concerned about the feelings of others that you sometimes seem to analytically overlook the practicalities and nitty-gritty details of your sales interaction.

Your DRIVING customers might tend to see you as accommodating, resourceful and supportive. Driving clients tend to relate to your interested but resourceful sales approach. However, you might come across as too accepting of others, which can cause drivers to see you as unable or unwilling to be as hardhitting and decisive as they would like to see.

Casual, flexible and approachable are words that your EXPRESSIVE customers might use to describe your selling style. Your apparent open, sincere and informal approach is likely to appeal to expressive customers and usually leads to successful relationships with them. However, your high versatility can cause you to become too adaptive. Thus you may seem to lack a firm, personal stand when dealing with these clients.

Customers who display AMIABLE behavior would probably describe you as attentive, likable and eager to please. They tend to feel comfortable with your apparent conversational, personal, somewhat conservative approach, and tend to react well to your attempts to develop friendly relationships with your prospects. Because you are so versatile, you may appear too congenial and sometimes have a tendency to lack the forcefulness necessary to achieve your objective of making a sale.

1. Avoid trying to define style too quickly
2. Get out of the way
3. Learn to observe more accurately and describe what a person does without making early "good", "bad" or "why" judgements
4. Seperate style clues from assigned authority or roles
5. Moderate stress clarifies style
6. Set the stage for the person being observed

7. Notes: \_\_\_\_\_

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	<b>Driving</b>	<b>Expressive</b>	<b>Amiable</b>	<b>Analytical</b>
Style Need	Results	Personal Approval	Personal Security	To Be Right
Style Orientation	Action	Spontaneity	Relationships	Thinking
Growth Action	To Listen	To Check	To Initiate	To Declare