



## Sales Report for:

Daniel Barnett  
Storm Products  
Friday, March 17 2006

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## Introduction

Individuals have a recognizable and understandable behavioral style. Style can be described as the way in which people think, solve problems, express feelings and interact with others to get a job done.

Proception 2 identifies and describes those external behaviors, which each style displays to others in a work environment. This report discusses behavior in a sales environment. It uses a model of behavior developed by William M. Marston known as DISC. Marston's model has been tested, proven accurate and effective with millions of people for more than 40 years.

The terms most often associated with Marston's Behavioral Model are: Dominance, Influence, Steadiness and Compliance. These factors can range in intensity and work independently or in tandem with the other behavioral factors. The interrelationship of these factors describes how an individual responds to the sales environment. The Proception 2 report describes the impact of an individual's DISC behavioral traits in a work environment.

The report generated by this analysis is designed to help individuals and management achieve a better understanding of this individual's behavioral style. It will provide helpful insight into the individual's behavioral strengths in sales and areas in need of possible improvement. The Proception 2 report can also be used to develop strategies and methods to help individual's increase their personal flexibility in working relationships with clients, managers, peers and staff.

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NOTE: If this report is being used in the selection process, it is important to remember that it is not designed to recommend or not recommend any person for employment or hiring for a specific job or position. It is provided only as a tool to help those involved in interviewing a candidate develop interview questions for the interview and candidate evaluation process. A hiring decision should not be based only on this report or any other comparable report. This report and all selection reports should be used in accordance with applicable employment laws.

## Key Sales Results Areas

Daniel Barnett

This section reports on eight (8) key results areas relating to the business of selling. It describes how he attempts to achieve sales success. Use this information to better understand his approach to each of the key results areas discussed in this section.

### Control of the Sales Process

He will use his position power cautiously, making an effort to avoid being seen as pushy and discourteous. He has keen insight into the emotional needs of the various individuals involved in the organization's decision-making process. Daniel will provide assistance to other sales team members. He will help them prepare presentation materials other sales team members find boring and time consuming. Daniel is willing to get feedback from other members of his sales team regarding the sales process. He can use his self-discipline to tune out uncontrollable events in the sales process.

### Competition

Daniel is not driven by the "Thrill of Competition" or short-term contests. He is motivated by recognition in the form of a plaque or praise in front of his peers for a job well done. He works toward achieving sales success in a dependable manner. He is motivated to achieve sales results. Then again, he considers the importance of providing his prospects or clients with necessary information, while trying to follow standard sales procedures.

### New Ideas and Change

He wants time to consider and plan for any change he is asked to make. When his company or organization announces changes in the sales environment, he will want to understand their impact on his sales performance. He will be interested in looking at new sales methods and techniques. However, Daniel will want the opportunity to assess the benefits of the new versus what he is presently using before making any changes.

### Selling Style

Daniel likes to build a close relationship with his prospects and clients. He will use his wit and enthusiasm to convince the prospect or client his recommendation will solve their problem. When searching for realistic solutions to his prospect's or client's problems, Daniel will want to use resources that are readily available.

### Presentation

He generally has a sales presentation with which he is comfortable. Daniel will use this presentation on a regular basis because it allows him to be consistent in what he says and does with his prospects and clients. Daniel has an ability to communicate his sale presentation using a verbal paintbrush, creating word pictures for his prospects and clients. Sales presentations are made once he has researched and understands the political implications of his prospects or clients internal culture. Daniel's sales presentation is a blend of information and inspiration as he attempts to move the sales process to the next level.

**Close**

He may have difficulty dealing with objections he has not heard before or objections made by an assertive prospect or client. He works to maintain close contact with his prospects or clients to move the sales process towards a successful conclusion. He likes to ask prospects and clients for their business in an indirect manner. Daniel has a number of favorite closes he likes to use when asking for the order. He should focus on being somewhat more assertive when closing the sale.

**Service**

Daniel will continue to call on potential prospects long after other sales people have written them off. Many times this added service results in a nice sale.

**Response to Management**

Daniel can be more productive in his sales role by making an effort to take more notes when with his prospects and clients. Daniel respects a sales manager who takes the time to consider all sides of an issue or problem before making a decision.

## Preferred Sales Environment

Daniel Barnett

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Most people have the ability to be flexible and use their intelligence to adjust their behavior to be productive in various sales environments. He has a sales environment in which he feels most comfortable. It is in this environment he will most often produce his best results. The statements printed below will provide an outline of his Preferred Sales Environment. The number to the left of each statement listed below is used to keep record of the statement. It does not indicate a statement's order of importance.

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- 1) With a sales process that allows him to work with a prospect or client on every aspect of the sale
- 2) With a slower sales process so he can be careful and cautious
- 3) Where he can perform up to his standards
- 4) Where he can use his innovative and creative sales ideas
- 5) With awards and plaques recognizing his sales ability
- 6) Where he can talk during the sales interview and presentation
- 7) With plenty of time to meet sales quotas and goals
- 8) With a secure pay plan with the opportunity for a bonus
- 9) With a work atmosphere that is relaxed and comfortable
- 10) Where he can build a long-term relationship with his clients
- 11) That has a compensation plan with a guaranteed salary
- 12) That is free of company politics or constant pressure for sales results

## Potential Strengths In Sales

**Daniel Barnett**

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An important part of every organization is its ability to use the inherent strengths of each member of the sales team. The Proception 2 report highlights potential behavioral traits and aptitudes he brings to the sales environment. This information will help him and the organization better understand and maximize his behavioral strengths. The number to the left of each statement listed below is used to keep record of the statement. It does not indicate a statement's order of importance.

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- 1) Uses a PDA or daily planner effectively
- 2) Genuine concern for his prospects or clients needs
- 3) Getting the job done right the first time
- 4) Adventurous and daring
- 5) Quick thinker in sales situations
- 6) Promotes products or services with a creative flair
- 7) Sincere and genuine in his work with prospects and clients
- 8) Copes with routine well
- 9) Provides excellent service
- 10) Relates well with clients
- 11) Can maneuver effectively through the maze of an organization's politics
- 12) Will work to accommodate his prospects and clients needs, even if it will inconvenience him

## Personal Performance Motivators

Daniel Barnett

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All motivation comes from within. Each behavioral style is driven by different motivational needs and desires. Performance improves when personal motivators are included in the work environment. While some of the Performance Motivators listed on this page are being met, there are others that are not. It will be helpful for him to note the motivators that are most important to him, but are not presently being incorporated into his daily motivation and supervision. The number to the left of each statement listed below is used to keep record of the statement. It does not indicate a statement's order of importance.

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### Daniel prefers:

- 1) Step by step instructions and procedures for the job or project.
- 2) To be a member of a quality-oriented group.
- 3) A work environment where cooperation is stressed more than competition.
- 4) Attention and praise in public for a job well done.
- 5) To perform in situations where he can build consensus and initiate compromise.
- 6) Time for group activities outside work.
- 7) Time to plan for and adjust to change.
- 8) To feel involved when procedures are changed.
- 9) To be appreciated for his genuine concern for his work team.
- 10) A conservative approach in projecting goals.
- 11) Others to spell out the necessary information and directions required to get a job or project completed.
- 12) Work situations with support and back-up.

## Key Sales Results Area Adjustments

Daniel Barnett

As salespeople we often adjust our basic behavioral style to meet the requirements of a specific sales role. This section of the Proception 2 report demonstrates how he adjusts his behavioral style to meet these requirements. The more this section is different from his Key Sales Results Areas, the more he may feel the need to adjust his behavior to meet the perceived demands of his present role in sales. Minor adjustments generally indicate self-assurance in his existing sales role.

### Control of the Sales Process

He does not want others to see him as opinionated or assertive. Daniel will try to influence the sales process using his charm, wit and friendly manner. Daniel is willing to get feedback from other members of his sales team regarding the sales process. He can use his self-discipline to tune out uncontrollable events in the sales process.

### Competition

Daniel wants to be respected for his hard work and effort in accomplishing a goal. He prefers sales contests where he is rewarded for being a sales leader with a plaque, trophy or other items that acknowledges his top performance. He wants to produce sales results, but he may have an internal struggle over achieving sales results and getting the details right.

### New Ideas and Change

He is creative in coming up with new ways to do business. New sales ideas and techniques are interesting to Daniel, but he will want to determine whether they are more effective than what he is presently using.

### Selling Style

He wants to avoid arguments with his prospects or clients. He must be careful not to interrupt his prospect or client when they are speaking and genuinely listen to what they are saying. He prefers working in a sales environment that moves quickly, is flexible and does not demand attention to many details. He is at his best in sales situations that let him recommend both innovative and proven solutions to his prospects and clients.

### Presentation

He focuses his presentation on the advantages of the product or service he is representing. He likes to make a positive sales presentation using humor to win over his prospects and clients. His sales presentation will be made after he understands the internal and political landscape regarding his prospect or client.

### Close

He may have a difficult time coping with objections he has not heard before or objections made by argumentative prospects or clients. When he does ask for the sale he wants his prospects or clients to feel good about their decision to buy from him.



## **Service**

### **Response to Management**

He can become more productive by implementing proven time management techniques. He wants to work with a sales manager who is flexible with rules and procedures. He appreciates a sales manager who can look at both sides of the issue and use good judgment in making a decision.

Each of us prefers to see ourselves in a positive way. While he brings many outstanding strengths to his work environment, there are areas of his behavior which could impede his success. This section of the Proception 2 report contains suggestions to consider relating to the behavioral tendencies that may slow or hinder his achievement of desired performance goals. The number to the left of each statement listed below is used to keep record of the statement. It does not indicate a statement's order of importance.

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**Daniel may have a tendency to:**

- 1) Be overly concerned with following the rules and procedures.
- 2) Be overly dependent on precedent and hesitate to make a timely decision.
- 3) Attempt to make his point by out-waiting his adversaries.
- 4) Make decisions based on emotion, rather than getting the necessary information.
- 5) Use the "halo" effect in appraising others' performance.
- 6) Feel his enthusiasm will overcome most problems.
- 7) Often agree to go along with the solution, but may not do what he has agreed to.
- 8) Want to use tried and true methods to get a job done, rather than trying a new method or procedure.
- 9) Prefers others to establish the priorities and initiate new ideas.
- 10) Non-assertive, even when the situation demands it.
- 11) Not exhibit intensity when working towards a goal or achievements.
- 12) Have ideas for change, but will hesitate to bring them forward or implement them.

Communication is the cornerstone of building relationships, achieving productivity and maintaining motivation. Communicating with him will be accomplished best by incorporating the recommendations outlined on this page. Using these recommendations with him will provide an opportunity to improve communications, reinforce relationships, promote credibility and gain increased productivity. The number to the left of each statement listed below is used to keep record of the statement. It does not indicate a statement's order of importance.

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**When communicating with Daniel do:**

- 1) Provide evidence that is substantial and practical.
- 2) Make certain your presentations are accurate.
- 3) Make changes in the plan sparingly.
- 4) Be certain to put all details in writing.
- 5) Share something about yourself.
- 6) Show more feelings and emotion yourself.
- 7) Be sure to communicate in a non-threatening manner to achieve mutual understanding.
- 8) Expect initial resistance to any plan that is contrary to a plan previously used.
- 9) Reduce uncertainty.
- 10) Expect gentle resistance or partial acceptance to new or unfamiliar approaches.
- 11) Reassure him that it is a team effort.
- 12) Come prepared and be sincere in your approach.

Each of us knows how we prefer to have others communicate with us. We are aware of communications mistakes and errors that others make when communicating with us that lead to Communication Barriers. We know what we don't like others to do, say or use when communicating with us. When communicating with him, making an effort to reduce or eliminate the barriers emphasized will minimize the stress and frustration often created when communicating with a person of this behavioral style. Communication is the cornerstone of building relationships, achieving productivity and maintaining motivation. The number to the left of each statement listed below is used to keep record of the statement. It does not indicate a statement's order of importance.

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**When communicating with Daniel don't:**

- 1) Use someone's opinion as evidence.
- 2) Fail to be organized.
- 3) Forget to have a plan prepared before meeting with him.
- 4) Fail to ask how he feels about an issue, problem or opportunity.
- 5) Fail to give him credit for a job or project well done.
- 6) Be demanding without specifying your reasons.
- 7) Talk too much or over control the conversation.
- 8) Fail to use trusted and respected testimonials.
- 9) Irritate him by raising your voice.
- 10) Be sarcastic or critical when he makes a mistake.
- 11) Accept that he has automatically understood you.
- 12) State unrealistic expectations.

## Word Portrait

## Daniel Barnett

This page of the Proception 2 report highlights words that can be associated with his behavior based on the DISC model. These words suggest how he prefers to do business as it relates to solving problems, working with others, reacting to the pace of the work environment and responding to guidelines and procedures established by others.

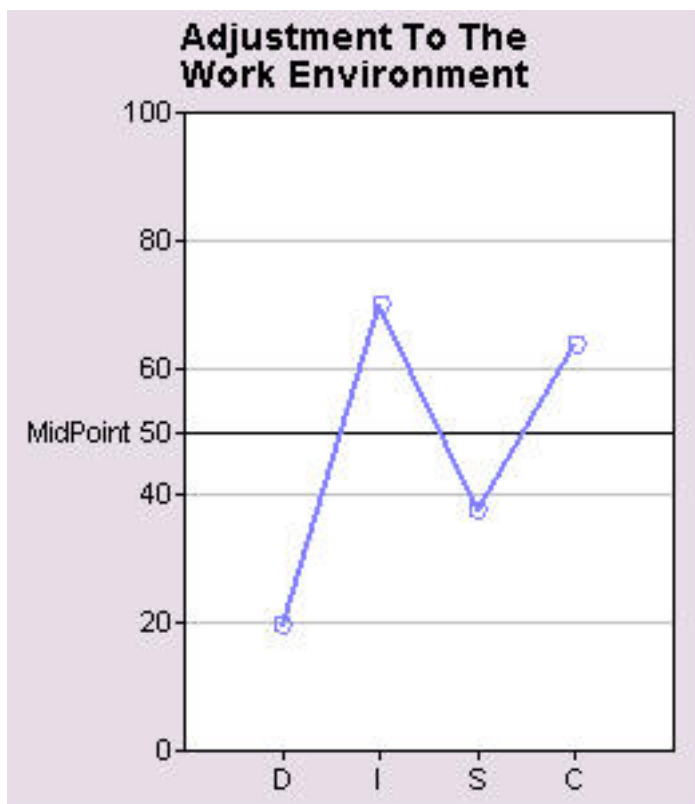
Dominance	Influence	Steadiness	Compliance
Challenging	Extroverted	Rigid	Painstaking
Self-Centered	Motivating	Undemonstrative	Wary
Relentless	Charismatic	Systematic	Meticulous
Driving	Subjective	Reluctant to change	Precise
Innovative	Spirited	Deliberate	Quality oriented
Strong-Minded	Expressive	Steady	Exacting
Resolute	Convincing	Unhurried	Accurate
Competitive	Animated	Consistent	Prudent
Goal oriented	Outgoing	Thoughtful	Compliant
Decisive	Upbeat	Reliable	Cautious
Assertive	Trusting	Careful	Organized
Enterprising	Warm	Unruffled	Neat
Strong	Friendly	Calm	Conservative
Determined	Congenial	Composed	Tactful
Positive	Sociable	Relaxed	Diplomatic
Purposeful	Contemplative	Eager	Steadfast
Reasonable	Objective	Quick	Original
Moderate	Cool	Unsettled	Self-reliant
Tentative	Doubting	Flexible	Confident
Reserved	Rational	Energetic	Bold
Uncertain	Logical	Animated	Stubborn
Accommodating	Questioning	Spontaneous	Independent
Conservative	Realistic	Restless	Unconventional
Cautious	Reflective	Versatile	Resourceful
Amenable	Analytical	Spur-of-the-moment	Autonomous
Unassuming	Critical	Dynamic	Opinionated
Humble	Calculating	Hurried	Individualistic
Restrained	Skeptical	Intense	Radical
Complacent	Introspective	Zealous	Fearless
Acquiescing	Reclusive	Impulsive	Reckless

# PROCEPTION<sup>2</sup><sup>TM</sup>

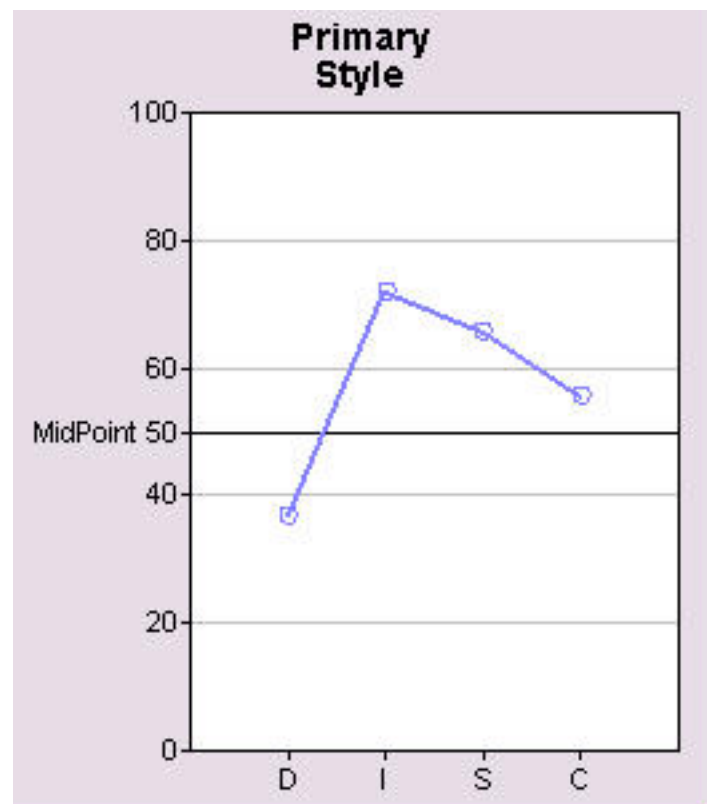
## A Graphical Representation for

Daniel Barnett

Friday, March 17 2006



20% 70% 38% 64%



37% 72% 66% 56%

### Primary Style

Primary Style is the behavioral response that is most reflective of the "real person". This is often referred to as an individual's basic style. Over time the Primary Style is usually very consistent and will not change significantly.

### Adjustment to the Environment

Adjusted Style is an individual's behavioral response to their work environment. It reflects the behavior they feel will give them the best opportunity to succeed in their job. As an individual advance their career they will encounter new jobs or positions. An individual will often adjust their behavior to meet the needs and demands of a new work environment.