

Selling Style



for **Charles Forbes**

© Self Awareness LLP | www.selfawareness.org.uk

Selling Style is designed as a motivational coaching document which should be discussed with colleagues when a review of style, skills, attitude and results is required. This self assessment data is based on personal responses to our profile questionnaire and it is presented against a generic set of headings which summarise key aspects of a sales role. The report assumes a base level of self awareness, maturity and DISC knowledge. For this, please refer to the "DISC Awareness" report from your reports list - or request via info@selfawareness.org.uk.

Summary: Charles has an intense and restless style, which is original, can be creative and is often technically correct. He has the ability to arrive at elegant solutions, using bite size information backed up by key facts.

Opening: Charles will be excellent at motivating prospects to act and giving them the technical data they need to make decisions.

Presenting: Charles has varied pace and presentations will often be aimed technical people. His delivery will be swift, factual and direct.

Listening: Charles will have to work hard at developing listening skills. He likes to get things right and achieve the exact result.

Empathy: Initially, Charles will seem attentive; however he may respond more positively to facts rather than feelings.

Quality and Results: Charles values specific results highly. Accuracy and details are always important motivators.

Approachability: Purposeful and quick paced. His attention span might be short.

Product Knowledge: Charles will be well informed about his subject. He is well prepared on the surface, may leave things until the last minute and will deliver in a clipped, specific way.

Closing Style: Strict and purposeful; expect to see formal attempts to close prospects quickly.

Following up: Charles may not be known for his patience, preferring a 'let's just get on with it' approach. He has little time for feelings or emotions. He will have to make a conscious effort to follow up old leads and contacts.



DRIVER

Forceful, Dominant, Blunt, Decisive
& Competitive

Building Relationships

With Drivers: Drivers may not respond to reasoned discussions, so there may be a clash.

With Influencers: Influencers may be perceived as too talkative and fluffy; they may not listen or take things seriously enough.

With Steadiers: Steadiers are open and easy to approach. They will listen and do follow up research, but may be seen as slow or negative.

With Calculators: Calculators will usually be OK, because they will focus on the details of the proposition. Charles may not give them enough time to check things out for themselves.

