

# Sample Participant

Style: Practitioner CSI

**Sales Impact Report**

Monday, December 4, 2017

# Maxwell Method of Sales Impact

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Congratulations on your decision to increase your sales impact!

Whether you are new to selling or a seasoned sales veteran, the **Maxwell Sales Impact Report** will undoubtedly add value to you. This report provides a wide variety of information, including your selling style and ways to maximize it. It also offers awareness of the various buying styles of your clients.

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. Further, John teaches 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.

If you sell any product, service, or a combination thereof, the Maxwell Sales Impact Report will guide you to impactful results!

*"The measure of a leader is not the number of people who serve him,  
but the number of people he serves." – John C. Maxwell*

# Sales Profile

## Introduction

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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

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### **Your Instinctive Selling Style Description**

#### **Your Style is a Practitioner Style ("CSI" Style)**

Practitioners are sensitive, conservative and caring individuals who think and sell systematically, analytically and logically. They are precise and attentive to details while influencing their customers to do the same. Practitioners typically conduct their sales presentations in a reserved, practiced manner making certain not to antagonize buyers, sound too pushy, controversial or unrealistic. They care personally for others and are known by clients to be modest, considerate, friendly and diligent. Extremely conscientious and methodical, Practitioners desire accuracy in their work, maintain high standards for their products and enjoy pleasing and supporting others.

Very disciplined, Practitioners typically have long attention spans which allow them to concentrate longer, follow orders, and work on detailed tasks. They may become an expert in a given field requiring precise specifics, a long-term approach and a technical proficiency. Their diligence and self-discipline can help them become experts in fields where others lack the patience and control. They can be counted upon to have a prepared and technically advanced presentation as well as meeting client or project deadlines. Before making a decision, Practitioners want exact facts and figures and enough time to weigh the consequences. They often keep their feelings to themselves as they don't want to burden others. Practitioners desire a steady and predictable sales environment with a minimum of new territories to open.

Practitioners enjoy being with people, but feel more comfortable servicing clients they know. Sales associates know Practitioners to be people who are trustworthy, practical, responsible and accountable; they are people colleagues can count on to follow through and not get sidetracked. Great team players, Practitioners excel working in small team environments on a project basis. Sometimes Practitioners find they are even more productive working independently uninterrupted by noises and voices. Typically, they develop a work routine and like to maintain that pattern to ensure their success. They work best with products and services that are straightforward, dependable, practical, high quality and come with expert reviews.

## Your Personal Selling Style

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### **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.

### **Practitioner Selling Strengths**

- Shows loyalty toward clients and is dedicated to servicing them for the long term
- Personal relationship-building approach
- Great listener of customer needs and concerns
- Disciplined worker
- Great knowledge of product facts and technical specifics
- Very intuitive in realizing the timing for closing
- Patient and persistent with slow decision makers

### **Practitioner Selling Challenges**

- Has tendency to take objections as criticisms
- May be intimidated by strong or demanding personalities
- Tries to influence mainly on the basis of the facts presented about the product/service
- May worry about making mistakes, failing or being rejected
- Would rather wait to ask for the close until entire presentation is finished
- Avoids confrontation at all costs
- Would rather service existing accounts rather than open new accounts

### **Practitioner Best Sales Attribute**

- Listening and understanding customer concerns and needs; being patient and persistent with longer sales cycles.

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

# Sales Profile

## INCREASING SALES WITH CUSTOMERS

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### **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

# Sales Profile

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### **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

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### 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.		

# A Deeper Understanding of You

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Each of us is a unique, remarkable, complex being; and having a deeper understanding of ourselves provides us with an opportunity to bring our best to the way we collaborate with others. Based on your responses, the next two pages summarize key areas so you can gain insight into how you operate.

As you consider each area, it is a great opportunity to reflect and identify areas for growth. The John Maxwell Team member who supplied you with this report will be your resource to grow and move into the fullness of your strengths and style.

*"When you connect with others, you position yourself to make the most of your skills and talents." - John C. Maxwell*

# Communicating with the Practitioner style

## Remember, a Practitioner may want:

- Social esteem and acceptance, clear definition of what is expected, people to talk to, positive working conditions, recognition for abilities, clearly defined parameters in which to direct or work with others

## Greatest fear:

- Criticism, social rejection

## When communicating with Sample, a Practitioner, DO:

- Build a favorable, friendly, participative environment
- Give opportunity for them to verbalize about ideas, people and their intuition
- Give adequate information for informed decisions
- Share testimonials from others relating to proposed ideas
- Allow time for stimulating, social activities
- Create incentives for their quality work

## When communicating with Sample, a Practitioner, DO NOT:

- Eliminate social time
- Do all the talking
- Ignore their ideas or accomplishments
- Be overly critical

## While analyzing information, Sample, a Practitioner may:

- Balance outcome between task and relationships
- Need more details and information
- Want to know exactly what the expected goals and results are
- Be creative in problem solving

## Motivational Characteristics

- **Motivating Goals:** Accomplish tasks with a focus on accuracy and team, security
- **Evaluates Others by:** Precise standards based on what they do
- **Influences Others by:** Attention to detail and people skills
- **Value to Team:** Accurate, competent, steady, creative, able to influence
- **Overuses:** Dependence on procedures, slow to change
- **Reaction to Pressure:** May become defensive, adapts slowly, wants to talk things through
- **Greatest Fears:** Criticism, loss of security, loss of social approval
- **Areas for Improvement:** Don't be overly sensitive, develop openness to change, prioritize



Knowledge comes, but  
wisdom lingers.

- Alfred Lord Tennyson

# Communicating with the Practitioner style

## Value to the group:

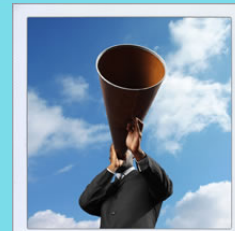
- "Hands on" manager, relational and approachable
- Motivates others to achieve
- Creative problem solver
- Good leader if parameters are clearly defined

## Practitioners possess these positive characteristics in groups:

- Instinctive communicators, will offer opinions
- Participative managers who influence and inspire
- Good team player
- High quality of work
- Very relational
- Create an atmosphere of well-being
- Enthusiastic
- Provide stability and realistic approaches
- Express ideas well
- Work well with other people, accepting of others
- Capable "doer"
- Have a positive attitude
- Accomplish goals through people
- Good sense of humor

## Personal growth areas for Practitioners:

- Find a balance between work and social time
- Do not worry about what people think, be your own person
- Do not be afraid to take risks or competitive roles
- Do not take criticism personally
- Talk less; listen more
- Try not to get sidetracked, stay focused upon the goal



**Communicating**  
with the Practitioner style

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

*The* JOHN MAXWELL **Team**

# Your Next Step

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Knowledge becomes power only when utilized.

I can provide you with guidance and insight to apply the information contained in this Maxwell Sales Impact Report. 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!

If you are not already enrolled in one of our sales growth programs, consider enrolling in a workshop or boot camp today. I am here to help, and look forward to your success!

*"Growth inside fuels growth outside."  
- John C. Maxwell*