

Salecology[®]



John Sample

Sales Profile

22 October 2020

Welcome

This profile is based on an online Salecology questionnaire completed on 22nd October 2020 by John Sample.

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.

When reading this report, please remember that it is based on the information gained from the (unsupervised) assessment session only and the answers provided to the questionnaire.

*Knowing yourself is the
beginning of all wisdom*

Aristotle

*Get closer than ever to your
customers. So close that you
tell them what they need well
before they realise it themselves*

Steve Jobs

*Emotional Intelligence accounts
for 80% of career success*

Dan Goleman

*You can make more friends in 2
months by becoming interested in
other people than you can in 2
years by trying to get people
interested in you*

Dale Carnegie



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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

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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

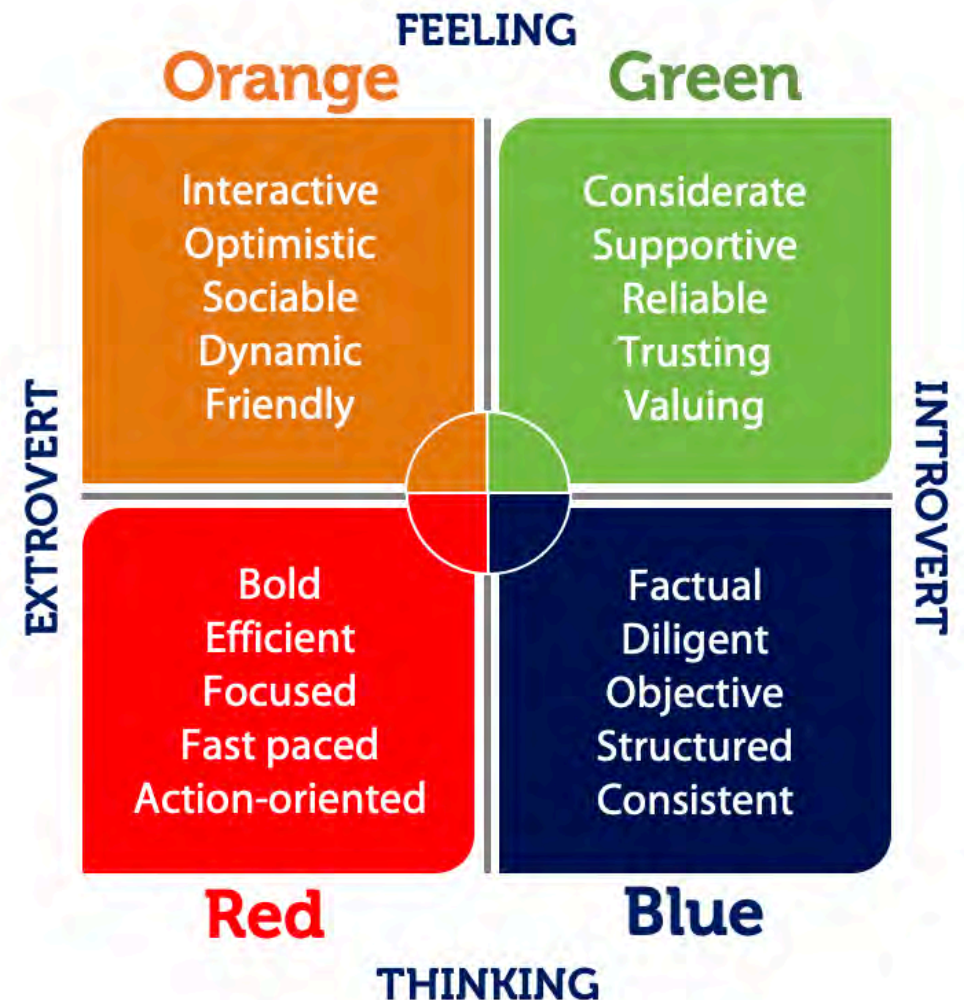
Green energy is concerned with values and depth in relationships. They are introverted, have a quiet determination and persistence.

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.

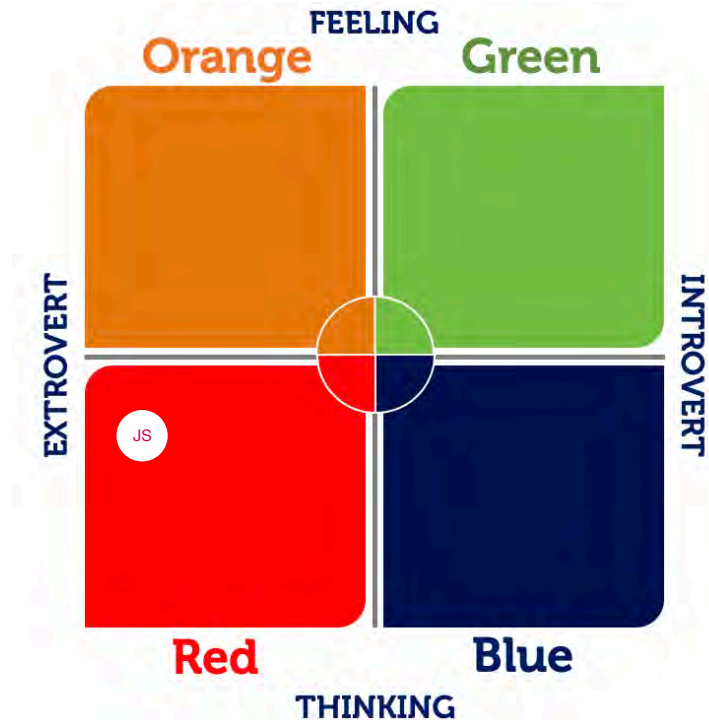
Salecology Red - Assertive Action & Results

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 preferential Salecology Colour is Red. You are also close to the Orange, which means that you will have an ease of using Orange energy in your daily activities.



You have a strong and decisive personality and are happy to engage and interact with others. You see tasks in logical and sequential order, but love to seek new ideas and opportunities to try out and explore. 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 you are primarily action oriented. 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 then utilise your intuition to look for patterns and meanings.

As a natural leader you often find yourself in command or directing decisions to be taken or made. You are very good at focusing on both short and long term goals. As a good networker, you may have a tendency to present yourself as an expert and knowledgeable on a subject, and keen to educate others on it. This can sometimes leave you in precarious situations when challenged by other experts.

You express your thoughts and opinions strongly, with a decisive tone. Your natural curiosity, and innovative thinking, will find new ways of problem solving. You will forcefully uphold and back your decisions, and are not scared of resistance. This demonstrates your ability to take risks, when you believe they are worth taking.

With your drive and enthusiasm for new challenges, you may find that sometimes projects that you initiate don't quite get completed. You prefer to make your decisions based on 'gut feel' rather than extensive analysis.

Some people see your goals and decisions as unrealistic or over stretching, but you have always achieved your objectives with hard work, determination and perseverance.

You on a Good Day

Keywords that may be associated with you on a good day:

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

You across the sales cycle

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

Sales Planning

- ✓ Sets clear and stretching personal objectives
- ✓ Clarify's targets and reports in clear manner

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 future orientation
- ✓ Confident and Enthusiastic Presentation

Gaining Commitment

- ✓ Strong at objection handling
- ✓ Happy to negotiate and hold out where necessary
- ✓ Takes control and asks for the order

Your Selling Strengths

John 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, persuasive 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 let 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 chase 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. 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 a 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

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

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

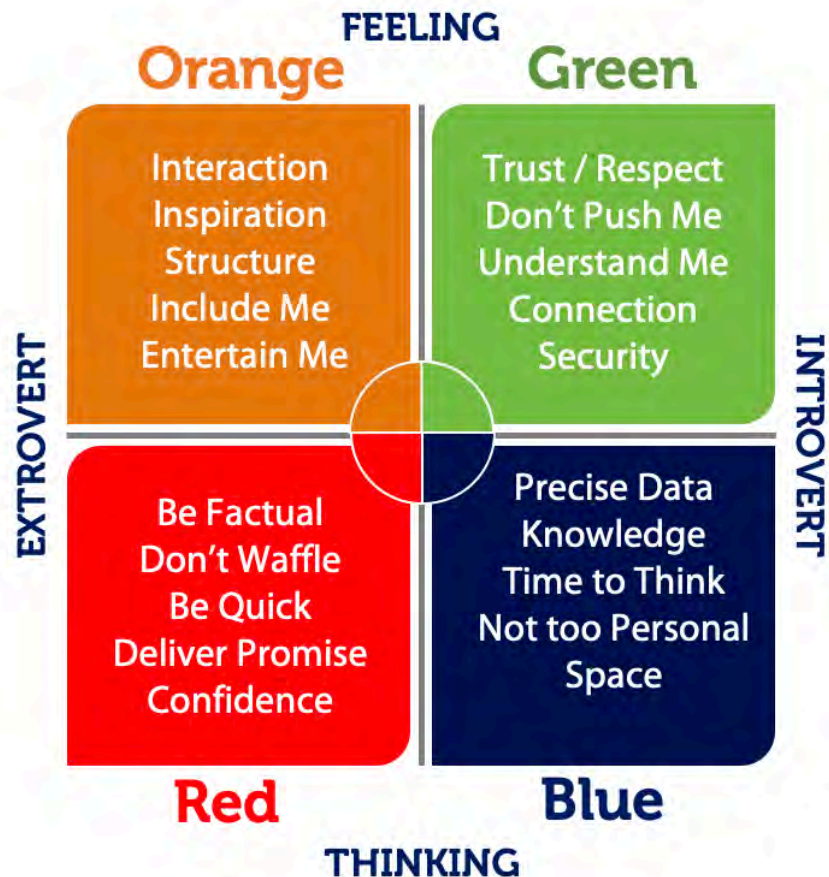
Managing Opportunities (Selling Value Proposition)

- 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 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 routed 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 (not soft) with a slower calmer pace. They prefer an indirect style with little challenge and place great importance on the sincerity of your 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 less forthright 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. Gain concrete evidence, not just anecdotal feedback, you will need it later.

Demonstrating

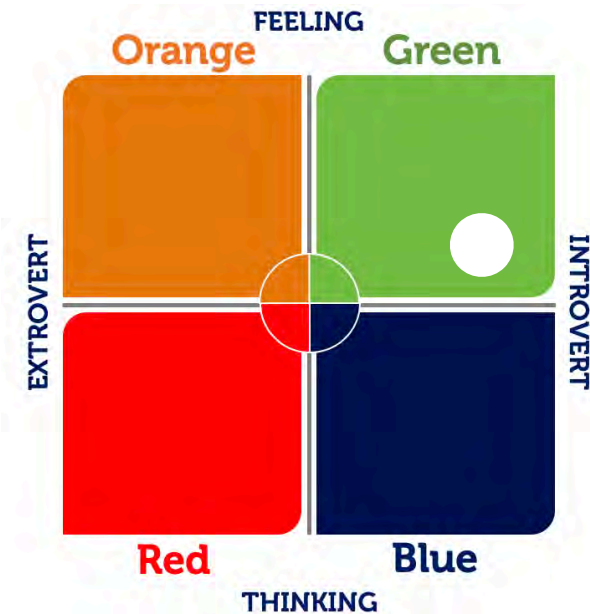
Although you may be very clear on the solution, don't tell Green the answer. They enjoy mutual problem solving. When presenting the solution, ensure you use their words and play back how it helps both them and others. Using logical and rational statements will add credibility and continue to build trust, 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. Overcome objections with factual answers as well as story telling.

Your Difficult Customer

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



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. Your opposite colour likes to ensure the decision is right before taking it, will look for more content, data and information, and may well involve others in their decision making. Your usual logical arguments with future orientation will be questioned, challenged and will require more detailed discussions - which you can do - but will potentially find it tedious and frustrating.

John Sample

How your brain works

Sensory Chapter

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How your brain processes the world

As human, our senses connect us to the world. 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.

It's a dynamic process. The brain is not just a receiving station for sensory signals, and what we see, hear, and feel, it is constantly shaped by emotions, memories, moods, and beliefs. Our sense of the world is a creation of the brain, and the same physical sensation may be experienced quite differently at different times of life, and even from day to day.

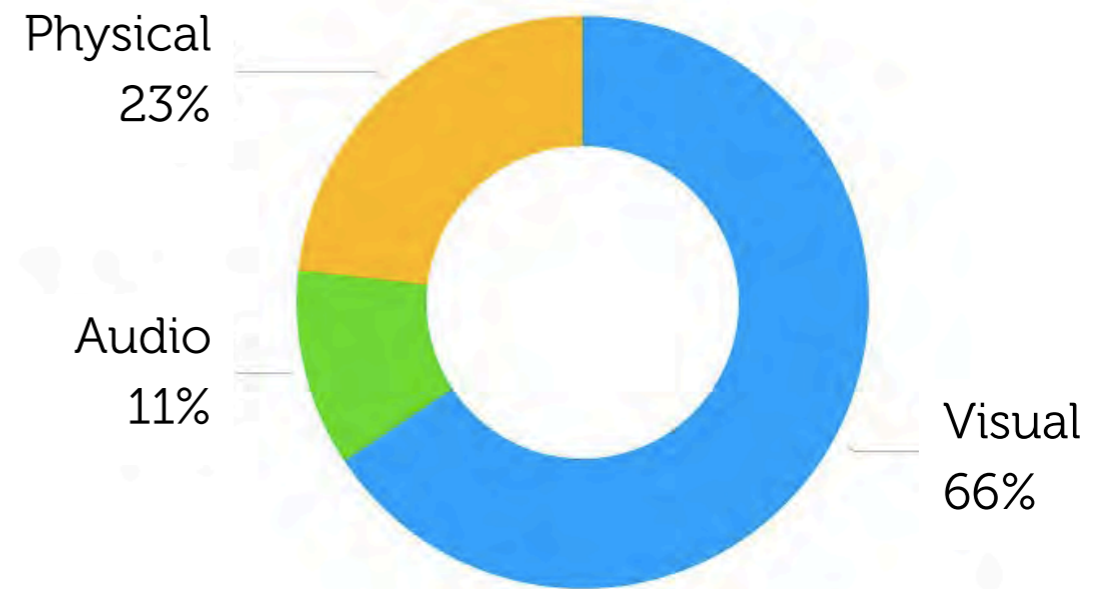
We traditionally refer to the five senses of sight, hearing, taste, smell, and touch—a schema that dates back to Aristotle. Based on how people are wired, people store and recall information in different ways.

As sales professional we typically rely on three of the five senses in the sales process. Those 3 that we will be focusing on are:

- Visual – (see)
- Audio – (hear)
- Physical - (touch)

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

By knowing your primary sensory preference, and that of your customer, you can adapt your sales style, presentation and pitch, to communicate directly to their brain and engage both their conscious and unconscious mind. This will mean they will be more receptive to your ideas and influences.



Visual Preference - 66%

John, you are primarily a visual person and have innate preferences for visualising things and interpreting the world around you in pictures and images.

You understand things by either recalling images you have seen before or imagine how things may look by making pictures in you mind. Looks are very important to you, especially first impressions. Remember the saying, 'a picture paints a thousands words' that is definitely true for you.

You are quick to form opinions of someone as soon as you see them, and spend the next few minutes studying their body language and looking for congruence to your first impression.

From a sales perspective you have a tendency to give your prospects something to look at. This can be quite literal, such as show them the product, give them a glossy brochures or maybe even show them a video. You also use visual words to describe the benefits of your products and services.

Your Strengths as a Visual

Visualising The Play

One of your strengths is your ability in running through the sale in your mind and how it will play out. This mental preparation is like watching a movie of the sales meeting, building your sales approach, overcoming potential objections and visualising the close. This visualisation gives you great foresight and helps to drive better sales conversion.

You are very observant of the body language of your customers, you have a great memory of faces and what people did in meetings.

Presentation

As a visual person you pay close attention to how you present yourself to your clients, in terms of dress, grooming, stance, body language etc. You are a master at using visual cues in your presentations. You always have brochures, graphics, imagery, charts and graphs in your arsenal to help customers see the benefits.

Drawing and sketching is also something you do naturally. You reinforce points by drawing a diagram or capturing things on a flip chart in the room.

Conceptual Selling

If you have a tangible product you love 'showing' it off. Without a product to show to the client, you are awesome at building a picture of what the solution will look like. Your use of visual words help the customer to engage with the solution and 'see' how it will look in their own mind.

Equally, when the customer explains to you what they are looking for, you can picture it in your mind and help bring it to life for them.

Physical Preference - 23%

John, your second strongest sensory preference is Physical. This is a preference for a more tactile / hands on approach. A high score in the preference will mean you experience the world through touch, feelings and sensations.

On a different level, those with a preference for physical are also about feelings and emotions. They are genuinely interested in how someone is feeling, and want an emotional connection with others. Physical's can also tell you a lot about a person from their handshake. They utilise their 'gut feeling' to sense check whether someone is trustworthy.

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 Physical words like:

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

From a sales perspective they are 'hands on' and like to get a feel for things and people. they are someone who wants to touch and feel the product and get it in the hands of your customers. they won't know how you feel about the product until they've had time to 'play' with it.

Audio Preferences - 11%

John, your lowest sensory preference Audio. Auditory people have a preference for sound and interpreting the world around them through what they hear. This will be represented both by hearing external sounds as well as recalling things they have heard before.

Audio people like to experience or learn through listening or talking it through. They enjoy background noise and don't enjoy or work well in quiet isolation.

Those that have Audio preferences need things to sound right. The use of your voice, pace, pitch, tone all have an impact on how the Audio preference will receive the information.

People with 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

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

From a sales perspective audio people listen carefully to what others have to say and are great at remembering names and information that they have heard. Use memorable phrases or slogans that capture the customer's mind.

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

Hints & Tips for selling to Audio Types

As Audio is your lowest preference, below are some hints and tips on how to modify some of your approach to connect better with them.

Talk it Through

Audio people prefer to talk it through, so talk the customer through the brochure, product demonstration, or proposal document to ensure they understand the salient points. When you give them the brochure or something to look at, wait for 10 seconds and then start talking.

TED Questions

Getting Audio's to open up is important. TED questions (Tell me, Explain to me, Describe to me) are really powerful questions for an Audio based customer as it gives them the opportunity to expose their needs from your product or service.

Voice Control

Use your voice to hold their attention. Change tone, volume, pitch, and speech rate to verbally emphasise and enhance your sales points. Audio prospects will pay as much attention, if not more, to how you speak as to what you say.

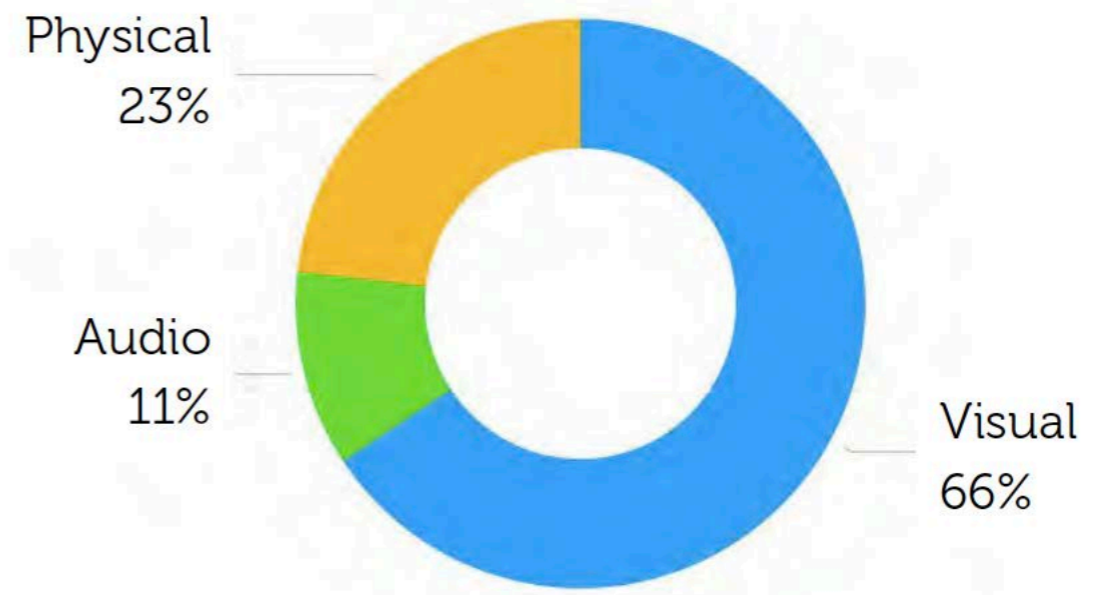
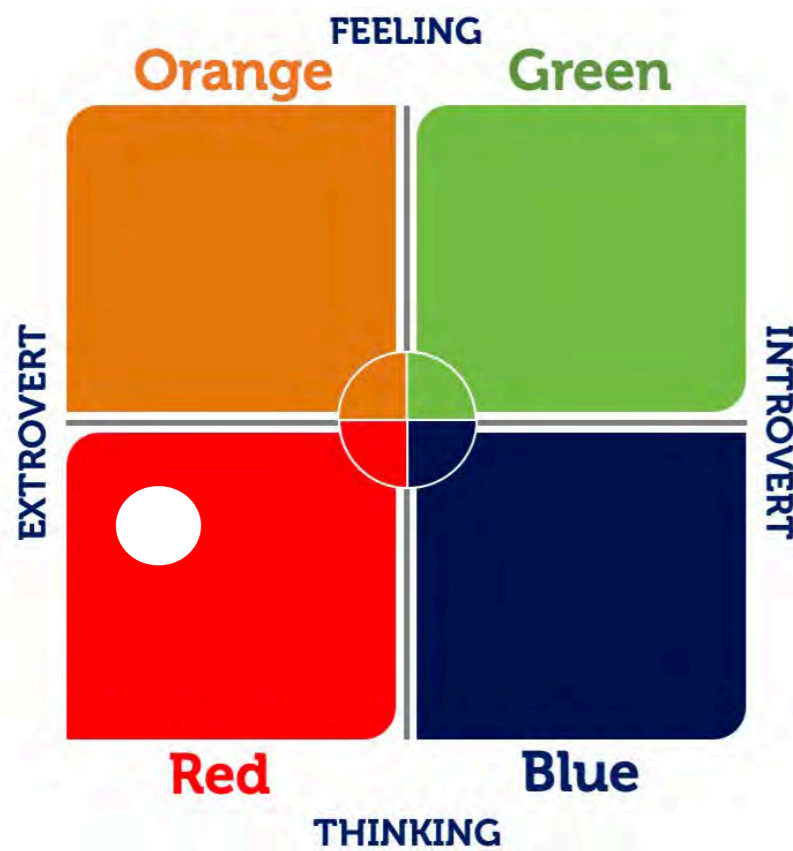
Using Rhyming words or sound bites

Utilise mnemonics as part of your sales pitch, they will be a lot more memorable for this preference. Slogans and rhyming sound bites are amazing at making your solution stand out from the competition. We all link to certain products as soon as we hear the strapline "I'm loving it".

Reinforce the core message at least 3 times throughout your sales pitch, as the audio preference will store the data and recall it. When making your presentation: Tell them what you are going to tell them, tell them, and then tell them what you told them.

Notes Section

Use this page to capture any notes from you profiles, key learnings or actions you wish to take from these findings.



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accelerate your sales today

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