

Candidate: Joe Salesman

Company: Written Inc. Demo

Tracking Number: SI0001

+ **TRAIT SUMMARY**

Ambitious	Independent	Defensive	Seeks Attention
Manipulative	Inflexible	Intuitive	Confident
Judgmental	Angry		

**Emotional Perspective:** Emotional nature, feelings influence their decisions.

**Insight Statements**

SI0001

- Ambitious, motivated and optimistic.
- Critical and opinionated.
- Shrewd and independent.
- Confident; has a strong ego.
- Intuitive; relies on instincts and feelings rather than facts and figures.
- Has an exaggerated sense of self-importance; feels special and different.
- Strong ego; likes being the center of attention.
- Compulsive tendencies, rigid and adverse to changing direction.
- Takes an indirect approach; will manipulate a situation to get what they want.
- Opinionated, stubborn; their mind is made up.
- Defensive and self-protective.
- Appears in control but may react with angry outbursts.

## Trait Detail Explained

Trait Details examine the impact that each of the salesperson's personality traits is having on their sales success. A Trait Detail is included for each trait identified.

A typical report will include 10 to 15 unique Trait Details. This Sample Report includes three of 10 Trait Details that would be included in a complete Salesperson Insight Report.

Trait Details are divided into sections:

- **Trait Definition**
- **Identifying the Trait in Yourself and Others**
- **How The Prospect Sees You**
- **The Impact on Sales**
- **Suggestions for Improvement**

Below is a listing of the 48 possible, sales related personality traits that can be identified in a salesperson's written body language:

Abrupt	Critical	Impatient	Opinionated
Ambitious	Deceptive	Independent	Practical
Angry	Defensive	Inflexible	Proactive
Antisocial	Dignified	Intelligent	Rebellious
Anxious	Discouraged	Intuitive	Sarcastic
Apprehensive	Distracted	Irresponsible	Seeks Attention
Careless	Enthusiastic	Lacks Goals	Self-Centered
Cautious	Flexible	Logical	Self-Doubt
Conceited	Good Natured	Manipulative	Sensitive
Confident	Guarded	Materialistic	Tenacious
Contentious	Idealistic	Moody	Undisciplined
Creative	Immature	Noncommittal	Vulnerable

# DEFENSIVE

**Trait Definition:** People that are defensive question the intentions of those around them. They believe they are being attacked, criticized or judged unfairly. They often jump to conclusions and believe they know what people are really thinking about them.

## **Identifying the trait in yourself and others:**

It's common for a defensive person to not be aware that they are defensive. Often, it's only when others ask them why they're being defensive are they made aware. They feel justified in defending themselves because they believe they know what others are thinking and can read between the lines.

## **A defensive person may say to themselves:**

- "I know what you're thinking."
- "Why do I always have to defend myself?"
- "What you're really asking is ..."

## **Impact of being a defensive salesperson:**

People who are defensive can misinterpret a simple question or comment as an attack or insult. They answer what they believe to be the person's true intention. For example, when asked "What time is it?" their answer may be "Why, am I late? ". If the person is only asking this question because they forgot to wear a watch, they may feel offended or become angry that their intentions are being misinterpreted. In the future, this person may limit their contact with the defensive person to avoid being misunderstood.

Prospects and clients see defensiveness as a sign of weakness or a lack of confidence. They may feel the salesperson isn't listening to them or jumping to conclusions. Defensiveness may also be interpreted by the prospect as the salesperson being unwilling to take responsibility.

## **Suggested method of improvement:**

It's possible that a person may become defensive because they are in a hostile environment and are reacting appropriately. It's also possible that a person may become defensive because they feel vulnerable or insecure. It may be difficult for you to distinguish between real threats and perceived attacks.

The truth is, you can't read people's minds or know what they are thinking. The only thing you know for sure is what you are thinking or feeling. Learning how to control what you think and say to yourself will help you become less defensive.

Included in this packet is The Guide to Making Changes document and a CBA worksheet. These documents will help you to become less defensive and make lasting changes to your life.

# CONFIDENT

**Trait Definition:** A confident person believes in themselves and their abilities. They're certain that if they apply themselves, they will succeed. Confident people typically have an optimistic attitude and see challenges as opportunities.

## **Identifying the confident trait in yourself and others:**

Things people might say about a confident person:

- "She believes in herself."
- "He has no doubt he can handle any situation."

Things a confident person might say:

- "Give me the account, I'll close them."
- "Just get me in front of your CEO and I'll take care of the rest."

Confidence communicated through body language:

- Confident people maintain eye contact when shaking hands and speaking with others.
- Their posture is upright and their body movements are controlled and deliberate.

## **The impact of being a confident salesperson:**

Confident salespeople are comfortable in all areas of selling. Whether it's pitching, closing, objection handling, or even just picking up the phone in the first place, confidence is essential to sales success. They're comfortable bringing up price because they believe in the value of their product or service. And they're not afraid of losing a sale. If their product doesn't match the needs of the prospect, they will choose to walk away from the sale, knowing they will be able to find and sell to others that truly have a need for what they have to offer.

Prospects and clients often ask questions to help them gain confidence in the salesperson's knowledge and abilities. When the salesperson believes in themselves and confidently answers tough questions, the prospect will trust what they are hearing and feel comfortable in their decision to move forward. On the other hand, if a salesperson lacks confidence, the prospect will feel uncomfortable and unsure that the information they are receiving is truthful and accurate.

# CONFIDENT (CONT.)

Salespeople, by the nature of their profession, need to tell people to do things from time to time. While it is very important to ask questions and uncover needs, it is also important for a salesperson to tell a person what to do next - what's important and what's not important. And, they need to do this with confidence.

A confident salesperson is willing to take the time to find out what the real needs of their customers are. Their genuine interest helps expose the underlying needs that the customer may otherwise not be willing to share. Confident salespeople believe so strongly in themselves and their ability to help that they're not concerned with making a quick sale. Rather, they want to make a great sale, which is usually much bigger and more profitable than a quick one.

### **Advice for maintaining your confidence:**

Confidence comes from within and is created by you. What you say to yourself and how you view the events that occur in sales are directly related to your confidence level.

Over your sales career, there may be periods where things don't always go your way. Positive self talk and a healthy outlook is the only way to maintain your confidence, especially through tough periods.

If you lose a sale:

- Remind yourself that you can't win them all and it's part of the profession. Tell yourself you'll win the next one.
- Focus on your past successes and let go of the loss.
- Give yourself credit for what you did accomplish and what you did right, even if the outcome wasn't what you hoped for.

# ANGRY

**Trait Definition:** Anger is a natural emotion that everyone experiences from time to time. How a person expresses their anger and their inability to control it is what is identified in the Salesperson Insight Report.

People with the angry trait identified in their report have an issue keeping their temper under control. In some situations, they may react with hostility or angry outbursts.

## **Identifying the angry trait in yourself and others:**

Anger is universal and one of the easiest emotions to recognize. When someone gets angry, their body language, tone of voice and what they say communicates their anger to those around them.

## **Anger expressed through body Language:**

Anger is communicated non-verbally through the tone of voice, posture and facial expressions. An angry person's voice often becomes louder and the pitch becomes higher. Their eyebrows will slant inward, their lips tighten and their nostrils may flare. Their body will tense up and they might cross their arms with their hands making a fist.

Things an angry salesperson might say to themselves or others:

- "That's so unfair!"
- "Go near my customer again and I'll kill you!"
- "You always let me down, get out of my sight"

## **The impact of being an angry salesperson:**

When a salesperson can't control their anger, people around them may become afraid and avoid them. When they lose their temper in front of a client or prospect, relationships are damaged and sales are often lost. Prolonged and uncontrolled periods anger can also have a negative impact to the salesperson's health.

## **Suggestions for improving in sales:**

Write down some of your thoughts and feelings when you are feeling angry. Besides providing a way to vent, this can help you figure out if you are feeling angry or sad or something else. Consider speaking with a trained professional who can help you to control and manager your anger.