



# TTI Talent Insights

Sales Version



**Salesman Sanders**  
1-18-2012

For more information:  
Chart Your Course International Inc.  
770-860-9464  
[Chartcourse.com](http://Chartcourse.com)



The TTI Success Insights® Talent Insights Report was designed to increase the understanding of an individual's talents. The report provides insight to three distinct areas: behaviors, motivators and the integration of these. Understanding strengths and weaknesses in these areas will lead to personal and professional development and a higher level of satisfaction.

The following is an in-depth look at your personal talents in the three main sections:

## SECTION 1: BEHAVIORS

This section of the report is designed to help you attain a greater knowledge of yourself as well as others. The ability to interact effectively with people may be the difference between success and failure in your work and personal life. Effective interaction starts with an accurate perception of oneself.

## SECTION 2: MOTIVATORS

This section of the report provides information on the why of your actions, which with application and coaching, can tremendously impact your valuing of life. Once you know the motivations that drive your actions, you will immediately be able to understand the causes of conflict.

## SECTION 3: INTEGRATING BEHAVIORS AND MOTIVATORS

This section of the report will help you blend the how and the why of your actions. Once you can understand how your behaviors and motivators blend together, your performance will be enhanced and you will experience an increase in satisfaction.



Behavioral research suggests that the most effective people are those who understand themselves, both their strengths and weaknesses, so they can develop strategies to meet the demands of their environment.

A person's behavior is a necessary and integral part of who they are. In other words, much of our behavior comes from "nature" (inherent), and much comes from "nurture" (our upbringing). It is the universal language of "how we act," or our observable human behavior.

In this report we are measuring four dimensions of normal behavior. They are:

- how you respond to problems and challenges.
- how you influence others to your point of view.
- how you respond to the pace of the environment.
- how you respond to rules and procedures set by others.

This report analyzes behavioral style; that is, a person's manner of doing things. Is the report 100% true? Yes, no and maybe. We are only measuring behavior. We only report statements from areas of behavior in which tendencies are shown. To improve accuracy, feel free to make notes or edit the report regarding any statement from the report that may or may not apply, but only after checking with friends or colleagues to see if they agree.

*"All people exhibit all four behavioral factors in varying degrees of intensity."  
—W.M. Marston*



*Based on Salesman's responses, the report has selected general statements to provide a broad understanding of his sales style. This section highlights how he deals with preparation, presentation, handling objections, closing, and servicing. The statements identify the natural sales style he brings to the job. Eliminate or modify any statement that is not true based on sales training or experience.*

Salesman consistently meets the challenge of persuading people to his point of view. Some buyers may desire less talk and more facts. He likes cold calls because they present a challenge. He feels his verbal skills will help him win. Every cold call provides an opportunity to win friends and influence people. He prefers to sell new, innovative products or services. In fact, he often uses creative ways to sell his products or services. He maintains a high trust level; that is, he trusts that people will make good on their promises. Salesman may be seen as somewhat impulsive. He likes new products and often is the first in his neighborhood to buy the latest things. Being optimistic and enthusiastic, he is good at generating enthusiasm in others. Sometimes his enthusiasm is what sells his products or services, but sometimes other buyers may be offended. He becomes highly excited about what influences him. He usually displays this emotion when he is attempting to influence people.

Salesman may not answer objections completely. He often treats them lightly and may "tap dance" around the objections or use sales puffery to answer them. If he gets into one of his "oversell" modes, he may cause the objections to be raised. However, he will welcome the objections and answer them to the best of his ability. He depends on his prospects to trust his judgment in recommending his products or services. Not all prospects are as trusting and some will want facts and data to support his judgment. He may use humor in his presentation, which may help or hinder, based on the style of the buyer. Excessive humor may cause him to ramble and not provide sufficient time for the presentation. Salesman may promise how his

## NOTES

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

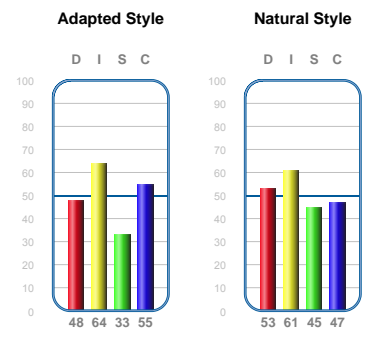
---

---

---

---

---





product will solve the prospect's problems. Sometimes he becomes overly optimistic about the actual results his products will deliver. He doesn't necessarily do this intentionally, but reflects his optimistic view of the product. He may use sales aids with his presentation. His usage sometimes depends on his ability to be organized; that is, he occasionally forgets to replenish his supply of sales aids or feels he can verbalize the presentation without them.

Salesman's listening skills may cause him to miss some closing opportunities. He may be thinking about what he is going to say next and miss the buying signal. If given the choice, he would prefer to sell a new account instead of servicing an old account. This is especially true if the old account has little potential or requires sufficient facts and data to support their purchase decisions. He would rather make a social visit instead of a service visit. The social visit meets his need to be friendly and outgoing, while the service visit requires special effort if customers don't buy more products or services. He can be guilty of overservicing the accounts he feels are personal friends. To him, friendship is important and he may overlook certain requests to maintain the friendship. Salesman has a good sense of urgency to get things done quickly. Sometimes this will not allow him the patience needed to service some of his accounts. He can be seen as a good closer. However, he may postpone the close until giving the complete sales pitch. Observers have actually seen him sell the product and then buy it back. He should guard against excessive talking and close at the appropriate time.

### NOTES

---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



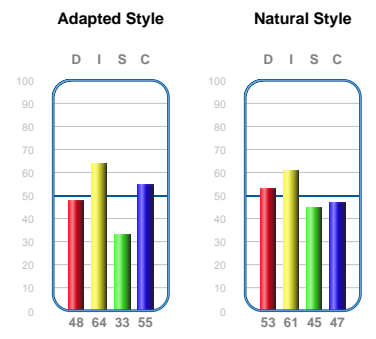
---



---



---

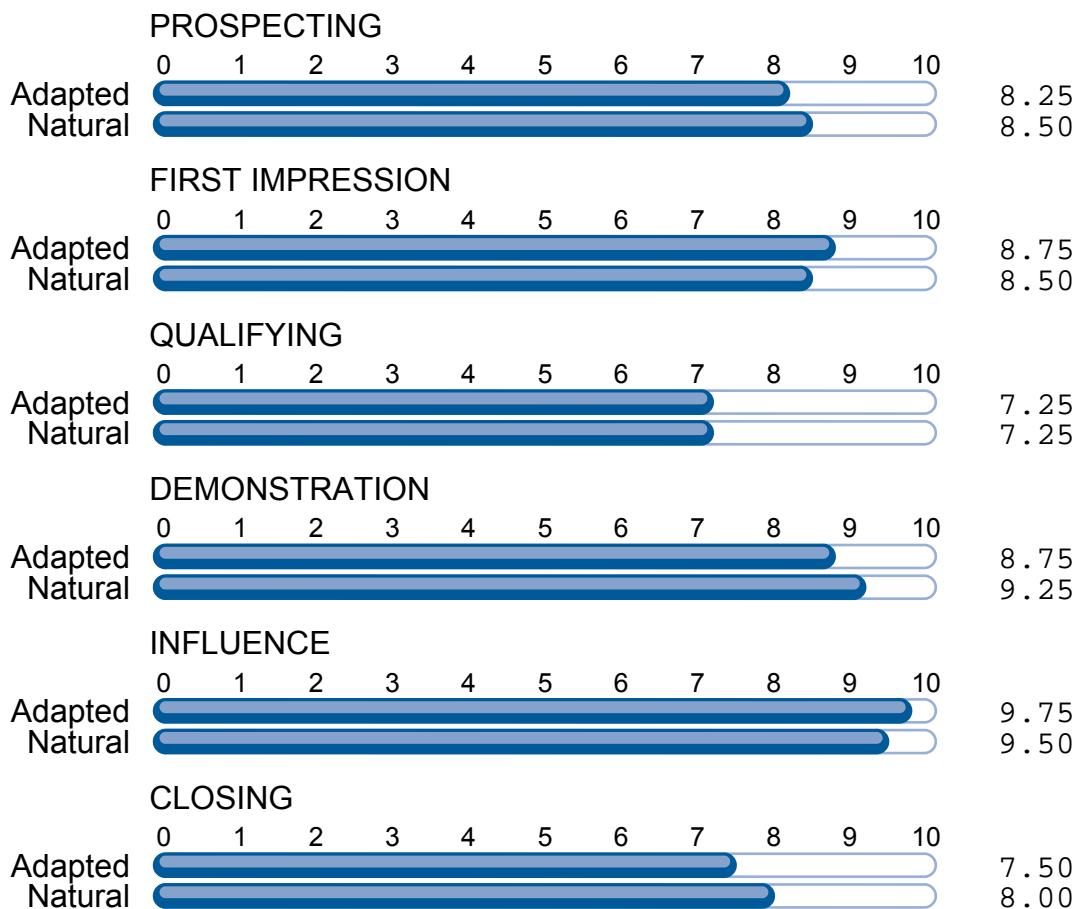




The Behavioral Selling Overview reflects Salesman's natural and adapted styles within each phase of the Behavioral Selling Model. Salesman's natural style reflects his native, intuitive selling behavior. Salesman's adapted scores reflect the behavior that Salesman believes necessary in each phase of behavioral selling.

The level of effectiveness that Salesman either possesses naturally or is able to modify or "mask" is also shown. The higher the score, the more effective Salesman is at that phase of the sale. The lower the score, the greater challenge Salesman has in terms of delivering specific behavior required for success within that phase.

The amount of difference between a salesperson's adapted and natural styles is also key. The greater the difference, the greater potential for stress.



0-5.0=POOR 5.1-6.6=FAIR 6.7-7.6=GOOD 7.7-8.8=VG 8.9-10=EX







# POTENTIAL STRENGTHS OR OBSTACLES TO BEHAVIORAL SELLING SUCCESS

- Prefer to sell a new account over servicing an old account. This is especially true if the old account has little potential or requires an ongoing supply of detail facts and data to support their continued purchase decisions.
- Rely on style, dress, interpersonal and verbal skills rather than in displaying a sincere interest in the prospect on a one-on-one basis.

**Qualifying:** The questioning and detailed needs analysis phase of the face-to-face sale, this phase of the Behavioral Selling Model enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest, specific wants and detailed needs in the product or service the salesperson is offering.

In the Qualifying Phase, Salesman MAY have a TENDENCY to:

- Fail to actively listen to what the prospect is saying. His desire to verbalize and control the presentation hinders his ability to listen. Also, he may be guilty of interrupting the prospect in order to get his point across.
- Tune out others and to tune in only to himself.
- Be situational listener.
- Ask the prospect questions and then answer the question for the prospect.

**Demonstration:** Much different from traditional "demonstration" or "product presentation," this phase allows the salesperson to demonstrate his or her product knowledge in such a way that it fulfills the stated or implied wants, needs, or intentions of the prospect as identified and verbalized in the Qualifying Phase.

In the Demonstration Phase, Salesman MAY have a TENDENCY to:

- Paint word pictures. This can be a distinct advantage when called upon to explain an intangible. However, some buyers who have trouble visualizing will not be influenced by his ability to paint these colorful word pictures.

## NOTES

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

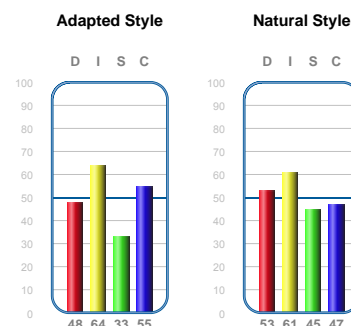
---

---

---

---

---







# POTENTIAL STRENGTHS OR OBSTACLES TO BEHAVIORAL SELLING SUCCESS

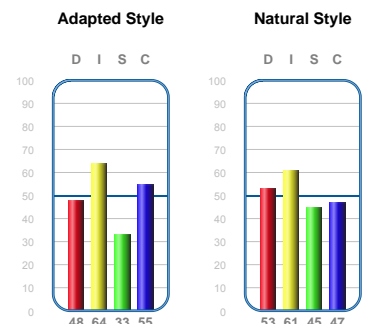
- Demonstrate things that his product or service will do that may not have anything to do with the prospect's real needs.
- Make even unsolicited promises on how his product or service will solve the prospect's problem. Sometimes he may be overly optimistic about the results that his product or service will actually deliver. He does not necessarily do this intentionally.
- Not have all the necessary brochures and collateral sales tools available.

## NOTES

Influence: What people believe enough, they act upon. This phase is designed to enable the salesperson to build value and overcome the tendency that many prospects have to place little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and salesperson.

In the Influence Phase, Salesman MAY have a TENDENCY to:

- Gloss over issues of a technical or detailed nature ... even if technical proof sources are important to the buyer.
- Overlook asking satisfied customers to help in securing new prospects or to ask for positive letters of satisfaction.
- Rely solely and primarily on verbal/persuasive skills to convince buyer or skip the Influence Phase altogether.
- Make promises he can't keep.





# POTENTIAL STRENGTHS OR OBSTACLES TO BEHAVIORAL SELLING SUCCESS

Closing: The final phase of the Behavioral Selling Model. This phase is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

In the Closing Phase, Salesman MAY have a TENDENCY to:

- Promise more than he can ever possibly deliver in order to close a sale. He fully intends to deliver what he says, but he has difficulty finding the time to deliver on his promises. His optimism always makes him believe he can fulfill any promise.
- Cause objections to be raised if he gets into one of his oversell modes. However, he will welcome the objections and answer them to the best of his ability.
- Solicit prospects who may raise tough objections. This provides him the opportunity to meet a challenge, share more of his knowledge and utilize his verbal skills.
- Answer objections with great conviction although never hearing that specific objection before. Tendency to rely on his quick thinking to meet the challenge.

## NOTES

---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



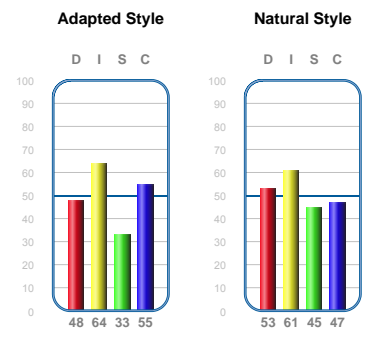
---



---



---





# VALUE TO THE ORGANIZATION

*This section of the report identifies the specific talents and behavior Salesman brings to the job. By looking at these statements, one can identify his role in the organization. The organization can then develop a system to capitalize on his particular value and make him an integral part of the team.*

- Ability to change gears fast and often.
- Negotiates conflicts.
- Team player.
- Builds confidence in others.
- People-oriented.
- Motivates others towards goals.
- Optimistic and enthusiastic.
- Creative problem-solving.
- Few dull moments.

### NOTES

---



---



---



---



---



---



---



---



---



---



---



---



---



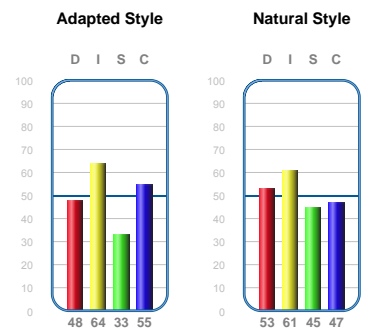
---



---



---





# CHECKLIST FOR COMMUNICATING

Most people are aware of and sensitive to the ways with which they prefer to be communicated. Many people find this section to be extremely accurate and important for enhanced interpersonal communication. This page provides other people with a list of things to DO when communicating with Salesman. Read each statement and identify the 3 or 4 statements which are most important to him. We recommend highlighting the most important "DO's" and provide a listing to those who communicate with Salesman most frequently.

Do:

- Read the body language for approval or disapproval.
- Talk about him, his goals and opinions he finds stimulating.
- Provide testimonials from people he sees as important.
- Provide a warm and friendly environment.
- Verify that the message was heard.
- Use enough time to be stimulating, fun-loving, fast-moving.
- Be open, honest and informal.
- Use his jargon.
- Ask for his opinions/ideas regarding people.
- Be specific and leave nothing to chance.
- Give strokes for his involvement.
- Not deal with details, put them in writing, pin him to modes of action.

NOTES

---



---



---



---



---



---



---



---



---



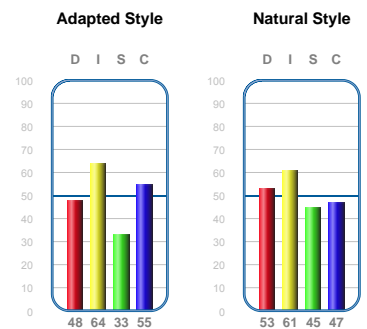
---



---



---





# DON'TS ON COMMUNICATING

This section of the report is a list of things NOT to do while communicating with Salesman. Review each statement with Salesman and identify those methods of communication that result in frustration or reduced performance. By sharing this information, both parties can negotiate a communication system that is mutually agreeable.

Don't:

- Dictate to him.
- Take credit for his ideas.
- Forget to follow-up.
- Leave decisions hanging in the air.
- Kid around too much, or "stick to the agenda" too much.
- Drive on to facts, figures, alternatives or abstractions.
- Let him change the topic until you are finished.
- Be dogmatic.
- "Dream" with him or you'll lose time.
- Be put off by his "cockiness."
- Be curt, cold or tight-lipped.
- Use paternalistic approach.

NOTES

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

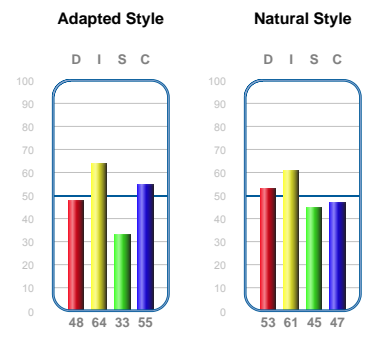
---

---

---

---

---





*This section provides suggestions on methods which will improve Salesman's communications when selling to different styles. The tips include a brief description of typical people in which he may interact. By adapting to the communication style desired by other people, Salesman will become more effective in his communications with them. He may have to practice some flexibility in varying his communication style with others who may be different from himself. This flexibility and the ability to interpret the needs of others is the mark of a superior salesperson.*

<p>When selling to a person who is dependent, neat, conservative, perfectionist, careful and compliant:</p> <ul style="list-style-type: none"> <li>● Prepare your "presentation" in advance.</li> <li>● Stick to business--provide fact to support your presentation.</li> <li>● Be accurate and realistic--don't exaggerate.</li> </ul> <p>Factors that will create tension:</p> <ul style="list-style-type: none"> <li>● Being giddy, casual, informal, loud.</li> <li>● Wasting time with small talk.</li> <li>● Being disorganized or messy.</li> </ul>	<p>When selling to a person who is ambitious, forceful, decisive, strong-willed, independent and goal-oriented:</p> <ul style="list-style-type: none"> <li>● Be clear, specific, brief and to the point.</li> <li>● Stick to business. Give an effective presentation.</li> <li>● Come prepared with support material in a well-organized "package."</li> </ul> <p>Factors that will create tension:</p> <ul style="list-style-type: none"> <li>● Talking about things that are not relevant to the issue.</li> <li>● Leaving loopholes or cloudy issues.</li> <li>● Appearing disorganized.</li> </ul>
<p>When selling to a person who is patient, predictable, reliable, steady, relaxed and modest:</p> <ul style="list-style-type: none"> <li>● Begin with a personal comment--break the ice.</li> <li>● Present yourself softly, nonthreateningly and logically.</li> <li>● Earn their trust--provide proven products.</li> </ul> <p>Factors that will create tension:</p> <ul style="list-style-type: none"> <li>● Rushing headlong into the interview.</li> <li>● Being domineering or demanding.</li> <li>● Forcing them to respond quickly to your questions.</li> </ul>	<p>When selling to a person who is magnetic, enthusiastic, friendly, demonstrative and political:</p> <ul style="list-style-type: none"> <li>● Provide a warm and friendly environment.</li> <li>● Don't deal with a lot of details, unless they want them.</li> <li>● Provide testimonials from people they see as important.</li> </ul> <p>Factors that will create tension:</p> <ul style="list-style-type: none"> <li>● Being curt, cold or tight-lipped.</li> <li>● Controlling the conversation.</li> <li>● Driving on facts and figures, alternatives, abstractions.</li> </ul>



A person's behavior and feelings may be quickly telegraphed to others. This section provides additional information on Salesman's self-perception and how, under certain conditions, others may perceive his behavior. Understanding this section will empower Salesman to project the image that will allow him to control the situation.

## "See Yourself As Others See You"

NOTES

### SELF-PERCEPTION

Salesman usually sees himself as being:

Enthusiastic  
Charming  
Persuasive

Outgoing  
Inspiring  
Optimistic

### OTHERS' PERCEPTION

Under moderate pressure, tension, stress or fatigue, others may see him as being:

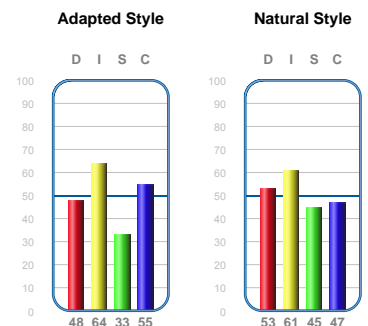
Self-Promoting  
Overly Optimistic

Glib  
Unrealistic

And, under extreme pressure, stress or fatigue, others may see him as being:

Overly Confident  
Poor Listener

Talkative  
Self-Promoter







Based on Salesman's responses, the report has marked those words that describe his personal behavior. They describe how he solves problems and meets challenges, influences people, responds to the pace of the environment and how he responds to rules and procedures set by others.

<b>Dominance</b>	<b>Influencing</b>	<b>Steadiness</b>	<b>Compliance</b>
Demanding Egocentric Driving Ambitious Pioneering Strong-Willed Forceful Determined Aggressive Competitive Decisive Venturesome	Effusive Inspiring Magnetic Political Enthusiastic Demonstrative Persuasive Warm Convincing Polished Poised <b>Optimistic</b>	Phlegmatic Relaxed Resistant to Change Nondemonstrative Passive Patient Possessive Predictable Consistent Deliberate Steady Stable	Evasive Worrisome Careful Dependent Cautious Conventional Exacting Neat Systematic Diplomatic Accurate Tactful Open-Minded Balanced Judgment
<b>Inquisitive Responsible</b>	<b>Trusting Sociable</b>	<b>Mobile</b>	<b>Firm</b>
Conservative Calculating Cooperative Hesitant Low-Keyed Unsure Undemanding Cautious Mild Agreeable Modest Peaceful Unobtrusive	Reflective Factual Calculating Skeptical Logical Undemonstrative Suspicious Matter-of-Fact Incisive Pessimistic Moody Critical	Active Restless Alert Variety-Oriented Demonstrative Impatient Pressure-Oriented Eager Flexible Impulsive Impetuous Hypertense	Independent Self-Willed Stubborn Obstinate Opinionated Unsystematic Self-Righteous Uninhibited Arbitrary Unbending Careless with Details







Salesman sees his present work environment requiring him to exhibit the behavior listed on this page. If the following statements DO NOT sound job related, explore the reasons why he is adapting this behavior.

- Using persuasive skills.
- Exhibiting excitement about his service or product.
- Skillfully using humor to persuade his clients or customers.
- Impulsive and eager to keep the sales presentation moving.
- Coping easily with many concurrent sales activities.
- Speaking smoothly and emotionally with his customers or clients.
- Using great social strengths in approaching new prospects.
- A variety of sales activity.
- Impatient to overcome competition.
- Alert, active attention to customers or clients.
- Excited about available new products or services.
- Reacting quickly to changes in the sales process or product line.
- Using an informal sales presentation.

NOTES

---

---

---

---

---

---

---

---

---

---

---

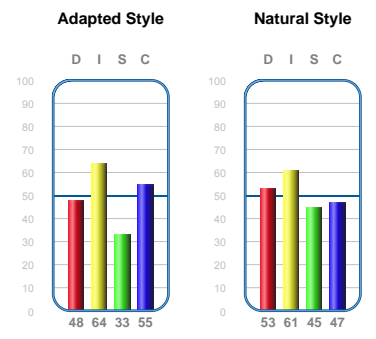
---

---

---

---

---





This section of your report is designed to identify time wasters that may impact your overall time use effectiveness. Possible causes and solutions will serve as a basis for creating an effective plan for maximizing your use of TIME and increasing your PERFORMANCE.

## 1. DESIRE TO BE INVOLVED WITH TOO MANY PEOPLE

The desire to be involved with too many people is involvement that extends beyond business interactions to the point of interfering with work. Beyond being friendly, it is excessive socializing.

### POSSIBLE CAUSES:

- Have many interests
- Want to be seen as one of the gang
- Need praise and approval from others

### POSSIBLE SOLUTIONS:

- Recognize your time constraints
- Be selective in getting involved in activities
- Monitor energy level
- Keep personal and job related priorities in view

### NOTES

## 2. PROCRASTINATION

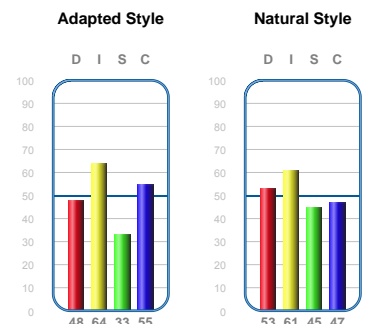
Procrastination is the process of delaying action. It is also the inability to begin action.

### POSSIBLE CAUSES:

- Priorities have not been set
- Do not see projects or tasks clearly
- Overwhelmed with commitments
- Hope that time will solve or eliminate the problem
- Fear of failure

### POSSIBLE SOLUTIONS:

- Set goals and establish priorities
- Break large projects into small steps and do one at a time
- Agree to follow established priorities
- Consider consequences if it doesn't get done
- Remind yourself that you will avoid the stress of putting something off until the last minute





### 3. POOR FILING SYSTEM

A poor filing system is one that has no predetermined method for subject matter grouping. It is one that you may understand but is not usable by others who may need to retrieve information from your files.

#### POSSIBLE CAUSES:

- Have not determined or prioritized subject matter groupings
- Categorize by emotions

#### POSSIBLE SOLUTIONS:

- Set up a cataloging system that you AND others can use easily
- Have someone assist you in setting up a system
- Use cross-referencing indexes
- Computerize information

### 4. INABILITY TO SAY NO.

The inability to say no is when you are unable to or feel powerless to refuse any request.

#### POSSIBLE CAUSES:

- Have many interests and want to be involved
- Confuse priorities
- Fail to set priorities
- Do not want to hurt others' feelings
- Do not want to refuse a superior's request
- Do not feel comfortable giving "real" reason and doesn't want to lie

#### POSSIBLE SOLUTIONS:

- Realistically evaluate how much time is available
- Understand limitations and what can be done well
- Set daily and long-term priorities
- Learn to say no to those people and tasks that do not support daily and long-term priorities

NOTES

---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



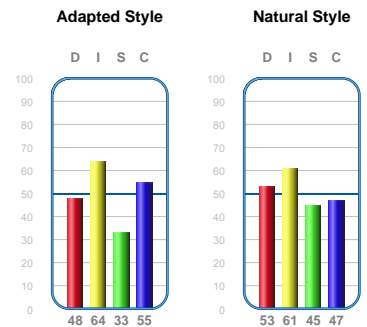
---



---



---







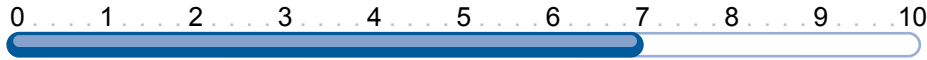




# BEHAVIORAL HIERARCHY

The Behavioral Hierarchy graph will display a ranking of your natural behavioral style within a total of twelve (12) areas commonly encountered in the workplace. It will help you understand in which of these areas you will naturally be most effective.

## 1. FREQUENT INTERACTION WITH OTHERS



7.0

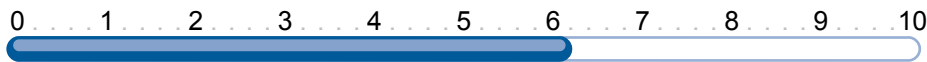
NOTES

## 2. PEOPLE ORIENTED



6.5

## 3. FREQUENT CHANGE



6.2

## 4. CUSTOMER RELATIONS



6.2

## 5. VERSATILITY



6.0

## 6. FOLLOW UP AND FOLLOW THROUGH



5.8

## 7. FOLLOWING POLICY



5.2

## 8. URGENCY



5.0

## 9. COMPETITIVENESS

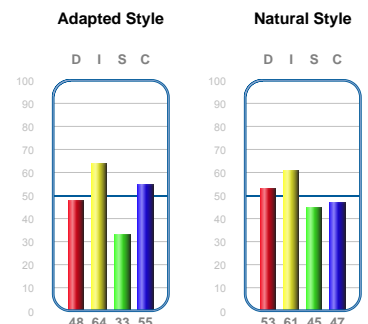


5.0

## 10. CONSISTENCY



5.0







### Salesman Sanders

1-18-2012

#### MOST

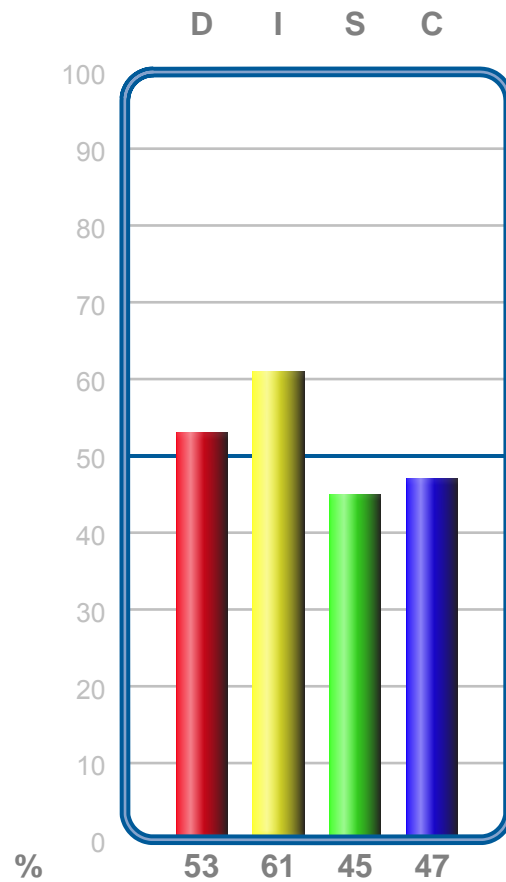
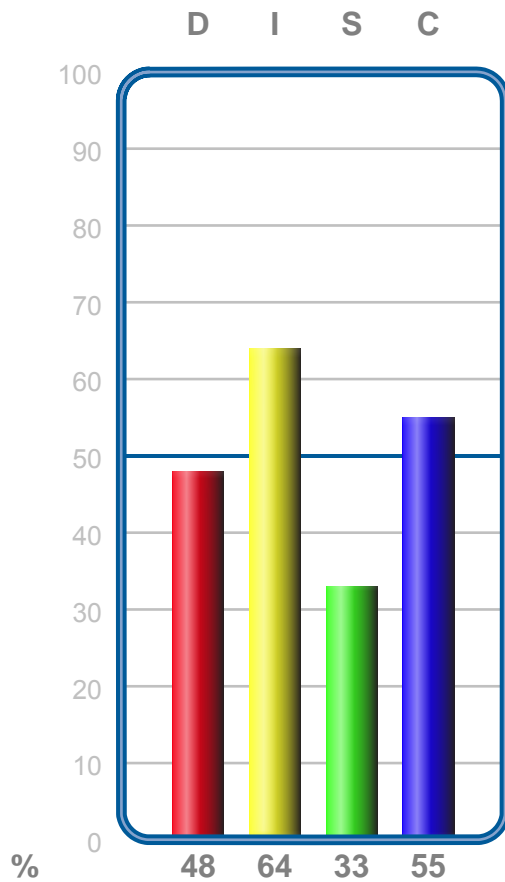
Graph I

Adapted Style

#### LEAST

Graph II

Natural Style



Norm 2011 R4



The Success Insights® Wheel is a powerful tool popularized in Europe. In addition to the text you have received about your behavioral style, the Wheel adds a visual representation that allows you to:

- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree you are adapting your behavior.
- If you filled out the Work Environment Analysis, view the relationship of your behavior to your job.

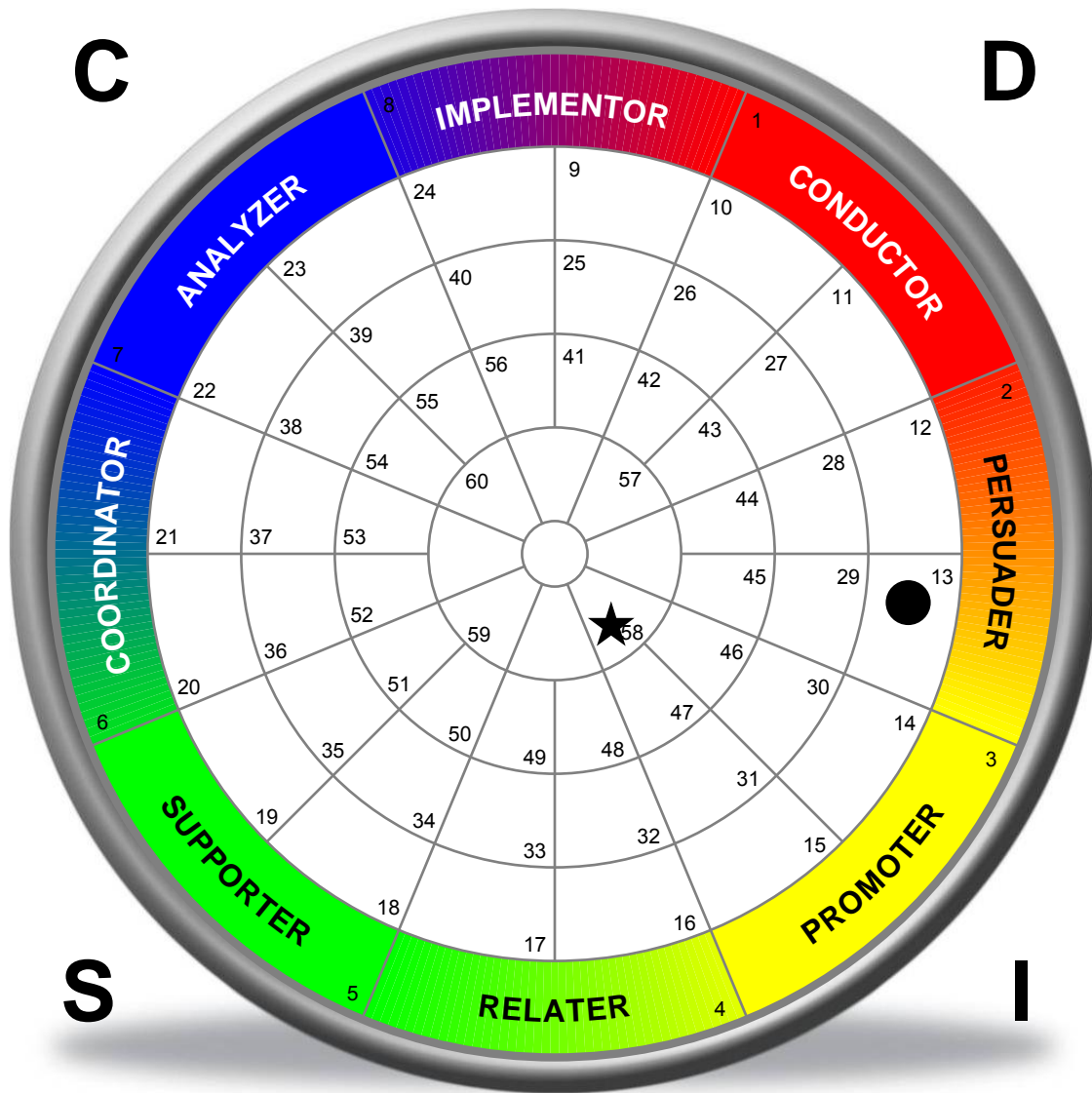
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding and appreciation can be increased.



Salesman Sanders

1-18-2012



Adapted: ★ (58) ANALYZING PROMOTER (ACROSS)  
 Natural: ● (13) PROMOTING PERSUADER

Norm 2011 R4



Knowledge of an individual's motivators help to tell us WHY they do things. A review of an individual's experiences, references, education and training help to tell us WHAT they can do. Behavioral assessments help to tell us HOW a person behaves and performs in the work environment. The Personal Motivators & Engagement report measures the relative prominence of six basic interests or motivators (a way of valuing life): Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.

Motivators help to initiate one's behavior and are sometimes called the hidden motivators because they are not always readily observed. It is the purpose of this report to help illuminate and amplify some of those motivating factors and to build on the strengths that each person brings to the work environment.

Based on your choices, this report ranks your relative passion for each of the six motivators. Your top two and sometimes three motivators cause you to move into action. You will feel positive when talking, listening or doing activities that satisfy your top motivators.

The feedback you will receive in this section will reflect one of three intensity levels for each of the six motivators.

- **STRONG** - positive feelings that you need to satisfy either on or off the job.
- **SITUATIONAL** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These motivators tend to become more important as your top motivators are satisfied.
- **INDIFFERENT** - your feelings will be indifferent when related to your 5th or 6th motivator.

YOUR PERSONAL MOTIVATORS RANKING		
1st	INDIVIDUALISTIC	Strong
2nd	SOCIAL	Strong
3rd	TRADITIONAL	Situational
4th	AESTHETIC	Situational
5th	THEORETICAL	Indifferent
6th	UTILITARIAN	Indifferent





# INDIVIDUALISTIC

The primary interest for this value is POWER, not necessarily politics. Research studies indicate that leaders in most fields have a high power value. Since competition and struggle play a large part in all areas of life, many philosophers have seen power as the most universal and most fundamental of motives. There are, however, certain personalities in whom the desire for direct expression of this motive is uppermost; who wish, above all, for personal power, influence and renown.

- Salesman takes responsibility for his actions.
- Salesman has the desire to assert himself and to be recognized for his accomplishments.
- People who are determined and competitive are liked by Salesman.
- Maintaining individuality is strived for in relationships.
- Salesman believes "when the going gets tough, the tough get going."
- If necessary, Salesman will be assertive in meeting his own needs.
- He wants to control his own destiny and display his independence.
- He believes "if at first you don't succeed try, try again."
- Salesman likes to be in situations that allow him the freedom to control his destiny and the destiny of others. His team's strategy is to attempt to dilute outsiders' influence on the results of their goals.

### NOTES

---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



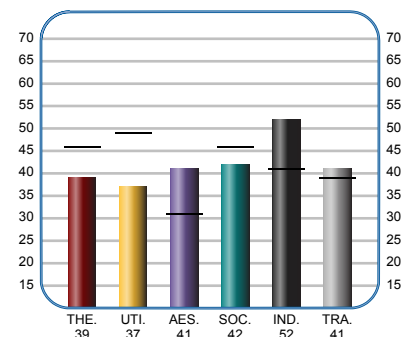
---



---



---













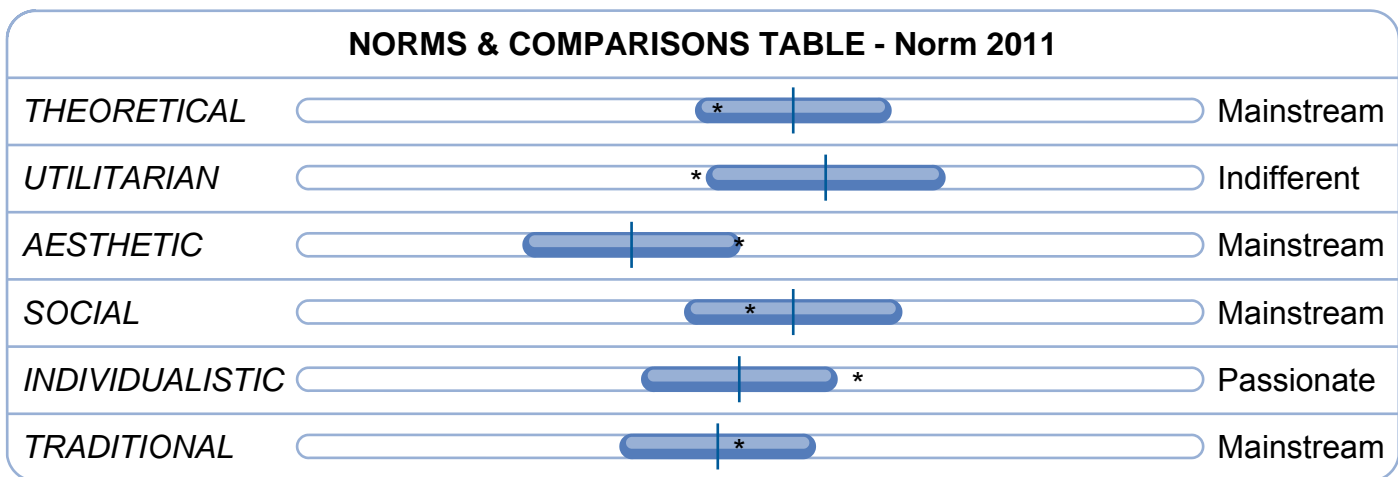


# MOTIVATORS - NORMS & COMPARISONS

For years you have heard statements like, "Different strokes for different folks," "to each his own," and "people do things for their own reasons, not yours." When you are surrounded by people who share similar motivators, you will fit in with the group and be energized. However, when surrounded by people whose motivators are significantly different from yours, you may be perceived as out of the mainstream. These differences can induce stress or conflict. When confronted with this type of situation you can:

- Change the situation.
- Change your perception of the situation.
- Leave the situation.
- Cope with the situation.

This section reveals areas where your motivators may be outside the mainstream and could lead to conflict. The further away you are from the mainstream on the high side, the more people will notice your passion about that motivator. The further away from the mainstream on the low side, the more people will view you as indifferent and possibly negative about that motivator. The shaded area for each motivator represents 68 percent of the population or scores that fall within one standard deviation above or below the national mean.



- 68 percent of the population    | - national mean    \* - your score

Mainstream - one standard deviation of the national mean  
Passionate - two standard deviations above the national mean  
Indifferent - two standard deviations below the national mean  
Extreme - three standard deviations from the national mean





## MOTIVATORS - NORMS & COMPARISONS

Areas in which you have strong feelings or passions compared to others:

- You have a strong desire to lead, direct and control your own destiny and the destiny of others. You have a desire to lead and are striving for opportunities to advance your position and influence. Others may believe you are jockeying for position and continually stepping "over the line." They may believe that you form relationships only to "move ahead" and gain an advantage.

Areas where others' strong feelings may frustrate you as you do not share their same passion:

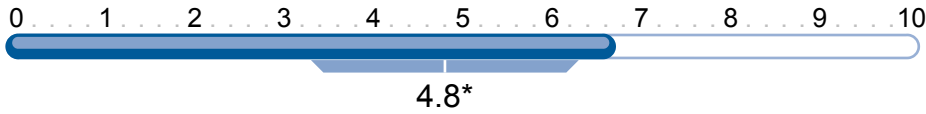
- Understanding people who view the world based on return on investment will frustrate you. Other things are more important to you.



# MOTIVATORS HIERARCHY

Your motivation to succeed in anything you do is determined by your underlying values. You will feel energized and successful at work when your job supports your personal values. They are listed below from the highest to the lowest.

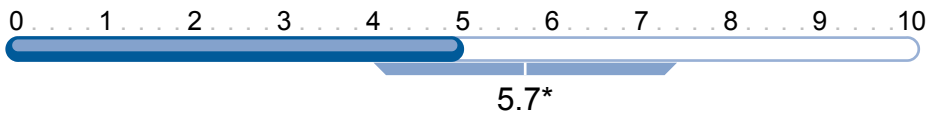
## 1. INDIVIDUALISTIC/POLITICAL



6.7

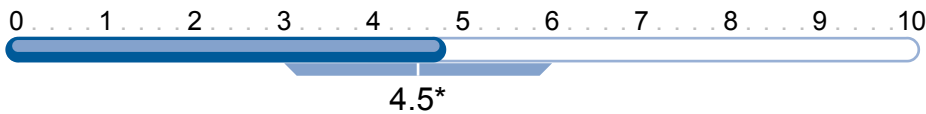
NOTES

## 2. SOCIAL



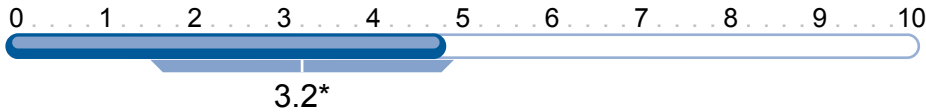
5.0

## 3. TRADITIONAL/REGULATORY



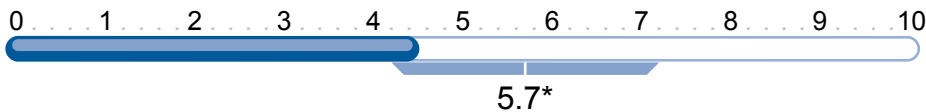
4.8

## 4. AESTHETIC



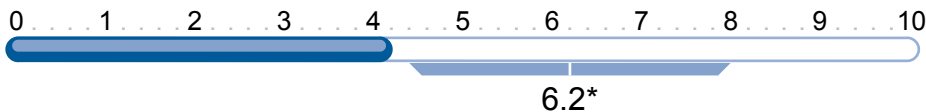
4.8

## 5. THEORETICAL

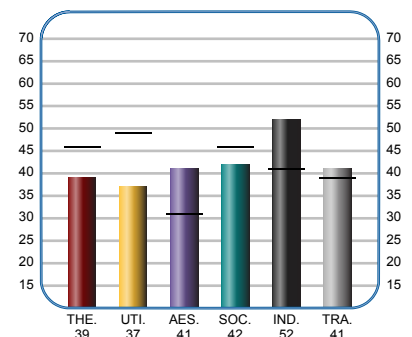


4.5

## 6. UTILITARIAN/ECONOMIC



4.2



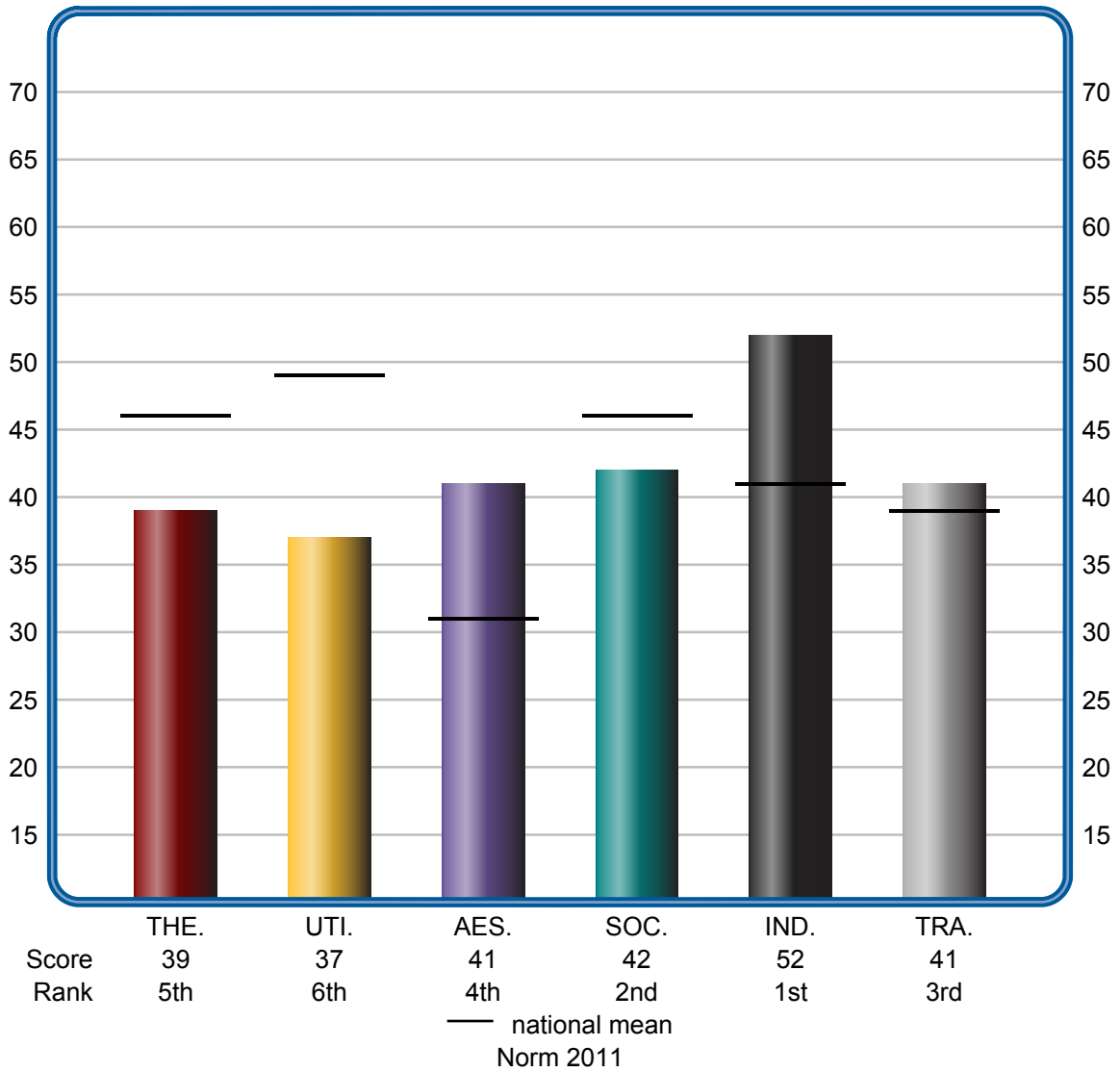
PIAV: 39-37-41-42-52-41 (THE.-UTI.-AES.-SOC.-IND.-TRA.)

\* 68% of the population falls within the shaded area.



### Salesman Sanders

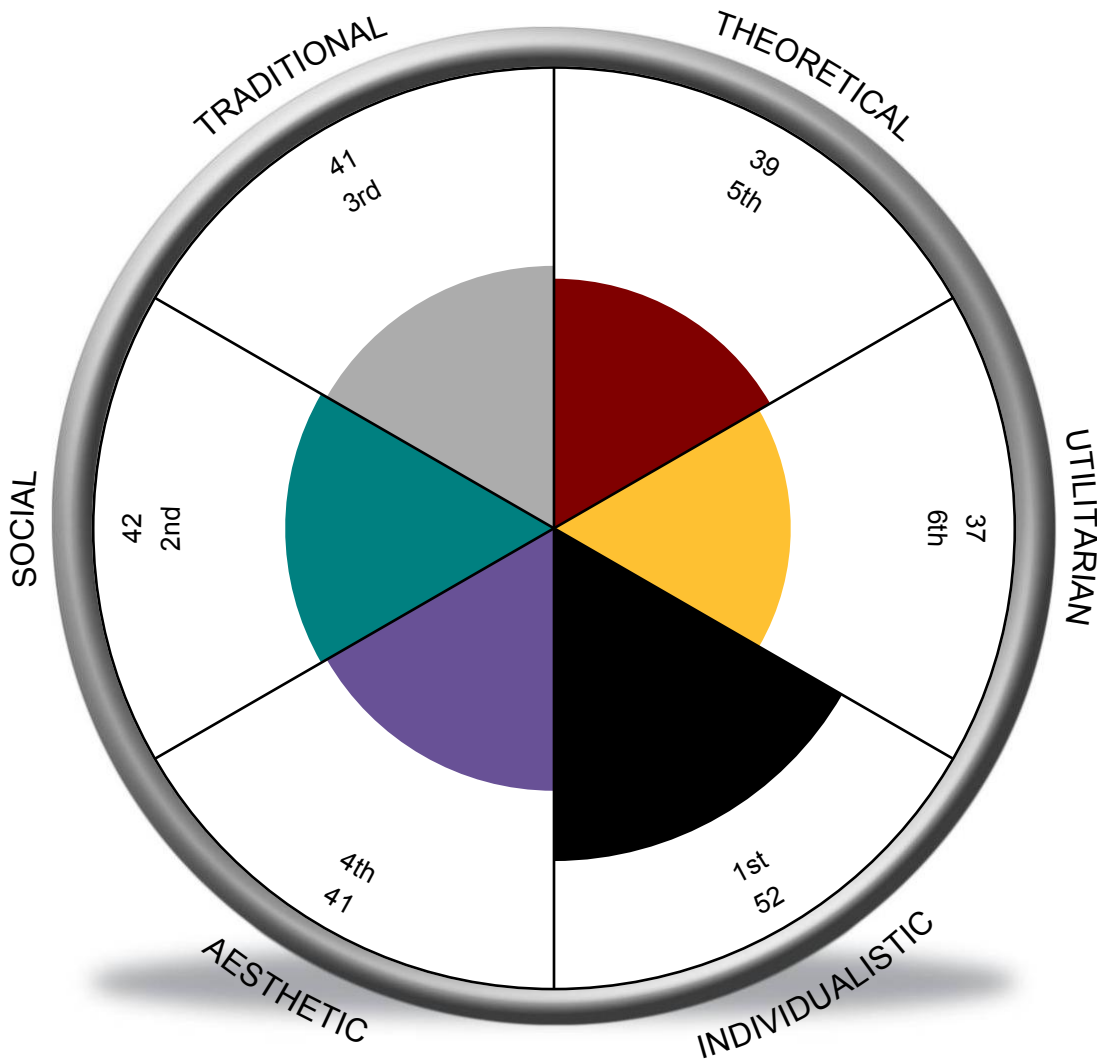
1-18-2012





Salesman Sanders

1-18-2012





## INTRODUCTION

*Integrating Behaviors and Motivators Section*

The ultimate power behind increasing job satisfaction and performance comes from the blending of your behaviors and motivators. Each individually is powerful in order to modify your actions, but the synergy of blending the two moves you to a whole new level.

In this section you will find:

- Areas of Excellence
- Potential Areas of Conflict
- Ideal Environment
- Keys to Motivating
- Keys to Managing



## POTENTIAL BEHAVIORAL AND MOTIVATIONAL STRENGTHS

*This section describes the potential areas of strengths between Salesman's behavioral style and top two motivators. Identify two to three potential strengths that need to be maximized and rewarded in order to enhance on-the-job satisfaction.*

- Capable of addressing conflict for a win-win scenario.
- Being an optimistic leader.
- Always willing to offer his time and perspective.
- Wants to be seen as a leader in humanitarian issues.
- Forward-looking to improving himself or a situation.
- Not easily deterred by setbacks.
- Initiates the activity of developing others.
- Tough but fair when others are involved.

NOTES

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



## POTENTIAL BEHAVIORAL AND MOTIVATIONAL CONFLICT

*This section describes the potential areas of conflict between Salesman's behavioral style and top two motivators. Identify two to three potential conflicts that need to be minimized in order to enhance on-the-job performance.*

- Can disclose their agenda to the wrong people.
- May be viewed as someone who over promises and under delivers.
- High trust and a desire to help could lead to being taken advantage of.
- When helping others, may talk too much about himself.
- May always want to display his superiority through problems or challenges.
- Has to be big player if not the leader and may miss out on beneficial role-playing opportunities.
- Needs immediate results when helping others.
- May set standards too high that causes others to fall short.

NOTES

---



---



---



---



---



---



---



---



---



---



---



---



*This section identifies the ideal work environment based on Salesman's basic style and top two motivators. People with limited flexibility will find themselves uncomfortable working in any job not described in this section. People with flexibility use intelligence to modify their behavior and can be comfortable in many environments. Use this section to identify specific duties and responsibilities that Salesman enjoys and also those that create frustration.*

- Evaluation based on results, not the process.
- An innovative and futuristic-oriented environment.
- Freedom from controls, supervision and details.
- A forum to advocate for the greater good as it relates to moving the organization forward.
- Groups and committees are present in order to assist charities and social causes.
- Ability to utilize own strengths to help others achieve results.
- Management that appreciates and rewards powerful risk-taking.
- Opportunity to assertively express his desire to control his own destiny and potentially that of others.
- A forum to celebrate successes as an individual.

NOTES

---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---









## Professional Development

1. I learned the following behaviors contribute positively to increasing my professional effectiveness: (list 1-3)
  
2. My report uncovered the following behaviors I need to modify or adjust to make me more effective in my career: (list 1-3)
  
3. When I make changes to these behaviors, they will have the following impact on my career:
  
4. I will make the following changes to my behavior, and I will implement them by \_\_\_\_\_:

