

## SAMPLE

### Self-Perception

#### **SOCIAL STYLE** Self-Perception Profile

**Prepared for:**

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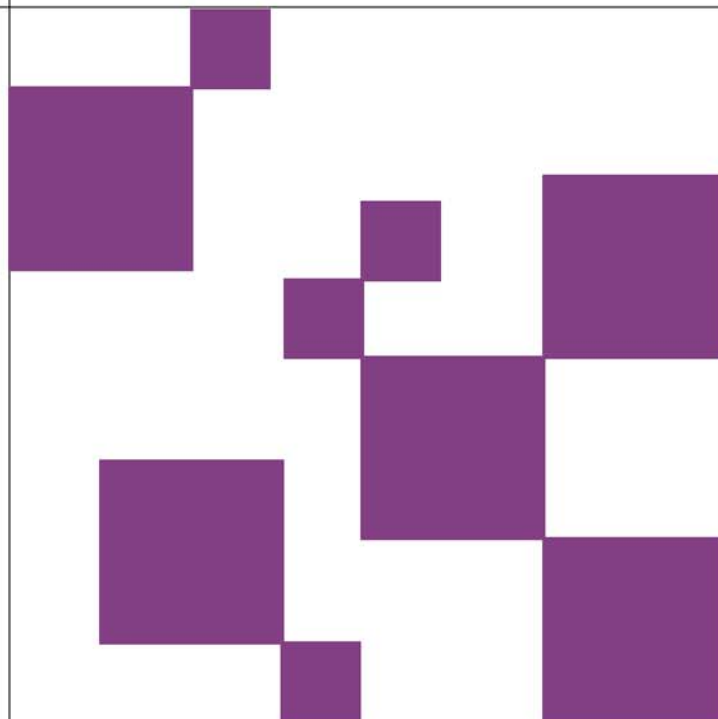
**By:**

TRACOM Group

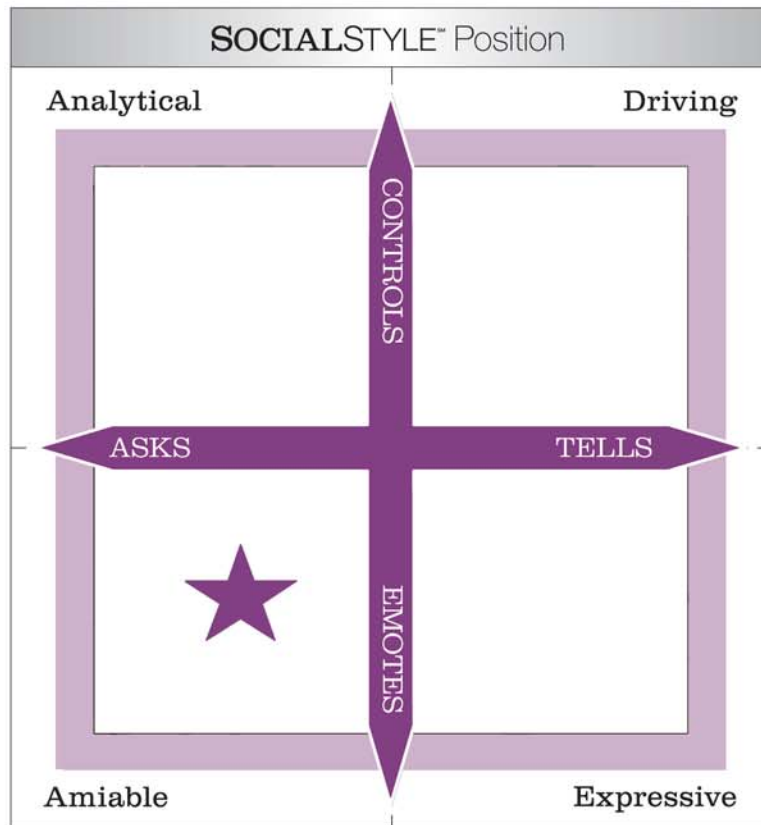
**Session**

Building Friendships

**09 May 2008**



**FOR SALES**



**SOCIAL STYLE Position: Amiable**

Review the Style narrative for the quadrant in which your SOCIAL STYLE score placed you. It will also be informative to review the other Style Categories.

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

The Amiable Style person is relationship oriented. Amiable Style individuals 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. The Amiable Style looks 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 person'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 Amiable Style people. 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.



## ANALYTICAL STYLE = Ask Assertive + More Controlled Behavior

The Analytical Style person appears to live life according to the facts, principles, logic, and consistency one can find in reality. People with the Analytical Style tend to behave in ways that 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," the Analytical Style often displays 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 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 timeframe with little concern for past or future. Driving Style 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 attention on the future with intuitive visions and outspoken spontaneity. They can be seen as imaginative and creative as they interact with others. Expressive Style people can generate enthusiasm. Their behavior can be intensely stimulating, exciting, and fun for those who get caught up in their dreams. They tend to make decisions quickly based on how they feel about relationships. Some see Expressive Style behavior as flighty, impractical, and overly emotional. Because of their desire to act on opinions, hunches, and intuitions, rather than the hard facts, Expressive Style behavior can lead to mistakes and frequent changes in direction.

### SELF-PERCEPTION

Congratulations on taking the first step toward understanding your behavior and improving your performance! The knowledge you gain from the Self-Perception Profile will help you understand your impact on others. In order to more fully understand your behavior, consider how others might view you. It is likely that others see you behaving somewhat differently. TRACOM Group's research has shown that over 50% of the time, self-perception is different from others' perception of your SOCIAL STYLE.

Critically consider your interactions with others and whether they are likely to view your behavior the same as you do.



## Amiable Style

### Strengths and Weaknesses

People of any Style can be successful sales professionals. The key is to understand the behavioral preferences and tendencies of yourself and your customers, and use this knowledge to interact more effectively with each of them as individuals. Below are the most common strengths and weaknesses of your Style, and how people of your Style are likely to be perceived by customers. You will notice that some of the same behaviors that are strengths can become weaknesses when done in excess.

#### Strengths

- Develops strong and lasting relationships with customers
- Collaborates with customers to find solutions
- Cheerful and enthusiastic in his or her interactions
- Develops and maintains large social networks
- Open and transparent with customers
- Motivated to help customers solve problems and meet needs
- Follows up with customers after a sale
- Attuned to customers' needs and opinions
- Patient with customers and time requirements
- Does not force opinions onto customers

#### Weaknesses

- Hesitant to initiate contact with potential customers
- May be slow or unwilling to proactively move a sale along
- Averse to taking risks or asking tough questions
- May not respond strongly to objections
- Will acquiesce to customers' unreasonable demands
- Focuses on personal relationships with customers to the exclusion of closing sales
- More easily deterred by setbacks
- Can be undisciplined in use of time
- At times may hesitate to share opinions with customers
- Overly cautious in generating new solutions or ideas

#### How Customers View Your Style

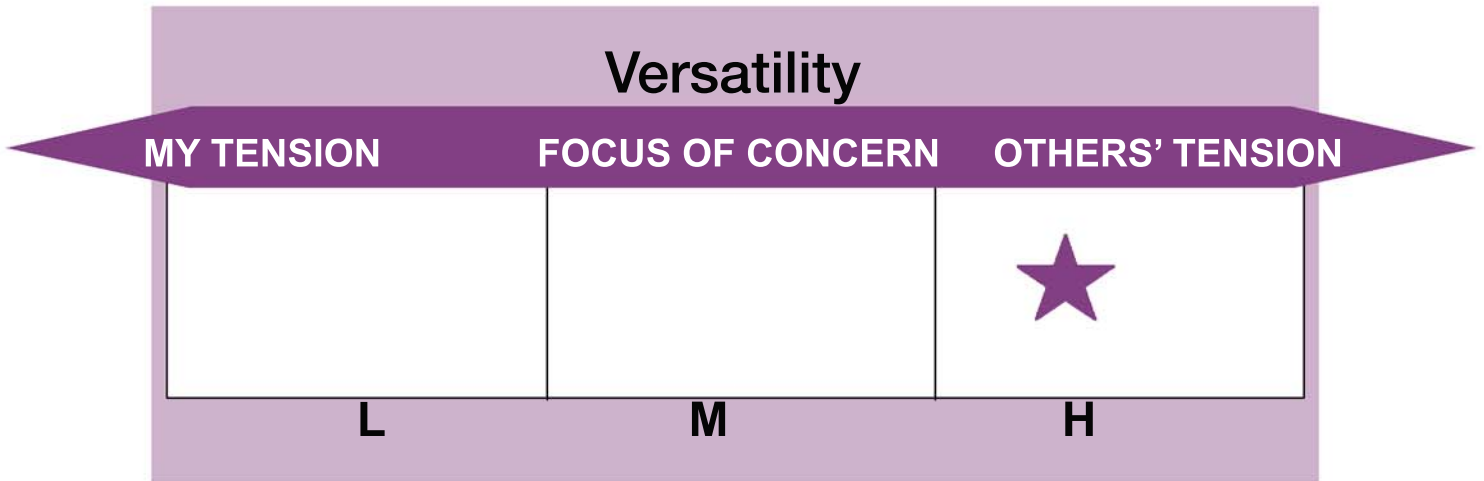
Amiable Style salespeople are seen as dependable and cooperative. They are concerned about their customers' needs and open in their interactions. They are viewed as being sensitive about keeping their relationships secure, friendly, and personal. Customers perceive that these individuals are motivated to help them achieve their needs. At times they can be viewed as too compliant and un-opinionated.

## SAMPLE





**Your Versatility**



**High Versatility**

Your self-description indicates that you see yourself as successful at achieving a balance between meeting your own Style Need and the Style Needs of your customers. In most interactions, you probably attempt to look out for the interests and comfort of your customers in an effective and resourceful manner. You see yourself as effectively monitoring and controlling your behavioral preferences when selling to people, which indicates that you are aware of others' Style Needs and preferences.

Displaying high Versatility will result in your customers having a high level of confidence in your abilities. You will usually be effective in the way that you present your capabilities and services, and in the image that you create with customers. Likewise, you will usually be reliable and creative in your approach as well as persistent and optimistic. You communicate in a way that leaves your customers feeling like they have been heard and understood, resulting in them feeling that you are able to meet their true needs.

**VERSATILITY**

TRACOM's research has shown that 65% of the population believes their Versatility is different from the way their raters evaluate them. This means that Versatility can be a critical blind-spot for many people. This is particularly true for people who have low Versatility. Our research found that 3 out of 4 people with low Versatility, as seen by their raters, saw themselves as having higher Versatility. Although your perception of your own Versatility can be informative, it is important to consider whether this is an accurate reflection of how your co-workers view you. Remember that behaving with Versatility requires constant effort and can change with different people and circumstances.