

**Salecology<sup>®</sup>**

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# Sales Profile

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Foundation Chapter

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**John Smith**

# Welcome

This booklet provides you information about your Salecology Profile.

It will help you to consider areas of your personality that give you great strength in your sales role, as well as provide insight in to potential areas which you could develop to be more successful.

*Leadership and Learning  
are indispensable to each  
other.* John F. Kennedy

*If your actions create a  
legacy that inspires others to  
dream more, learn more, do  
more and become more,  
then, you are an excellent  
leader.* Dolly Parton

*The quality of a leader is  
reflected in the standards  
they set for themselves.* Ray Kroc

## About your profile

At Salecology we specialise in understanding what makes sales people GREAT. Our Salecologists have over 30 years experiences of identifying, developing and sustaining High Performance in individuals, teams and organisations and we offer a wide range of Psychometric and Feedback tools to support the people highlight areas for improvement.

Before you begin a couple of things to note:

1. All Salecology colours are equally valuable and everyone is a blend of all four colours.
2. Your results on this profile is based on the answers you provided on your questionnaire. It is not a skills or ability test, just a reflection on your personality and style.
3. Your Salecology Profile will help you to understand yourself better, which is the first step in influencing others
4. Using your knowledge on Salecology Colours will enable you to understand other peoples priorities and how to adapt your style

This profile contains the following sections:

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# Introduction

## What are Salecology Colours?

To understand people and to recognise certain personality characteristics and behaviour, Salecology uses colour to code types of personality. People are a blend of all four colours, or as we prefer to call them energies, but we all have a preference type, or those energies that are more dominant than others.

### Salecology Orange - Vision & Inspiration

Orange energy spend their efforts racing towards their goals and dreams. They are extraverted, friendly, sociable and creative.

### Salecology Green - 1-2-1 Relationships & Support

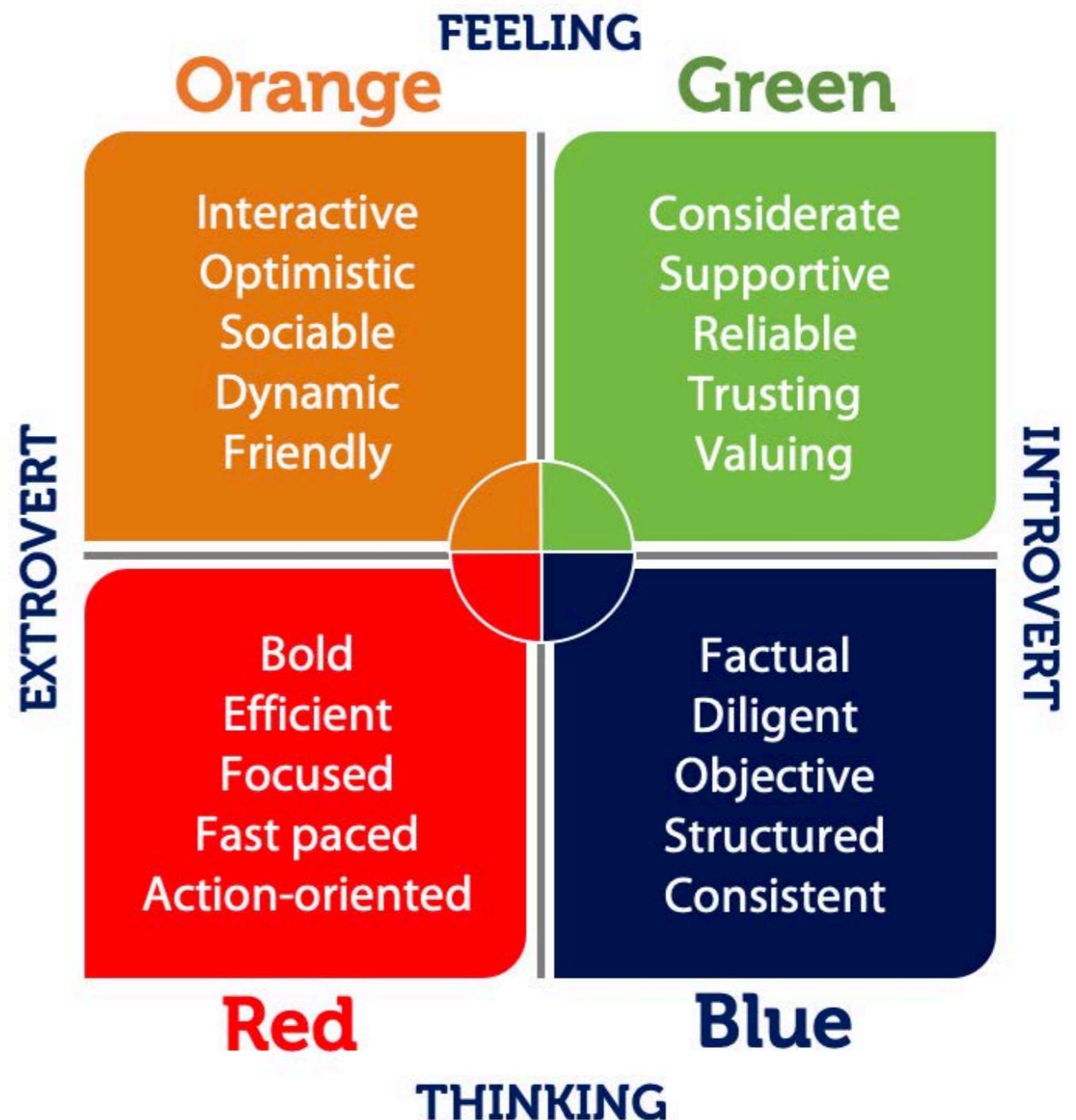
Green energy is concerned with values and depth in relationships. They are introverted, have a quiet determination and persistence.

### Salecology Blue - Introverted Thinking & Reflection

Blue energy live their lives according to principles, fact and logic. They are introverted and like to think before acting, maintaining a detached, objective viewpoint.

### Salecology Red - Assertive Action & Results

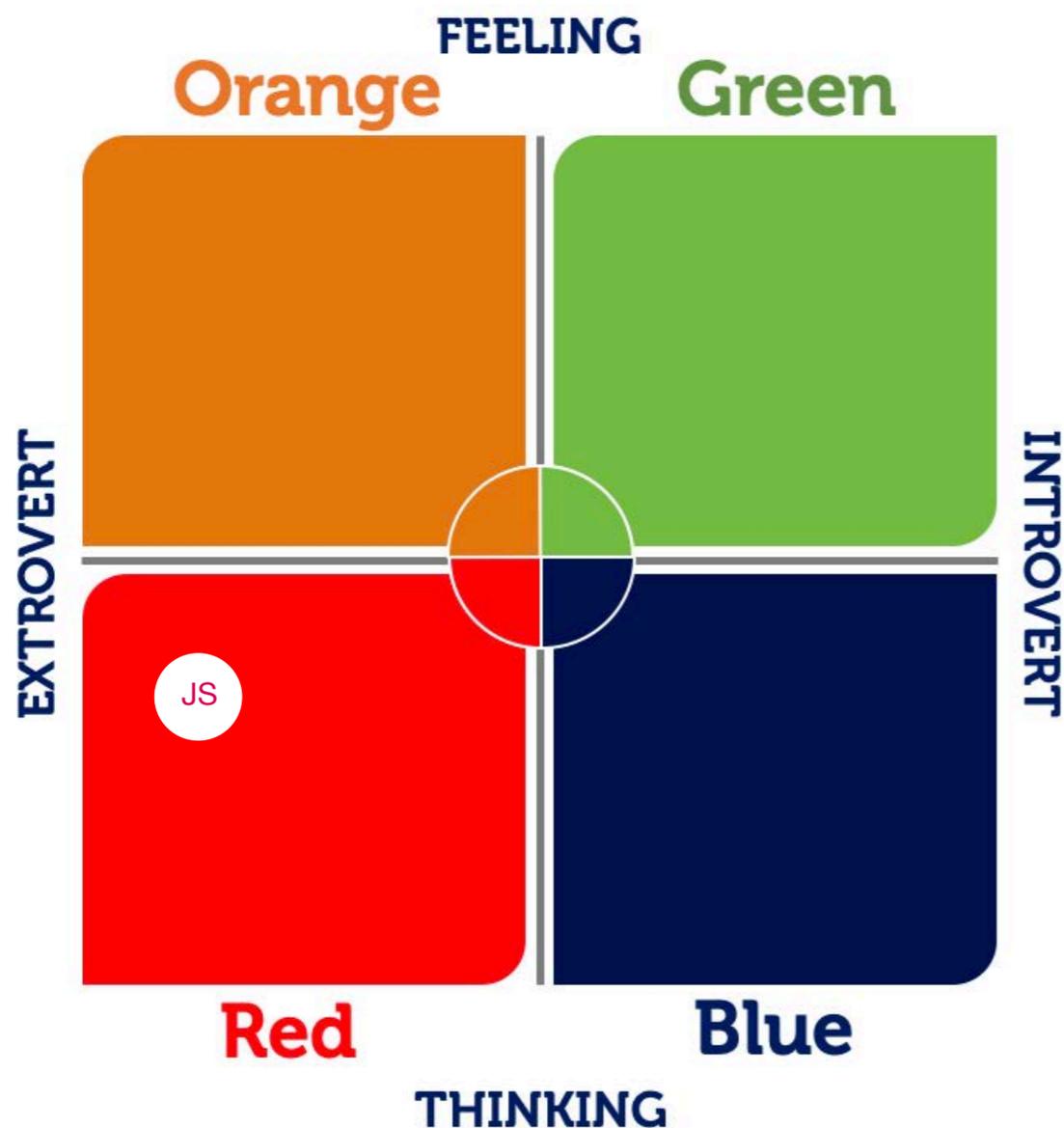
Red energy knows what it wants and is happy to share their conclusions. They are extraverted, fast paced, results orientated and assertive.



## Your Salecology Colour Position

John, your position on the Salecology Colour chart places you in the red section, giving your primary preference.

You will also notice that it is also close to the Orange, which means that you will also have an ease of using Orange energy in your sales environment.



## Salecology Red

With a Salecology Red preference, you have a strong and decisive personality. You are, happy to engage and interact with others, whilst relying on your logic to make sense of the world around you. You see tasks in logical and sequential order, can easily determine what steps to take to accomplish a goal, and what order they should be done in. You have a desire to control your environment and can feel lost or frustrated when unable to shape your own world, i.e. you like to be in charge to make or take decisions.

Known to be decisive and make decisions quickly, you have very little patience of unproductive activities or pontification. You tend to weigh a couple of options to see which is better, but are primarily action oriented. As a Salecology Red, you may say, "okay these two choices are pretty similar. I'm just going to choose this one and get this task over with." You figure that you can accomplish 2-3 more tasks while someone else would still be wasting time figuring out which choice was better or more effective.

Reds are also known to see choices and make important decisions by laying everything out in "Pros & Cons" format. You have a tendency to take everything you know about a situation, and use it to decide whether to continue with the goal or project, or drop it for something else.

Although extraverted, Reds may sometimes show less concern for the feelings of others, or place less importance on personal relationships. Others might see Reds actions as hard or critical because they limit their attention on relationships. Reds seek power, authority and control over situations.

## You on a Good Day

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Keywords that may be associated with Salecology Red Personalities on a good day:

- ✓ Fast
- ✓ Decisive
- ✓ Action orientated
- ✓ Focused
- ✓ Bold
- ✓ Efficient
- ✓ Assertive
- ✓ Dominant
- ✓ Direct
- ✓ Logical

## You across the sales cycle

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Below are areas which you might be considered to excel at:

### **Sales Planning**

- ✓ Sets clear objectives
- ✓ Clarify's targets

### **Creating Opportunities (Lead Generation)**

- ✓ High Activity
- ✓ Personable approach
- ✓ Confident to engage across all levels

### **Managing Opportunities (Selling Value Proposition)**

- ✓ Strong logical sales presentation
- ✓ Focused and Relevant
- ✓ Enthusiastic Presentation

### **Gaining Commitment**

- ✓ Strong at dealing objection handling
- ✓ Happy to negotiate
- ✓ Takes control and asks for the order

## Your Selling Strengths

As a primary red energy sales person your sales style will be focused on high activity, working with others, being logical and focused on facts - and results. People around you see someone who is driven and highly competitive. You don't like to lose. This competitive streak plays out in the amount of effort and drive you put into your role.

Across the sales cycle you strengths are focused on achieving the goals, often set by yourself.

### **Sales Planning**

Using your fast logic, you are quick to define sales goals and objectives, often based on previous experience and results. You often set high activity targets and are keen to beat them.

### **Connecting with customers**

As part of generating new opportunities you are someone who has a strong resilient personality to reach out to customers and engage them. You do not job titles or hierarchy get in the way, and are happy to connect with a CEO or Cleaner if it helps you to get in the door.

### **Focused Sales Presentation**

When moving through the sale, you utilise logic and rationale in your sales presentation to keep it focused and relevant on the customer and utilising your secondary colour, orange, you will be an enthusiastic presenter to engage the audience.

### **Getting to Yes**

Being a straight talker, you are happy to meet objections straight on and will cut to the bottom line to understand what is required to close the deal today.

## Potential Pitfalls

Just as areas of strength which enable you to drive your sales, there are other aspects of your role which you may not instinctively enjoy or warm towards. Based on your answers to the questionnaire, the areas below might be something to consider.

Across the sales cycle your challenges could include some of the following:

### Sales Planning

You may have a tendency to use your own experience and rationale to make decisions without doing your own personal deeper investigation or research. This may have served you well, but you can also become unstuck with customers who are more detailed orientated and slower paced.

### Connecting with customers

Keen to get on with the business, you may find that some customers require a more slower, getting to know you element and as such you might come across as abrupt or aggressive. Also with fast knowledge, you may believe you already know what the customer is thinking and therefore not listen as intently as you should.

### Focused Sales Presentation

Making the sell, you might have a tendency to start telling rather than leading the customer to the solution. Your knowledge and understanding of the situation may be correct, but sometimes telling people the answer without taking them on the journey might mean they do not understand why they need it - or buy into the solution.

### Getting to Yes

Not everyone's character allows them to say yes - straight away, so trying to negotiate or incentivise the sale won't help.

## You on a Bad Day

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Keywords that may be associated with Salecology Red Personalities on a bad day:

- x Intolerant
- x Driving
- x Overbearing
- x Aggressive
- x Controlling
- x Abrupt
- x Domineering
- x Demanding
- x Dictatorial
- x Impatient

## Potential pitfalls across the sales cycle

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Below are some areas that you might identify with:

### Sales Planning

- x Sometimes I don't do enough analysis or research
- x Sometimes I set the bar too high for myself and others

### Creating Opportunities (Lead Generation)

- x I may become impatient with customers personal conversations
- x I am sometimes accused of lacking empathy
- x I can come across too fast or perhaps brash for some people

### Managing Opportunities (Selling Value Proposition)

- x I sometimes move to a more telling than selling style
- x My presentations are sometimes too high level and need more detail
- x I get frustrated when some people don't get the value

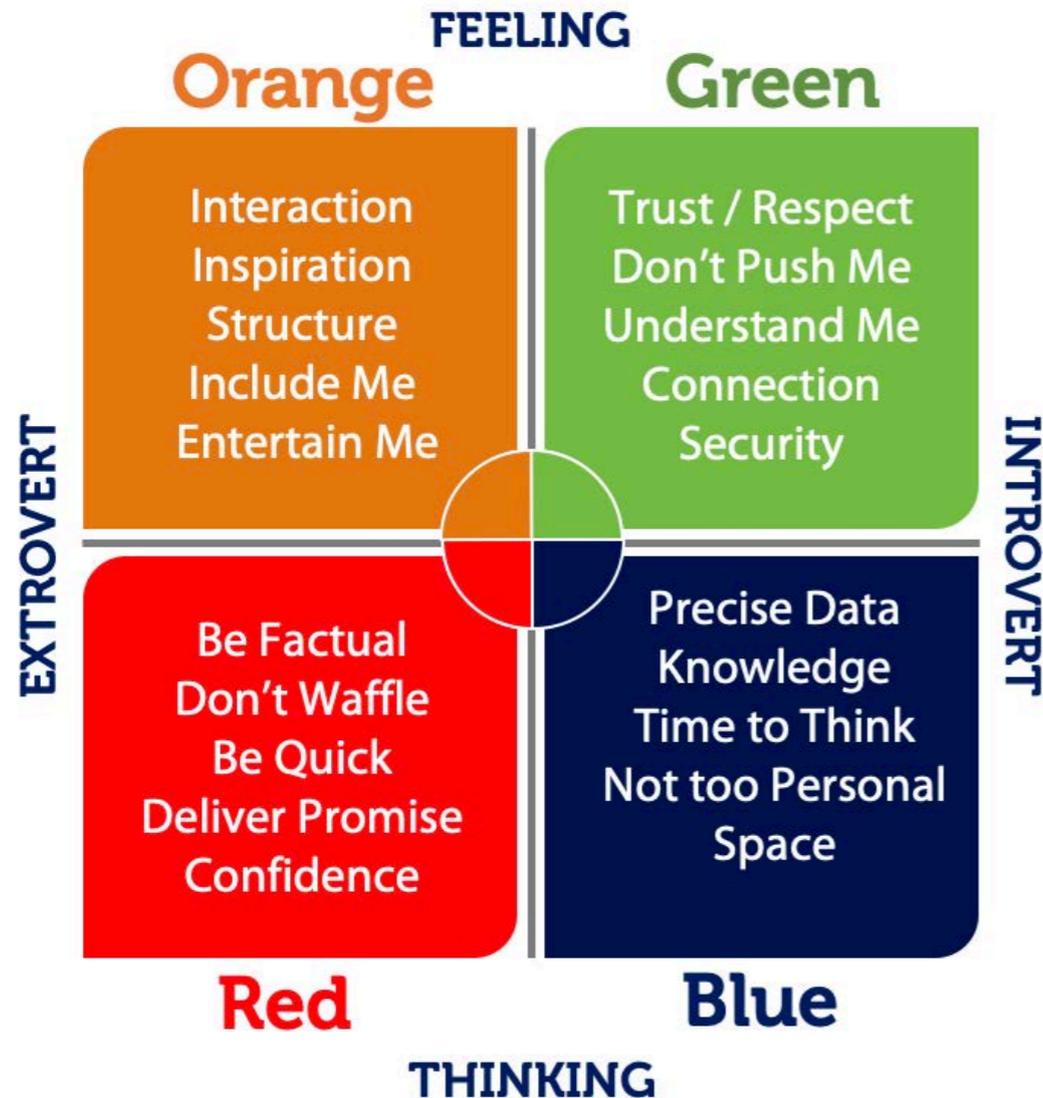
### Gaining Commitment

- x I find it hard when some people just want to think about and might push them a bit too hard for an answer
- x I sometimes drop customers who take too long to make a decision - i simply move on.

# Customer Buying Personalities

## Salecology Colours for Buying

Salecology colours can also be married to buying behaviour as well as sales behaviour. Below is a brief description of each colour as a buyer. Overleaf we will review your difficult customer type.



### Salecology Orange - Inspire and Entertain Me

People with a high level of Orange like to be with people they like. They are open, extraverted, friendly and enthusiastic. Orange buyers enjoy the interaction and inspiration of the sale, they can also be impulsive and can get carried away in the moment.

### Salecology Green - Demonstrate Empathy and Trust

Green energy, enjoys a more low key, friendly approach, and have high need to form close and sincere relationships. With a deep rooted fear of being taken advantage of, Greens are most comfortable with sales people that demonstrate empathy, honesty and sincerity.

### Salecology Blue - Systematic and Precise approach

Buyers who have Blue energy are both questioning and skeptical and give the impression of being detached from their feelings. They carefully evaluate all the options and have done a lot of private research. They are most comfortable in a formal, business like atmosphere. The blue customer places buying decisions on objective information rather than emotion.

### Salecology Red - Assertive Action & Results

With an assertive and results orientated demeanour, Red energy prefers orderly, matter of fact conversations so they can make up their mind quickly, even if it is a complexed decision. Red likes to be in control of the pace and has a tendency to dominate the conversation. They expect the meeting to be formal, focused on the business, with decisions made at the end of meeting.

# Selling to Salecology Green

## Connecting

When connecting with a green, remember to speak softer with a slower calmer pace. They prefer an indirect style with little challenged and place great importance on the sincerity of you approach. A gentle handshake will be more appropriate than a firm one, good eye contact is important to build trust but not too much as to intimidate. Remember for a green personality, you need to show them you care so be prepared for small talk and to share something a little more personal.

## Exploring

Green energy doesn't like to be rushed and when confronted by a fast talking sales person, may try to control the process by becoming stubborn. Use your questioning techniques in a more gentle manner, focusing on feelings and impacts on both the buyer and others around them. Ensure the questions and discussions are meaningful and demonstrates empathy to build trust.

## Demonstrating

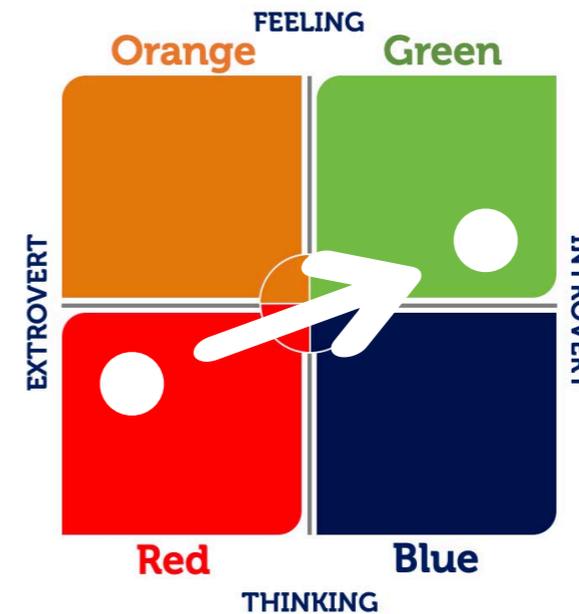
Although you may be very clear on the solution, don't tell Green the answer. They enjoy mutual problem solving in a supporting environment. When presenting the solution, ensure you use their words and play back how it helps both them and others. Using logical and rational statements will add credibility and continue to build trust, and hearing how others have implemented the solution will also add credence to your proposal.

## Gaining Commitment

Getting green customers to say yes will come down to the question "do i trust you". Green likes to avoid risk, so building the relationship through the sales cycle is imperative. Helping green through the buying process, rather than selling to them is the key to closing this sale.

## Your Difficult Customer

With a preference for Red /Orange, your opposite colour, Green / Blue will provide you the most challenges when trying to sell to them. Here is a little more detail about the Green buyer profile:



Green buyers are introverted and as such have a quieter demeanour and are cautious and reflective by nature. They have an agreeable and welcoming manner about them and have frequent displays of modesty and accommodation.

This behaviour does not constitute that they are a pushover, they can be cautious and hesitant when making decisions, reluctant to commit quickly and often avoid change. Green likes to ensure the decision is right before taking it, and may well involve others in their decision making.





**John Smith**

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# How your brain works

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Representational Chapter

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## How you think

As humans we receive information through our five senses and store them in our brain as forms of memory. This is often referred to as a sensory system and is part of the nervous system responsible for processing sensory information.

Based on how people are wired, people store and recall information in different ways. The 3 we are focusing on are:

Visual – (see)

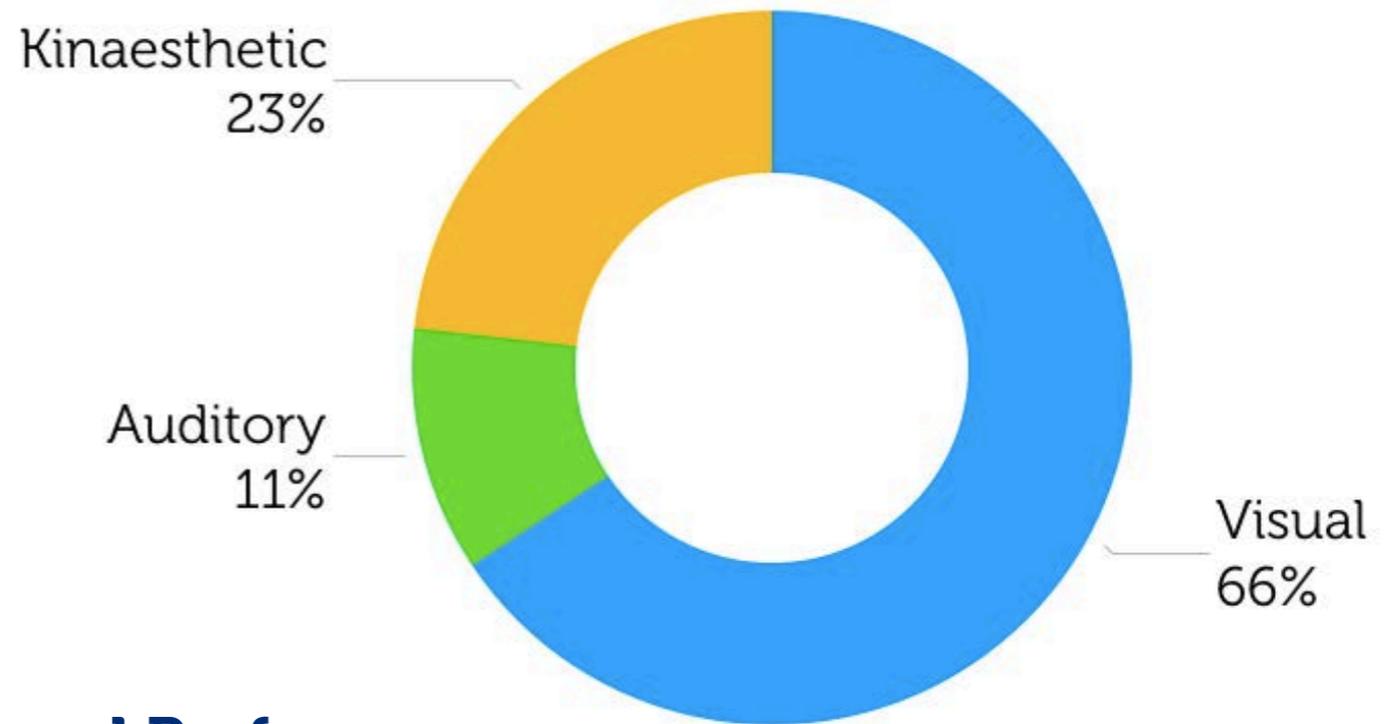
Auditory – (hear)

Kinaesthetic – (touch)

We continually make use of our sensory systems, switching between one to another for different reasons throughout the day. Most people tend to favour one over the others and therefore process most of their information in this manner, where others might have an even blend across 2, and a lot less common all 3. This is all done unconsciously.

The preference chart opposite helps identify where you preferences are, how you like to experience the world, and how you like to receive and process information.

Understanding your customer's preference will enable you to adapt your style (if necessary) to connect with them on a totally different level and make them more receptive to your ideas and influences.



## Visual Preference

You preference is for seen or observed things, including pictures, diagrams, demonstrations, displays, handouts, films, flip-chart, etc.

Visual people see the world through visual images and understand things by making pictures of it in their head. Looks are very important to visual people, especially first impressions. Remember the say, a picture paints a thousands words!

You will use phrases such as; 'show me, let's have a look at that' or 'I see what you mean'. Other visual words are;

- see
- looks
- appear
- vision
- show me
- dawn
- reveal
- imagine
- overview

From a sales perspective you want to give these people something to look at. This can be quite literal (show them the product, give them glossy, Technicolor brochures) or can be a visual description of the benefits they will get from doing whatever it is.

As a visual person it will come as no surprise that there are people who can walk into a showroom and buy "that car there!". It looks right to them. They can see themselves driving it.

## Kinaesthetic Preference - 23%

**Kinaesthetic** has a preference for physical experiences - touching, feeling, holding, doing, practical hands-on experiences. It deals with feelings and sensations.

Those that have Kinaesthetic preferences need to get a feel for things and people. The need to touch and feel the product, pick things up and play with them. They have a need to be doing.

This preference will use phrases such as; 'boils down to, get a load of this, get a handle on things, pull some strings. They will use Kinaesthetic words like:

- feel
- touch
- grasp
- sensitive
- catch on
- tap into
- concrete
- solid
- Grab me

Kinaesthetic people prefer to experience or learn by going ahead and trying it out, learning as they go. These are the people who like to experiment, hands-on, and never look at the instructions first!

In a sales world Kinaesthetic people need to touch and feel the product. Make sure you utilise the emotional and tactile senses when selling to this preference.

Those with Kinaesthetic preferences need to meet you in person. Talking over the phone doesn't do it for them, looking through the contract doesn't do it for them, they need to meet you, shake your hand and get a feel for who you are and what you can do for them.

## Auditory Preferences

**Auditory** has a preference for sound and dealing with hearing. This will be represented both by hearing external sounds as well as remembering things they have heard before.

Those that have Auditory preferences need things to sound right. Lowering your voice, pace, pitch, tone all have an impact on how the auditory preference will receive the information.

This preference will use phrases such as; 'clear as a bell, sounds like, word for word, keynote speaker, purrs like a kitten, to tell you the truth'. They will use auditory words like:

- sound
- listen
- discuss
- remark
- rumour
- hear
- say
- tune in
- loud

Auditory people prefer to experience or learn through listening or talking out loud. They have a need for noise and don't enjoy or work well in quiet isolation. Auditory preferences seldom take notes or write down information.

In a sales world, Auditory people listen carefully to what people have to say and accept it if it sounds right. They remember events and experiences by the sounds they heard at the time, or the tone of voice the person used. Use mnemonics as part of your sales pitch and rhyming will also help them connect better in your presentations.

Unlike Kinaesthetic, Auditory preferences are happy to spend hours on the phone, as long as the person's voice is interesting.

## About this report

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