



MAXWELL
LEADERSHIP®

Simon Sample

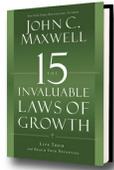
Style: Peacemaker SC

Maxwell DISC Sales Profile Report

Wednesday, August 11, 2021

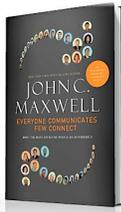
Your Maxwell DISC Sales Profile

Congratulations on completing your Maxwell Leadership DISC Sales Profile. This report will provide you with powerful insight into several important areas that will help you to better understand your sales style and increase your sales impact.



In John Maxwell's book, **The 15 Laws of Growth**, The Law of Awareness states, "You must know yourself in order to grow yourself." This Maxwell Method report is designed to help you to better know yourself, as well as provide you insight on how you can grow yourself in the area of sales. Whether you are new to selling or a seasoned sales veteran, the Maxwell Leadership DISC Sales Profile will undoubtedly add value to you. This report provides a wide variety of information that will help you better understand your selling style and ways you can maximize it. It also offers awareness of the various buying styles allowing you to better understand and serve your clients.

This report is based on the DISC methodology of human behavior. Dr. William Moulton Marston, while at Harvard University in the 1920's, developed the DISC Theory while doing research for his book, *The Emotions of Normal People*. When his research was complete, the DISC theory was formed into a validated and reliable assessment for personal and professional development. DISC is the methodology used in this report. This report has been customized based on the responses you entered as you completed your assessment. You will see on the front cover of your report, just below your name, a descriptive name for your type. Since each of us, to varying degrees, are a combination of the 4 primary DISC Types, your type descriptive name will be immediately followed by 1, 2 or 3 of the other DISC letters. While you are able to see the explanation of your DISC profile type and how it presents itself in each of the above four style areas, your Maxwell DISC Consultant will be better able to guide you through using this design combination to help you gain the most insight into this report and maximize how you can better know yourself, grow yourself, serve your clients, and maximize your sales Impact.



There are two core components of this report: Your Sales Profile and Communication. The first gives you insight into the style you are designed with when it comes to interacting with others and the various styles of others when they relate to you. The second area of the report is centered around communication and helping you to better understand and communicate with those you serve. In his best-selling book, **Everyone Communicates, Few Connect**, John C. Maxwell shares that, in order to connect with others, we must first understand one another. John goes on to teach that others must know, like, and trust us before we are allowed the opportunity to serve them. Truly successful salespeople build relationships with this process in mind. This report will help you in building that relational process as you serve clients. If you sell any product, service, or a combination thereof, the Maxwell Leadership DISC Sales Profile will guide you to impactful results!

Now, let's begin the journey into your sales profile and communication style. The next two pages provide you an introduction into the four DISC types, your unique sales profile, the various buying styles and how to increase your sales by leveraging what the report helps you to understand. You can maximize your understanding and use of these pages by involving your Maxwell Leadership DISC Certified Consultant as you journey through the pages, as well as utilizing their expertise and other resources in helping increase your influence, impact, and income.

Introduction

Your report uses the DISC Personality System. The DISC Personality System is the universal language of behavior. Research has shown that behavioral characteristics can be grouped together in four major groups. People with similar styles tend to exhibit specific behavioral characteristics common to that style. All people share these four styles in varying degrees of intensity. The acronym DISC stands for the four personality styles represented by the letters :

- D = Dominant, Driver
- I = Influencing, Inspiring
- S = Steady, Stable
- C = Correct, Compliant

Knowledge of the DISC System empowers you to understand yourself, family members, co-workers, and friends, in a profound way. Understanding behavioral styles helps you become a better communicator, minimize or prevent conflicts, appreciate the differences in others and positively influence those around you.

In the course of daily life, you can observe behavioral styles in action because you interact with each style, to varying degrees, everyday. As you think about your family members, friends and co-workers, you will discover different personalities unfold before your eyes.

- Do you know someone who is assertive, to the point, and wants the bottom line?

Some people are forceful, direct, and strong-willed.

This is the D Style

- Do you have any friends who are great communicators and friendly to everyone they meet?

Some people are optimistic, friendly, and talkative.

This is the I Style

- Do you have any family members who are good listeners and great team players?

Some people are steady, patient, loyal, and practical.

This is the S Style

- Have you ever worked with someone who enjoys gathering facts and details and is thorough in all activities?

Some people are precise, sensitive, and analytical.

This is the C Style

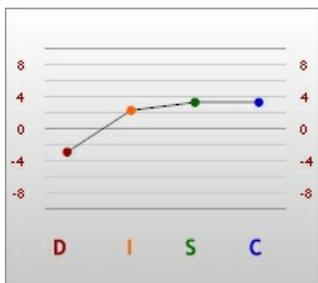


The chart below helps put the four dimensions of behavior into perspective.

	D = Dominant	I = Influencing	S = Steady	C = Compliant
Seeks	Control	Recognition	Acceptance	Accuracy
Strengths	Administration Leadership Determination	Persuading Enthusiasm Entertaining	Listening Teamwork Follow-Through	Planning Systems Orchestration
Challenges	Impatient Insensitive Poor Listener	Lack of Detail Short Attention Span Low Follow-Through	Oversensitive Slow to Begin Dislikes Change	Perfectionist Critical Unresponsive
Dislikes	Inefficiency Indecision	Routines Complexity	Insensitivity Impatience	Disorganization Impropriety
Decisions	Decisive	Spontaneous	Conferring	Methodical

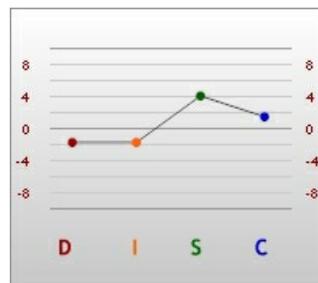
Because human personality is comprised of varying intensities of the four behavioral styles, the DISC graph helps make the personality style more visual. The DISC graph plots the intensity of each of the four styles. All points above the midline are stronger intensities, while points below the midline are lesser intensities of DISC characteristics. It is possible to look at a DISC graph and instantly know the personality and behavioral characteristics of an individual.

Below are your three DISC graphs, and a brief explanation of the differences between the graphs.



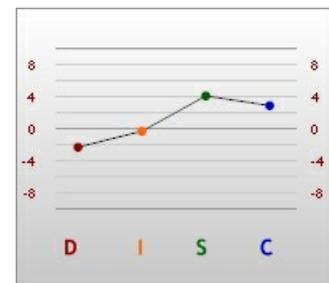
DISC graph 1 represents your "public self" (the mask)

This graph displays the "you" others see. It reflects how you perceive the demands of your environment, and your perception of how you believe others expect you to behave.



DISC graph 2 represents your "private self" (the core)

This graph displays your instinctive response to pressure, and identifies how you are most likely to respond when stress or tension are present. This would be your instinctive reaction.



DISC graph 3 represents your "perceived self" (the mirror)

This graph displays the manner in which you perceive your typical behavior. It could be referred to as your self perception. Although at times you may be unaware of the behavior you use with other people, this graph shows your typical approach.

Description

understanding your style

Simon's style is identified by the keyword "Peacemaker".

Simon, as a Peacemaker style, is kind in nature and is very detail oriented. Peacemakers are caring about the people around them and possess the qualities that make them very meticulous at task completion. Simon likes to look around carefully before making any decisions and weigh how it will affect people, at times being overly cautious. If Peacemakers feel someone is taking advantage of a situation, they will slow down processes so that they can watch what is going on around them.

Simon is loyal to supported leaders, and is an excellent person to have on the team. Peacemakers carefully and consistently work through situations. They tend to show anxiety when put in a situation where they feel obligated to make decisions that may negatively affect others. Simon wants stability and exhibits stability in relationships, needing a protected and secure environment. Peacemakers enjoy people, but prefer a few close friends to many acquaintances. They like small groups rather than crowds. They are overly sensitive and don't handle criticism well. They need to develop confidence and be more independent. Simon is very concerned about what people think and avoids conflict.

Precision is imperative in everything Simon does. Peacemakers can be counted on to carry out any tasks correctly. They want exact facts and figures before they will make a decision; they feel uneasy when forced to make a quick decision. They often keep feelings to themselves. Others may not be aware of their strong beliefs. Peacemakers do not blow up easily, but after a point they will make their feelings known to everyone. Simon wants a stable home and work environments that promote security. The more stable and non confrontational the environment, the happier a Peacemaker will be.

Because this individual cares about how others feel, Simon may feel uncomfortable making decisions that strongly affect others. An encourager to others, Simon promotes involvement in the decision-making process and prefers to work in a team role. Others tend to see them as agreeable and humble.

Although socializing is not typically a primary focus, Simon is one who can appreciate relationships and is comfortable being involved in social functions, without wanting to be the center of attention. Simon prefers to complete tasks before socializing and is more likely to feel comfortable participating in organized activities or friendly competition.

Simon values close, personal relationships and will often put the needs and desires of those who are loyal friends ahead of his/her own. This is an even-paced individual who thrives in a peaceful, harmonious environment. Simon will work to avoid conflict and sudden changes in lifestyle and finds joy in keeping tradition.

Systematic and detailed, Simon focuses on processes. Others see this individual as practical and logical. Simon tends to be sensitive to criticism, but prefers to internalize emotions rather than expose them. Simon likes to clarify expectations before undertaking new projects because of the hard work they will do to meet those standards.

Careful, thinking things through
Possessive, sensitive
Slow to make changes, predictable
Non confrontational, internalizes feelings

General Characteristics

Recognition for loyalty and dependability
Appreciation of their high quality work
No sudden changes in procedure or lifestyle
Activities to start and follow through to the finish

Motivated By

Practical procedures and systems
Stability and predictability
Tasks that can be completed at one time
A friendly, team atmosphere

My Ideal Environment

Sales Profile

Introduction

Research suggests that the most effective sales people are the ones who truly understand human behavior and can not only predict behavior, but can modify their own behavior to that of their buyer. Successful sales people appreciate their own strengths and limitations and quickly assess the strengths, limits, needs and preferences of their customers. In sales, information is power!

This section explains your personality style in a sales role according to the DISC Personality-Typing System. It helps you identify your own selling strengths and limits. With this information, you can capitalize on your strengths and recognize any limits hindering your success. Secondly, this report offers tips for a manager based upon your unique selling style. Lastly, this report covers ways to motivate customers based upon the preferences of their distinctive buying styles.

It's no secret that different customers with different personality styles have different "hot buttons" that will make them buy. The job of the sales person is to find that particular button and push it effectively. The psychology of selling is in understanding the customer and pinpointing his/her unique motivating factor(s); then, creating a favorable environment that will stimulate him/her to purchase.

Identifying your selling style as well as the buying styles of your prospects can become both revealing and confirming. It will show you new aspects of your communication as well as confirm facets you already knew. You'll find this information valuable in every area of your life – at work, home and in every area that you interact with others.

Sales Profile

Your Personal Selling Style

Simon Sample

Your Instinctive Selling Style Description

Your Style is a Peacemaker Style ("SC" Style)

Peacemakers are kind, steady, agreeable people who are skilled at managing detailed and long term sales processes. They sell by showing sincere concern, being great listeners to client problems, and being loyal and supportive after the sale. They not only build professional client relationships but nurture them over time. Peacemakers are cautious when it comes to decisions; they like to evaluate situations, carefully weighing the pros and cons, comparing and contrasting elements, or thinking about the outcome. Peacemakers will never try to force their ideas or pitch upon customers. Instead, they reach others with their empathy, easiness and ability to provide practical solutions.

Peacemakers can be counted on to deliver what they promise and do it thoroughly. They have the ability to observe detailed sales procedures, strategies and plans. With the right amount of aptitude and self-discipline, Peacemakers can achieve high levels of competency; they may then develop an expertise in a complex sales field. Peacemakers place a high importance on accuracy and precision and desire to have quality be their hallmark. Peacemakers have no problem making a decision, but prefer to have exact facts and figures initially. Peacemakers excel when given specific feedback, guidelines and deadlines. The more they know in advance, the more effective they can be. To the Peacemaker, "information is power!"

Peacemakers are loyal, trustworthy, dependable, and accountable with associates and clients; they excel in supportive roles or as part of a team. They will carefully and consistently work through situations to find the most practical, efficient or effective answer. Peacemakers want stability and exhibit stability in professional relationships; they need a protected and secure environment with minimal change. They like to spend time with clients, but have no problem working independently. Peacemakers are terrific multi-taskers and highly responsible at managing many critical accounts.

Sales Profile

Your Personal Selling Style

Simon Sample

Your Instinctive Selling Style Description

Capitalize upon your selling strengths and minimize your selling challenges by first recognizing their potential to facilitate or hinder your sales success. Use your best selling attribute to add value to your sales team. Create a sales environment that is conducive to your strengths.

Peacemaker Selling Strengths

- Relationship builder, friendly and approachable
- Great listener
- Extremely patient with long sales cycles
- Soft sell approach
- Service minded, long term, approach to sales
- Won't make empty claims or promise more than can deliver
- Very intuitive in realizing the timing for closing
- Empathetic of customers needs
- Good knowledge of product facts, statistics and information; prepared presenter
- A healthy respect for sales leaders, sales procedures, details, and being a team player
- Always looks for practical solutions

Peacemaker Selling Challenges

- May have tendency to feel criticized or take sales rejection personally
- May be intimidated by strong or demanding personalities
- May hold grudges/bitterness toward associates/clients who they perceive have hurt them.
- Avoids confrontation at all costs;
- Prefers to spend time servicing old accounts rather than selling new accounts
- May be reluctant to ask for the close or be assertive enough to up sell
- Would rather sell tangible rather than intangible products, services
- Not aggressive with sales objectives; Peacemakers are not naturally competitive

Peacemaker Best Sales Attribute

- Patience with long sales cycles, great at servicing old accounts

INCREASING SALES WITH CUSTOMERS

Recognizing Your Customer's Buying Style

Before you can modify your selling style to your customer's buying style, you must first observe your buyer. To do so, take note of the following: the questions they ask, their pace, directness, openness, body language, pictures in their office, style of dress, are they formal or casual?

<p>If your customer...</p> <ul style="list-style-type: none">• is fast-paced; to-the-point; decisive• is competitive; individualistic• has a high ego strength; confident• is disinterested in "how" the job is done• likes change and taking risks <p>Your customer is a "D" Style</p> <ul style="list-style-type: none">• Extroverted + Direct = The D Style• The higher the D, the more the need for dominance <p>They buy products based upon...</p> <p>expediency, expert reviews, superior quality and their ability to get results</p>	<p>If your customer...</p> <ul style="list-style-type: none">• is responsive; charismatic; animated• is spontaneous; optimistic• enjoys small talk• talks about their feelings and other people• emphasizes fun and stories <p>Your customer is an "I" Style</p> <ul style="list-style-type: none">• Extroverted + Friendly = The I Style• The higher the I, the more the need for interacting <p>They buy products based upon...</p> <p>impulse, aesthetics, word of mouth, and their ability to give prestige</p>
<p>If your customer...</p> <ul style="list-style-type: none">• is less responsive and expressive• emphasizes facts and details; compares data• seems reserved, cautious and controlled• likes to work independently• is very task oriented and quality oriented <p>Your customer is a "C" Style</p> <ul style="list-style-type: none">• Introverted + Analytical = The C Style• The higher the C, the more the need for compliance <p>They buy products based upon...</p> <p>proven ability, product warranties, comparisons and information available</p>	<p>If your customer...</p> <ul style="list-style-type: none">• is friendly; relaxed; agreeable• is cooperative; enjoys working in teams• resists change and taking risks• asks more questions, makes less statements• is disinterested in "how" the job is done <p>Your customer is an "S" Style</p> <ul style="list-style-type: none">• Introverted + Cooperative = The S Style• The higher the S, the more the need for security <p>They buy products based upon...</p> <p>practicality, simplicity and their ability to make the user more secure</p>

Sales Profile

INCREASING SALES WITH CUSTOMERS

Ways to Improve Sales with each Customer

After spending time with your prospect, remember to create an environment favorable for their particular style. Use the suggestions for each style and follow these steps below:

1. Recognize your prospect's personality-buying style. Are they a D, I, S, or C style?
2. Gain rapport and trust by acclimating your style to theirs.
3. Demonstrate elements of the product or service that they would appreciate most.
4. Close your prospect according to their buying style.
5. Follow up with your prospect according to their buying style.

Selling to D-style customers

They want: "Tangible results"

Stressors: "Being taken advantage of; Loss of control; Losing to the competition"

Adapt your style using: a "Bottom line" selling strategy

- Do be brief, direct and to the point
- Do stay business like
- Do concentrate on the "results" or the "benefits" of the product or service
- Do be decisive and unwavering when explaining important points
- Do be confident: don't be intimidated
- Do disagree or agree with the facts, not the person
- Do allow them to win and /or be correct (in the end, you will win too)
- Do move faster than normal
- Don't over-promise
- Don't joke around too much (unless they are joking too)
- Make sure you provide yes or no answers, not maybe answers
- Don't try to "trick" with gimmicks or misleading claims; D styles hate to feel they have been taken advantage of

Selling to I-style customers

They want: "An enjoyable experience"

Stressors: "Rejection; Loss of social acceptance; Too much detail work"

Adapt your style using: a "Conversational" selling strategy

- Do have fun, and joke if you think it's appropriate
- Do tell them the benefits that will make them look good
- Do give them recognition and appreciation
- Do listen to their stories
- Do provide real life examples to illustrate complex concepts
- Do provide follow up and be accountable to your words
- Do let them know you understand their feelings and ideas
- Do allow them to talk, but keep the focus
- Do introduce them to other members of your team if relevant
- Do give them the opportunity to speak with your customers who have had a good experience
- Don't give them too many product details
- Do give them literature and details in writing

INCREASING SALES WITH CUSTOMERS

Ways to Improve Sales with each Customer

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4. Close your prospect according to their buying style.
5. Follow up with your prospect according to their buying style.

Selling to S-style customers

They want: "Security and Practicality"

Stressors: "Loss of security; Loss of personal relationships; Confrontation"

Adapt your style using: a "Personal" selling strategy

- Do show sincere interest in them as a person
- Do be friendly, personal and trustworthy
- Do give them the facts relevant to their job
- Do provide the assurances they need, concentrate on guarantees or return on investment
- Do be yourself, S styles can be astute judges of character
- Do close when you feel you have their trust
- Do give them real-life examples or stories to assure them
- Do ask questions and allow them to do most of the talking
- Do introduce them to customer and service specialists so that they will know they will feel assured
- Do provide follow up: be accountable to your words
- Don't be aggressive or fast paced, slow down your pace and humble yourself

Selling to C-style customers

They want: "Facts and Credibility"

Stressors: "Criticism; Incomplete tasks; Pressure to choose; Emotional displays"

Adapt your style using: an "Evidence and Confirmation" selling strategy

- Do allow them to ask questions
- Do be accurate with your responses
- Do provide the pros and cons to convince them
- Do focus on step-by-step explanations
- Do answer questions with facts and as many details as you have
- Do give them proof of your statements
- Do be direct and friendly; but minimize the small talk
- Do give them plenty of time and space
- Do follow through on details
- Do work toward earning their trust over time by keeping your word
- Don't pressure them to make decisions on the spot
- Don't get in their personal space or ask personal questions unless they choose to volunteer that information

INCREASING SALES WITH CUSTOMERS

Increasing Sales with Specific Customers

Instructions: Fill in the work sheet to help you better relate to (and better sell to) customers who you already know.

- Column 1: Write the customer's last name or corporate name here.
- Column 2: Refer to Part 3 to help you guess the style of your customer based upon what you know about the customer. Use 1, 2, or 3 DISC letters to describe their style.
- Column 3: Refer to the suggestions in Part 3 for tips that would help you form an action plan for success with that style.

CUSTOMER NAME	STYLE GUESSTIMATE (DISC)	ACTION PLAN
1.		
2.		
3.		
4.		
5.		
6.		
7.		

Communicating & Connecting

"When you connect with others, you position yourself to make the most of your skills and talents."

- John C. Maxwell

The ability to communicate, connect and collaborate are vital to your sales impact. This section of the report will help you to better understand communication styles, including your own, and how to maximize the uniqueness of each of those styles in better connecting to and collaborating with others.

We each have a preferred and predictable style of communication and connection when we interact with others. Each of us is a unique, remarkable, and complex being. Having a deeper understanding of ourselves provides us with an opportunity to bring our best to the way we connect to and collaborate with others. Having a better understanding of the preferred styles of those we serve helps us to be more effective in adding value to them in a way that they most value. It also helps to speed the sales process and remove potential barriers to clarity in that process. Based on your responses to the assessment, the next pages summarize your style and provide you with a view of how others may better understand of what that style looks like during communication and connection. You will also find helpful tips in more easily identifying the styles of others and better aligning that style in a way that will connect with others.

A special tool within this report is the "DISC CHARACTERISTICS AND COMMUNICATION APPROACH" page. This is a helpful one-page guide you can use in quickly identifying the communication style of others and then the approach that will work best to communicate and connect with them. Since communicating is a skill significant for connecting, collaborating, and serving alongside other people, and you will not likely know the DISC Style of everyone you encounter, we

have provided an easy-to-use behavioral traits list. While this is not an assessment, or even an in-depth look, it will at least provide you with some guidance on communicating with an individual in a way that would likely suit their style.

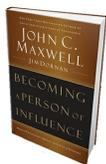
Also within this section you will find your strengths based on that style. We call this your **PowerDISC**. Understanding your PowerDISC will help you to position your strengths more intentionally in a manner that brings you greater influence with others. John Maxwell says that "leadership is influence." Part of influence has to do with the way we affect outcomes. Our strengths are what we are uniquely wired with that help us to influence others and shape the outcomes of our environment and our work. When we understand our strengths, we better understand the power of our influence. When we grow our strengths, we increase the level of our influence, have a more intentional effect on outcomes, and are able to have more intentional results.

Finally, you will see a description of your Personal Behavioral Style. You will find a general explanation, along with insight into what motivates you and your preferred ideal environment. The general characteristics are a great summary of your style. You will want to pay careful attention to the sections on "motivated by" and "ideal environment." Understanding your motivation will help provide clarity on what will empower you to sustain interest and focus. Understanding your ideal environment will help you to discover and align with the surroundings needed for you to bring your best work forward.

If you would like to grow deeper in understanding your communication style and that of others, along with how to better connect and communicate within your realm of influence, you may find the following tools helpful in your growth and journey to success. These are available through your Maxwell Leadership DISC Certified Consultant.



Everyone Communicates, Few Connect – To be successful in every area of our life, we need to learn to communicate in a way that connects, and it is a skill you can learn and apply in your personal, professional, and family relationships. This John Maxwell book and the associated Maxwell Leadership programs can help you to better develop the ability to truly connect with others when you communicate.



Becoming a Person of Influence – Positively impact the lives of others! Whatever your vocation or aspiration you can increase your impact on others by Becoming a Person of Influence. In this program you will learn simple and insightful ways to interact more positively with others and watch your personal and organizational success go off the charts.

Now, let's discover more about your communication style and leveraging it to communicate and connect with others as you increase your sales impact.

Communicating with the Peacemaker style

Remember, a Peacemaker may want:

- Security in situations, sincere appreciation, repeated work patterns, time to adjust to change, limited territory of responsibility, identification with group, areas of specialization, clear definitions of their roles

Greatest fear:

- Loss of security, being criticized

When communicating with Simon, a Peacemaker, DO:

- Create a favorable environment that is personal and agreeable
- Express a genuine interest in them as a person
- Provide them with clarification for tasks and answers to "how" questions
- Be patient and give them follow-up support
- Present ideas or departures from current practices in a non-threatening manner; give them time to adjust
- Clearly define goals, procedures and their role in the overall plan

When communicating with Simon, a Peacemaker, DO NOT:

- Be pushy, overly aggressive, or demanding
- Expect them to make decisions without all the information
- Ask them to discipline others or put them in competitive environments
- Be too confrontational or critical of their actions

While analyzing information, Simon, a Peacemaker may:

- Be openly agreeable but inwardly unyielding
- Internalize their concerns and doubts
- Hesitate to share feedback during presentations
- Require additional information and supporting materials

Motivational Characteristics

- **Motivating Goals:** Security, correct procedures
- **Evaluates Others by:** Precise standards (based on what they do), stability
- **Influences Others by:** Attention to detail, dependability
- **Value to Team:** Quality and correctness oriented, dependable, consistent
- **Overuses:** Caution, dependency
- **Reaction to Pressure:** Stubborn, fearful, holds grudges
- **Greatest Fears:** Abandonment, antagonism
- **Areas for Improvement:** Develop confidence and independence, be more flexible, don't fear confrontation



Knowledge comes, but
wisdom lingers.

- Alfred Lord Tennyson

Communicating with the Peacemaker style

Value to the group:

- Reliable, steady and loyal team member
- Compliant towards authority
- Good listener, patient and empathetic
- Will follow a task through from start to finish

Peacemakers possess these positive characteristics in groups:

- Instinctive relaters
- Participative managers who accomplish goals through personal relationships
- Make others feel like they belong
- Show sincerity and loyalty
- Provide specialized skills
- Can see a process for doing things
- intuitive about people and relationships
- Full of common sense, realistic and practical
- Buy into team goals
- Dependable and unvarying
- Identify strongly with the team
- Strive to build relationships
- Consider elements of a total project
- Even-tempered, stable and patient with others

Personal growth areas for Peacemakers:

- Be more open to change, develop more flexibility
- Be more direct in your interactions
- Focus on overall goals of the team rather than specific procedures
- Deal with confrontation constructively
- Increase pace to accomplish goals
- Show more initiative



You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.

- Lee Iacocca

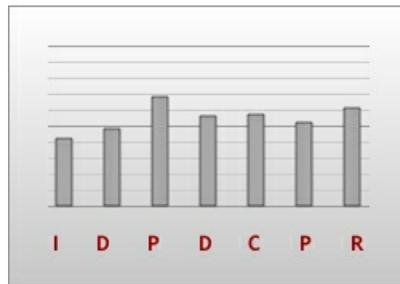
Additional Communication Tips

The MAXWELL METHOD

DISC STYLES OF COMMUNICATION

If you are communicating with someone who demonstrates these CHARACTERISTICS	THEY MAY BE A	Consider using this COMMUNICATION APPROACH
<ul style="list-style-type: none"> » Confident » Assertive or aggressive » Challenges the status quo » Seems to like control » Dislikes routine 	D	<ul style="list-style-type: none"> • Be direct and brief. • Stay in the big picture. • Don't try and share all of the details. • For a decision, provide them with options. • Maintain your focus on results, not process.
<ul style="list-style-type: none"> » Talkative » Optimistic » Encourages others » Fun to be around » Very social 	I	<ul style="list-style-type: none"> • Allow them the opportunity to share their ideas. • Keep the conversation fun. • Don't overwhelm them with too much data. • Expect to follow up with them. • Provide short, concise information in a friendly way.
<ul style="list-style-type: none"> » Loyal » Reliable » Good listener » Avoids confrontation » Mediator 	S	<ul style="list-style-type: none"> • Keep the conversational tone pleasant and friendly. • Steer clear of confrontational words or attitude. • Express your appreciation for their dedication and loyalty. • Focus on maintaining a supportive tone. • Provide them with time to adjust to changes.
<ul style="list-style-type: none"> » Analytical » Organized and structured » Works well with a schedule » Prefers to work alone » Quiet and reserved 	C	<ul style="list-style-type: none"> • Focus on facts. • Keep the tone professional. • Give them all of the details. • Provide them with time to analyze options for decisions. • Remember they may ask many questions because they process by gathering more facts.

The JOHN MAXWELL **Team**



INFLUENCING -

Good: Leading and influencing others is something that comes easier for others, but you are willing and able to step up to that role when no one else volunteers. You have a balance between following and leading, and are comfortable in either arena.

DIRECTING -

Good: You probably put people ahead of tasks; but when you start falling behind, you get moving and take care of what is at hand. You may wait till the last minute, but you usually pick up the pace and meet the deadlines that are necessary for success.

PROCESSING -

Highly Effective: You are invaluable in your ability to take an idea and make a workable model around the concept. You like to be hands on, and you are great at following through and finishing strong the tasks you undertake. You are a loyal team player who shares recognition with other members of the team.

DETAILING -

Above Average: You have an ability to logically look at a situation and rearrange things for a more efficient operation. You pay attention to even the smallest details and put the finishing touches on projects. Your surroundings are neat and efficient and you appreciate when others follow suit.

CREATING -

Above Average: You like to use your creativity to perfect basic concepts that other team members develop. You can oversee and help keep accountability in areas that others may compromise.

PERSISTING -

Above Average: Others like working together with you because you typically do more than your share of whatever is required and this makes the entire team look good. You will maintain a hands-on approach and let others visibly see that you are a team player.

RELATING -

Well Developed: You are a naturally friendly and caring individual who is very approachable. Others feel very comfortable coming to you and you make friends very easily. You are frequently called on when there is a need to network with others to get a project done.

Developing excellent communication skills is absolutely essential to effective leadership. The leader must be able to share knowledge and ideas to transmit a sense of urgency and enthusiasm to others. If a leader can't get a message across clearly and motivate others to act on it, then having a message doesn't even matter.

- Gilbert Amelio

Your Next Step

"Growth inside fuels growth outside."

- John C. Maxwell

John Maxwell says, "Growth doesn't just happen. You must be intentional about your growth. Growth is the only way to ensure that tomorrow is better than today." He calls this, The Law of Intentionality. Your next step is to GROW!

Knowledge becomes power only when utilized. Information alone, as found in this report, will bring you awareness but will not bring you growth. Growth comes through a better understanding, utilization, and application of the information. Your Maxwell Leadership DISC Certified Consultant can provide you with guidance and insight to apply the information contained in this Maxwell Leadership Sales Profile Report. As you have journeyed through the report, reflect on the various different sections, and discuss them with your consultant. Be intentional about how you can use what you have learned in growing both yourself and your sales.

Your Maxwell DISC Consultant is here to help you maximize your growth. Whether it is through specialized training in prospecting and selling, or direct coaching and mentoring to help you reach your next sales goal, you will have an advocate in your corner. Every champion deserves to win, and this is your time to shine! Your consultant is here to help you in maximizing your sales results and empowering your success!

When you grow intentionally, you maximize the best in yourself. Maximizing the best in yourself provides you with a feeling of fulfillment and positions you for greater success. In your report, you have gained powerful insight and applying that new knowledge will make the difference. This will require an intentional and proactive step on your part. While you must be the one to take the first step, you do not have to do it alone. Your Maxwell Leadership DISC Certified Consultant will help you to take this new information and apply it in many areas of your life and career. They have access to important leadership, personal growth and communication strategies that will add value to you both personally and professionally.

Here are a few next steps you can take in order to help you become intentional in the application of what you have learned and use it in your growth:

1. Have those closest to you and your sales associates take this report. Then you can become aware of their styles and work to develop better relationships, connections, teams, and sales outcomes.
2. Develop and work on a growth plan based on what you have gleaned in this report.
3. Schedule a Discovery Session with your Maxwell Leadership DISC Certified Consultant and discuss how they can help you visualize, create, realize and lead from your unique position of strength and through your unique style.
4. Involve yourself in a mastermind group to continue your growth in an intentional way.
5. Access the other world-class Maxwell Leadership resources recommended in this report as tools to help you move into your highest potential, both personally and professionally. Your Maxwell Leadership DISC Certified Consultant can provide you info on these programs.

Congratulations on the step you took to complete the assessment and receive this report. You are going to benefit from this experience and your quest to become more impactful salesperson and a better you. Best of all, your clients are going to benefit from a leader that can better communicate, connect, and collaborate in a way that best serves them and their needs as you position your product and/or service in a more meaningful way. Make your sales impact!