

# Sally Sample

Style: Advisor SI

## Maxwell Method Entrepreneur Impact Report

Wednesday, July 17, 2019

# Your Personalized Maxwell Method Entrepreneur Impact Report



Congratulations on completing your **Maxwell Method Entrepreneur Impact Report**. This report will provide you with the results of your assessment and insight into several important areas in which your natural style presents itself in your personal and professional life as an entrepreneur. The results of this customized report are based upon your answers to the assessment.

John Maxwell says, "Entrepreneurs are what I call 'Make It Happen People.'" The world's great economies, civilizations, innovations, and inventions have been the result of successful entrepreneurship. For the purpose of this report, we define an entrepreneur as "a person who imagines, creates, designs, launches, and successfully operates a business or venture." As such, this report is designed to help provide you with

insight into how you are wired as an entrepreneur and how it relates to maximizing your entrepreneurial ability and effectiveness. Successful entrepreneurs continuously maximize their abilities in seven specific areas.

1. Their ability to build relationships and influence others
2. Their ability to market themselves and their message effectively
3. Their ability to add value to others based on what others value, want, need, and desire
4. Their ability to lead from their natural gifting and develop them into strengths
5. Their ability to equip others and build a team
6. Their ability to sell themselves, solve problems, supply a want, or serve a need
7. Their ability to continually grow themselves and their business

We believe you can maximize these abilities by intentionally focusing on four areas. In his teaching on REAL Success, John Maxwell shares that all successful people do four things effectively. They are: Relationships, Equipping, Attitude, and Leadership. Focusing and developing these four areas will profoundly contribute to the effectiveness of your success. This report will guide you in better understanding and more effectively using your personality design in these four areas as they relate to maximizing the seven key entrepreneurial abilities. This report will empower your entrepreneurial success.

The assessment and report are based off the DISC methodology of human behavior and theory, researched and developed by Dr. William Moulton Marston. He developed and released the theory in the 1920's as part of 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 to help you identify four different dimensions of your design in relation to you as an entrepreneur:

- **Relationships** - The way you relate to people and environments based on your Behavioral Style
- **Equipping** - The way you are equipped and equip others based on your Work Style
- **Attitude** - The attitude and communication approach you take based on your Communication Style
- **Leadership** - The approach you take to leading, influencing and selling based on your Leadership and Sales Styles

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, is a combination of the four primary DISC types, your type descriptive name will be immediately followed by one, two, or three 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 John Maxwell Team Coach 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 understand and develop yourself as a successful entrepreneur.

Now, let's begin the journey into your Entrepreneurial Design. The next pages provide you an introduction into your DISC types, several key traits for each type, your individual DISC graphs, and how your type experiences "REAL Success" best. Your John Maxwell Team Coach, Speaker, and Trainer can provide you with the context for your design and each graph.

# 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***

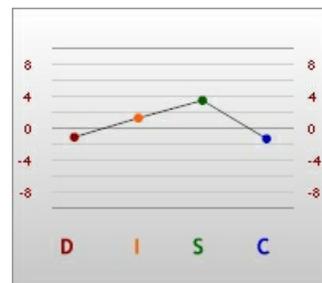
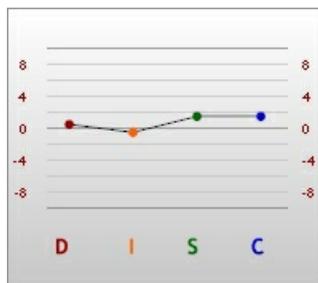
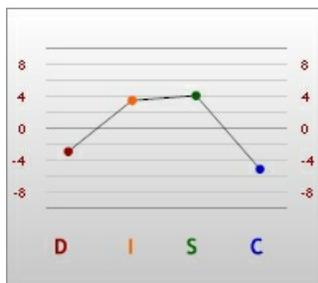


The chart below helps put the four dimensions of behavior into perspective.

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

### Sally's style is identified by the keyword "Advisor".

Sally, as an Advisor style, impresses most people with warmth, sympathy and understanding. Advisors possess a casual kind of poise in most social situations. Many people will come to them because Advisors are seen as good listeners. Sally can be demonstrative, trusting others and showing clear emotions. Advisors will not attempt to force their ideas on others; in fact, they prefer to gain team consensus. Advisors want to maintain peace and harmony and will ask others for their opinions in decisions that will affect the group. Advisors can be overly tolerant and patient with those who are non-producers in the workplace because of an overwhelming desire to maintain a healthy, nurturing environment.

Sally prefers to deal with people on a personal, intimate basis in a low pressure situation. Advisors have a desire to produce quality results, and will work hard to do their share of the work and not let the team down. Advisors like personal attention and desire sincere appreciation for a job well done. Sally loves to talk with and about people; they want social intimacy especially with close friends and family members. Advisors may have difficulty being honest about their feelings if there is a fear that there will be devastating effects to a relationship or cause open conflict.

While Advisors are very stable, they are also flexible and can fit well into most environments. They are seen as neighborly and accepting of others. Once a bond is formed, Sally has no problem talking about personal subjects and extending trust, however, it may take a while to attain that point of trust. Sally is family oriented; working toward stability in these relationships. Advisors are persistent in working to accomplish the goals that have been set and working in teams to achieve these outcomes. Advisors prefer to seek team recognition over personal recognition.

Sally prefers to work through problems by analyzing things that worked in the past. This is someone who is able to lead, if necessary, but usually prefers to wait and see if another person volunteers first. Sally is willing to follow another person's lead if they display adequate ability and if Sally has confidence in their ability.

Sally can easily find the silver lining in a difficult situation and typically enjoys the thrill of trying new things. This individual has a gift for influencing associates and is viewed as an instinctive communicator. Others find Sally easy to approach and enjoy their easy, open rapport.

A loyal friend, Sally is patient and caring when attending to the needs of others. This is usually an even-paced individual who thrives in a peaceful, harmonious environment. Sally tends to be quite predictable, sticking with proven, reliable methods of dealing with situations rather than taking chances with a new, unproven approach.

Sally will usually test ideas against proven standards in an effort to be inventive. Sally can be very creative as he/she identifies new solutions to problems. An original and creative thinker, Sally acts in a rational way to make sure desired results are achieved in an orderly manner while not afraid to "break the mold" if that appears to be the key to a solution.

**Enthusiastic, fun loving**  
**Trusting, optimistic**  
**Persuasive, talkative**  
**Relational, people oriented**

#### *General Characteristics*

**Praise, popularity, and acceptance**  
**A friendly environment**  
**Freedom from many rules and regulations**  
**Other people available to handle details**

#### *Motivated By*

**Practical procedures**  
**Few conflicts and arguments**  
**Freedom from controls and details**  
**A forum to express ideas**

#### *My Ideal Environment*

# How You Relate

**“People go along with those with whom they get along.” - John Maxwell**

This section of the report provides you with insight into your DISC Behavioral Style. This is sometimes referred to as your “personality style.” It helps you better understand your preferred and predictable behavior in your environment and when you interact with others. Information in this area of the report will help you to understand how you are wired to relate to your world and to others.

## **REAL SUCCESS: Relationships**

Relating to others is the foremost dynamic to success as an entrepreneur. According to a Stanford study, success is 87% people knowledge and only 13% product knowledge. This is an important understanding for an entrepreneur who can be heavily product focused. This part of your report gives insight into your style and how you use that style to relate to others, along with how your particular style is seen by others. You will see a description of your personal behavioral style. You will find a general explanation of your style, 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 and continually nurture your entrepreneurial spirit.

This section of your report will also help you better understand and be more intentional in the way you relate to others and in how others relate to you. It helps you better understand how you prefer to receive information in the form of communication. It also will help you to better understand the value that you bring to a group.

As a successful entrepreneur, this section of the report will specifically help you strengthen your ability to:

- Build relationships and influence others.
- Market yourself and your message effectively.

## **MAXIMIZING YOUR SUCCESS**

As you read through your style description, create a list of questions for your John Maxwell Team Coach so they can help you look deeper into and better understand your unique style. They can help you focus effort in those particular areas to be more successful. Here are a few John Maxwell growth programs that will empower you for greater entrepreneurial success in the areas of relating to others and communicating your message.

**How to Be a Real Success** – Success is not a destination; it is a process. In this program, you will learn the keys you need to succeed. As an entrepreneur, you can better achieve great things by understanding four very important success-building areas: Relationships, Equipping, Attitude, and Leadership. Get a jump start on success; or take your success to the next level by intentionally focusing on developing these four areas in a more focused, intentional, and guided journey.

**Becoming a Person of Influence** – Influence is the business partner of the entrepreneur. Positively impact the lives of others and influence the outcome of your endeavors! Whatever your product or service, 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 entrepreneurial success go off the charts.

**Put Your Dream to the Test** – Entrepreneurs have many ideas and sometimes struggle for clarity in their dreams. What do you need to make your dreams come true? Your dream has power. It can inspire you and empower you, but can it reward you? Your John Maxwell Consultant will show you how to crystallize your vision, clarify your mission, and galvanize your commitment.

# Communicating

## with the Advisor style

### Remember, an Advisor may want:

- Social esteem and acceptance, freedom from details and control, people to talk to, positive working conditions, recognition for abilities, opportunity to motivate and influence others, loyalty in relationships

### Greatest fear:

- Loss of social acceptance, change (especially in relationships)

### When communicating with Sally, an Advisor, DO:

- Build a favorable, friendly, participative environment
- Give opportunity for them to verbalize about ideas, people and their intuition
- Assist them in developing ways to transfer talk into action
- Allow time for stimulating, sociable activities
- Submit details in writing, but don't dwell on them
- Create incentives for following through on tasks

### When communicating with Sally, an Advisor, DO NOT:

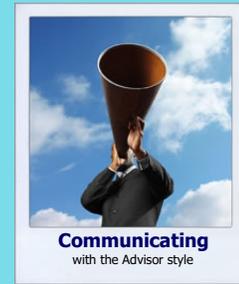
- Eliminate social time
- Be overly aggressive or confrontational
- Ignore their ideas or accomplishments
- Make them work alone

### While analyzing information, Sally, an Advisor may:

- Be a very good listener and encourager
- Tend to dismiss facts as irrelevant
- Fail to begin an action plan
- Discuss the situation with others

### Motivational Characteristics

- **Motivating Goals:** To maintain trusting friendships; security
- **Evaluates Others by:** Positive acceptance; looks for the good in people
- **Influences Others by:** Personal relationship insights; performing services
- **Value to Team:** Stable, dependable, good listener, patient, broad friendships
- **Overuses:** Indirect approach; tolerance
- **Reaction to Pressure:** Becomes overly flexible; may hold grudges
- **Greatest Fears:** Social rejection; being accused of causing harm
- **Areas for Improvement:** Take initiative, develop a sense of urgency, set realistic deadlines, establish priorities



Knowledge comes, but  
wisdom lingers.

- Alfred Lord Tennyson

# Communicating

## with the Advisor style

Sally Sample

### Value to the group:

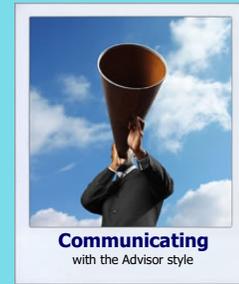
- Values relationships and the need for people
- Great encourager and motivator, good friend
- Positive sense of humor
- Negotiates conflict, peacemaker

### Advisors possess these positive characteristics in groups:

- Instinctive communicators
- Participative managers who influence, motivate and inspire
- Spontaneous and agreeable
- Respond well to the unexpected
- Create an atmosphere of well being
- Enthusiastic, positive attitude
- Will support the leader
- Express ideas well, opinionated
- Work well with other people, accepting of others
- Make good spokespersons
- Persuasive
- Accomplish goals through people
- Good sense of humor
- Strong in brainstorming sessions

### Personal growth areas for Advisors:

- Rely on facts more than instincts
- Be more results oriented
- Exercise control over your actions, words and emotions
- Talk less, listen more
- Consider and evaluate ideas from other team members
- Concentrate on following through with tasks and details



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

- Lee Iacocca

# How You Are Equipped & Equip Others

**"A successful person finds the right place for himself.  
A successful leader finds the right place for others." - John Maxwell**

While our behavioral characteristics show up in every area of our lives, they can sometimes display themselves more prominently in how we are equipped for and function in the workplace. This section of the report will help you better understand how your style is manifested in the work environment. Understanding the characteristics of your style not only helps you see how you are wired to do your best work, but it also helps you to see your approach whenever you are working with others, including your clients.

## **REAL SUCCESS: Equipping**

Success requires that you be equipped and that you equip others. Your report shows how you have been wired and equipped for success. Better equipping yourself begins with knowing yourself and growing yourself. This area of the report will help you to better know yourself as an entrepreneur and how you prefer to approach your work. It shows you the major characteristics of your style in a work setting. It includes a general description, along with specific characteristics of how your style will appear to others in the work environment. This will also help you know the best areas to focus on when growing yourself and your potential.

Great dreams have great teams. Equipping others in order to create a more successful business or venture is an important role of an entrepreneur. It is how we grow a vision from "me" to "we." This area of the report gives tips on working with others more effectively, along with how you interact with others in a work setting, revealing where your equipping abilities may exist. It can help you better collaborate with others and empower you to be able to inform others on the way in which they can rely on you. Looking through the descriptions of others' styles, as discussed in the previous section of the report, can help you know how to better align your style to theirs for more effective leadership, empowerment, and equipping.

As you work through this section of the report, specifically take note of how your style presents itself in various dimensions of the entrepreneurial role as businessperson, manager, and team member. The "Tips for Your Professional Style" page will be helpful as you seek to bring your best to your entrepreneurial ventures and to get the best out of others using the uniqueness of your style. Identify three to five of these tips for discussion with your John Maxwell Team Coach. Your coach can help you immediately implement these tips into your business as intentional growth steps and as a means for equipping others you employ or engage as contractors.

As a successful entrepreneur, this section of the report will specifically help you strengthen your abilities to:

- Equip others and build a team.
- Grow yourself and your business.

## **MAXIMIZE YOUR SUCCESS**

You can add exponential growth to your success as an entrepreneur by growing yourself and creating growth environments for others. A powerful tool, used in both major corporate settings and by individual entrepreneurs to help them grow in a more intentional way, is John Maxwell's book, *The 15 Invaluable Laws of Growth*. It will help you move from unfulfilled potential into your true potential by understanding, applying, and using 15 tried and true principles of growth. Your John Maxwell Team Coach, Speaker, and Trainer can work with you in a group or one-on-one setting in deep dive learning and application of these laws. The laws will help to increase your growth and your ability to grow others.

One way you can know how to better equip others is to have insight into their unique personality design. The Maxwell Method Impact Report will help to assess the unique behavioral, work, and communication styles of an individual. The information gleaned from the assessment, and the resulting report, is a powerful equipping tool for both the individual and the employer/partner. Your John Maxwell Coach can provide this inexpensive assessment, a debrief, and optional training to you and your employees, family members, or business associates.

The John Maxwell Team also offers solutions for entrepreneurs in equipping leaders, enhancing communication, and building teams. Your Coach can provide you more information on these as well as serve in helping you to develop personal, professional, and business growth plans.

# Workplace

## your professional style

In the workplace, the high-S style is the person you can depend upon to use common sense and follow through. S style employees are very responsible, loyal, steady, easy going and friendly. S styles find ways to balance the demands of both tasks and people. Their practical nature takes care of business without sacrificing relationships. This proficiency makes them excellent managers, directors, supervisors, and administrators of people, projects, and operations. S style personalities are abundant in every field of work because they are all-around great team-players.

Committed to people and tasks, the S style is tuned into meeting the needs of others, sometimes at their own expense. They are generally humble and not uncomfortable taking a supportive role or doing tasks that D and I styles may find routine, non-challenging, or unglamorous. Basically, they make things happen for others, and in the process, often make their associates and superiors look good.

Organizations depend upon S styles everyday to maintain homeostasis, keep resources functional, and customers content. Since S styles are very level-headed, they can be counted upon to find sensible and realistic solutions. They organize well, manage daily details, and multi-task instinctively.

As managers, S styles are solid leaders, compassionate, yet committed to the task at hand. Others may know them to be the "hub" of the wheel, or the "glue" that keeps everything operating smoothly. Their leadership style is participative, modest, pragmatic, patient and consistent.

Of all DISC styles, S styles make the best team members because they are dependable and devoted. They find ways to execute tasks outlined by others and to move projects along to completion. Others feel comfortable around the approachable, warm and friendly S team member. Their great listening skills make them natural counselors, mediators and diplomats who work toward consensus. Their trustworthy character enables others to confide in them.

The high S-style is challenged by change, decisions, and aggressive personalities. They work hard to keep work routines and circumstances unchanged, stable and predictable. Therefore, they may try to sabotage anything that puts their cherished status-quo at risk. They would rather not make critical decisions if there is someone else to make them. Aggressive, fast-moving and outspoken personalities may intimidate or create stress for the S-style in the workplace.

### Supportive Workplace Style Characteristics:

1. Provides a strong sense of security and "grounding" for others
2. Practical in action and a no-nonsense communicator
3. Has trouble making decisions quickly
4. Very committed and loyal to others and to the promises they make to their team or associates
5. Extremely supportive of other associates, not afraid to take more supportive roles
6. Their compassion and their empathy for others makes them people whom others confide in
7. Humble leaders who are not high maintenance, but usually do the maintaining of others
8. Highly responsible managers who are great at multi-tasking
9. Works to keep systems and circumstances unchanged, steady and predictable
10. High need to feel appreciated and needed by others in the organization
11. Becomes overly passive with more aggressive styles
12. Under stress, can become resistant, stubborn and inflexible
13. Great listener as well as patient with frustrating issues

# Workplace

## tips for your professional style

### Tips for High S Personality Styles in the Workplace

Tips for self-growth and to enhance communication in the workplace:

High S Workplace Characteristics	Tips for self growth and to help you be better understood by co-workers of different styles
Ss don't like to move out of their "comfort" zone.	<b>The world of business and commerce necessitates a certain amount of risk taking.</b> S styles are known for their fondness of safe and secure measures, choices and environments. They want to preserve the status quo at all costs. However, most corporate and personal progress happens when someone steps out of their comfort zone and into their growth zone. <b>Try to become more forward thinking and more open to trying new things.</b>
Ss are highly responsible managers.	<b>Don't "over-manage" others.</b> Since S styles are so capable and willing to handle anything, it's easy to get caught up in "micro-managing" others. For some S styles, doing things themselves is less risky than delegating the task to others. <b>Don't be afraid to ask others to support you in your tasks. You may find or help others to be as capable as you.</b>
Ss are great at supporting others when needed.	<b>Be aware that you need to make time for yourself.</b> High S styles often sacrifice their own needs (health and well-being) because they are too busy concentrating on the needs of others. Don't allow others to take advantage of your willingness to support them and make self sacrifices. <b>Know when to say "no".</b>
Ss internalize feelings.	<b>Try to be more open and expressive with your feelings.</b> If something is bothering you, speak up about it and get it off your chest. If you don't, it may cause stress, resentment or bitterness. S styles who don't let the steam out regularly may find they blow their top like a pressure cooker.
Ss become overly passive, unreceptive or unresponsive with other more aggressive styles.	In some cases, high S styles will "shut down" rather than deal with aggressive workplace styles. For them, it is easier to give in rather than risk confrontation or security. It is good to be tolerant, but not good to be too meek or timid. <b>Learn to stand up for what you believe in and don't be intimidated by other more extroverted styles. Often their bark is worse than their bite.</b>
Ss like to find the easiest way of doing things.	Sometimes the easier way is the most practical and sensible way, other times, "easier" means cutting corners or doing as little work as possible. <b>Be careful not to sacrifice quality in an effort to find the easy way.</b>
Ss need to feel appreciated.	Many workplaces have a rewards system allowing for advancement and recognition. Just as important, high S styles need to feel appreciated, needed, and valued within the organization. <b>Don't be afraid to ask others for formal, written feedback as it is as much a motivator to the S as monetary rewards.</b>
Ss can be indecisive	Ss may be indecisive for many reasons, 1) fear that someone will be negatively effected by the decision if that were a consequence, 2) may not feel convicted enough in any one direction 3) heavily influenced by other conflicting opinions 4) will wait to see what others do first. <b>Sometimes it's good to hesitate before making a decision, other times indecision can make your decision for you.</b>
Ss can be possessive	Ss tend to cherish the things they work so hard for. They cherish their positions, their families, possessions, and their time. Sometimes they relish things to a fault and become possessive or controlling about people or things. <b>Be aware of this tendency and practice generosity and openness with the people and things you enjoy.</b>
Ss can be skeptical	S styles really need to be shown, before they believe. Their practical, realistic, non-idealistic nature makes them a bit cynical, doubtful and disbelieving. In some cases, like with a high I style; a dose of realism is good to play "devils advocate". In others, being skeptical can put a damper on enthusiasm and passion. <b>Don't let your zeal be overpowered by your skepticism. Don't let your skepticism diminish the corporate mood or corporate culture.</b>

# Attitude & How You Communicate

**"People may hear your words, but they feel your attitude." - John Maxwell**

This section of your report provides you a better understanding of your DISC Communication Style and tips for communicating with others. When used effectively, this part of the report helps you better create a positive entrepreneurial attitude, a critical component to real success. You will better understand how you can communicate more effectively with others by having an informed attitude about how they think and what they need. The information empowers you to better connect with others.

## **REAL SUCCESS: Attitude**

Attitude by definition is, "A settled way of thinking or feeling about someone or something, typically one that is reflected in a person's behavior." Your attitude is seen in your behavior and is the reflection of your thinking. John Maxwell says, "The major difference between successful and unsuccessful people is how they think." This is especially true of how you think of others and how that is manifested in your thinking. Our attitude is directly affected by how we think others are thinking or what they are meaning. Successful entrepreneurs do not assume what others think, mean, or want, but shape an informed attitude toward others and use that to relate to them in an effective and influential way. It is critical to sales, contracts, negotiation, and marketing.

Attitude is altered through understanding. This section of your report will help you better understand how others may think, what they may mean, and what they need when it comes to communication. This will greatly enhance your attitude toward others, as well as your attitude toward your own success. This information will help you be more intentional in the way you interact with others as an entrepreneur. It helps you better understand how your preferred behavioral style approaches communicating with other styles and how to position your thinking when communicating with them. It provides you with powerful tips in communicating and will be a valuable tool in the way you think about others, what is most important to them, and the way you need to communicate based on their style. It will help you to mold a positive and proper attitude toward others that can then be reflected in your behavior. This section of the report is a valuable resource for the successful entrepreneur in helping alleviate assumptions, mitigate conflict, avoid misunderstanding, collaborate for results, and serve client needs. "Leadership has less to do with position and more to do with disposition." - John Maxwell.

Identifying the communication style of others and the approach that will work best to communicate and connect with them provides you with a distinct advantage. Since communicating is a skill significant for connecting, collaborating, and serving 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.

As a successful entrepreneur, this section of the report will specifically help you strengthen your abilities to:

- Build relationships and influence others.
- Add value to others based on what others value, want, need, and desire.

## **MAXIMIZING YOUR SUCCESS**

One of the greatest investments into successful entrepreneurship is the investment into building a positive mindset and becoming a better communicator. Two valuable resources that can empower that success include:

**Everyone Communicates, Few Connect** – To be successful in every area of our lives, we need to learn to communicate in a way that connects. It is a skill you can learn and apply in your personal, professional, and family relationships. It is a vital skill for an entrepreneur! This John Maxwell book and the associated John Maxwell programs offered by your John Maxwell Team Executive Director can help you better develop the ability to truly connect with others when you communicate.

**Attitude/Mindset Coaching** – You have heard it said, "Attitude determines altitude." Your attitude toward yourself, others, and what you do has a tremendous effect on your results and success. Your John Maxwell Team Executive Director provides coaching based on the principles of REAL Success in the areas of attitude and mindset. You can schedule a coaching discovery session to find out more and start your journey to a higher way of thinking and success. Your John Maxwell Team Executive Director can also serve as a thinking partner on your next great idea!

# Communication Tips

## relating to others

**Your S and I plotted above the midline, your style is identified by the keyword "Advisor".**

This next section uses adjectives to describe where your DISC styles are approximately plotted on your graph. These descriptive words correlate as a rough approximation to the values of your graph.

**D -- Measures how decisive, authoritative and direct you typically are. Words that may describe the intensity of your "D" are:**

- **WEIGHS PROS & CONS** Considers both sides of an issue
- **UNOBTRUSIVE** Does not force oneself upon others without invitation
- **CONSERVATIVE** Tending to preserve established traditions
- **PEACEFUL** Not quarrelsome; free from disorder; calm, quiet

**I -- Measures how talkative, persuasive, and interactive you typically are. Words that may describe the intensity of your "I" are:**

- **GENEROUS** Willing to give or share; unselfish; bountiful
- **POISED** Balanced; stable; having ease and dignity of manner
- **CHARMING** Attractive; fascinating; delightful
- **CONFIDENT** Sure of oneself; feeling certain; bold

**S -- Measures your desire for security, peace and your ability to be a team player. Words that may describe the intensity of your "S" are:**

- **PASSIVE** Submissive; influenced without response
- **PATIENT** Enduring pain, trouble; refusing to be provoked
- **LOYAL** Faithful to persons and ideals that one is obligated to defend
- **PREDICTABLE** Behavior, actions, and reactions can be easily foretold
- **TEAM-PERSON** Enjoys being part of a group, working toward a common goal

**C -- Measures your desire for structure, organization and details. Words that may describe the intensity of your "C" are:**

- **FIRM** Solid; hard; not moved easily; fixed; not fluctuating; steady
- **ARBITRARY** Left to one's own choice; based on one's whim



The only way to change is by changing your understanding.

- Anthony De Mello

# Communication Tips

## how you communicate with others

### How You Communicate with Others

Please return to the "Communicating" section of this report and review the communicating "DO" and "DO NOT" sections for your specific style. Reviewing your own communication preferences can be an eye-opening experience or simply confirmation for what you already know to be true. Either way, you have your communication characteristics in writing. This information is powerful when shared between colleagues, friends, and family. Others may now realize that some approaches do not work for your style, while other ones are received well by you. Equally important is that you now see that THE WAY YOU SAY SOMETHING can be as important as WHAT IS SAID. Unfortunately, we all have a tendency to communicate in the manner that we like to hear something, instead of the method another person prefers.

**Your style is predominately an "S" style**, which means that you prefer receiving information that allows you to feel part of a team. But, when transferring that same information to a client or co-worker, you may need to translate that into giving them precise facts, or just the end result.

This next section of the report deals with how your style communicates with the other three dominant styles. Certain styles have a natural tendency to communicate well, while certain other styles seem to be speaking different languages all together. Since you are already adept at speaking your "native" language, we will examine how to best communicate and relate to the other three dominant languages people will be using.

This next section is particularly useful for a dominant "S" style as you may have the tendency to not voice your opinions as much as others around you, while at the same time others will value the input you have.

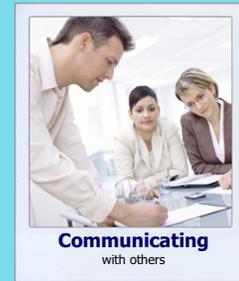
### The Compatibility of Your Behavioral Style

The "S" and the "D" will work well together as the "S" will provide support the "D" needs and will help to keep the environment at a level they both can freely work together. The "S" may wish the "D" style would slow down the pace and be more people-oriented when it comes to personal relationships.

The "S" and the "I" style get along well in the work environment since the "S" will serve as support for the "I" in making sure tasks stay on track. In relationships the "I" may want to be more socially oriented while the "S" would prefer to spend more quality time with less people and outside activities.

Two "S" styles work well together and also get along well in personal relationships as they both strive to work together as a team and provide a very sincere and meaningful relationship.

The "S" and the "C" complement each other and work well together, as each style prefers to work at a pace that provides for accuracy. Also, both styles like to work on something together until completion, while the "I" and the "D" have a tendency to multitask rather than focus on one area until completion.



Speech is the mirror  
of the soul; as a man  
speaks, so is he.

- Publilius Syros

# Communication Tips

## compatibility of your behavioral style

### How the "S" Can Enhance Interaction with Each Style

#### S with D

You will tend to view a high D as argumentative, dictatorial, arrogant, domineering, nervous and hasty. You will likely resent them giving you orders, and be intimidated by their dictatorial approach. Although you will not get angry, you will be sorely tempted to get even. When confronted by the D, you will tend to withdraw and slow down the action.

Relationship Tip: It is imperative that you establish direct communication, and learn to deal with issues in a straightforward manner. Develop the ability to negotiate goals and commitments with them on an equal basis. The D will respect your desire to be direct, and it will enhance communication.

#### S with I

You will tend to view a high I as egotistical, superficial, overly optimistic, glib, too self-assured and inattentive. On the surface, the relationship will look good, but internally you'll find yourself attempting to slow down the I's pace; even though you'll avoid confronting them.

Relationship Tip: Be friendly, they are more sincere than they seem be. Be complimentary and listen to their ideas. They will appreciate it if you recognize and discuss their accomplishments.

#### S with S

You will view another S as dependable, self-controlled, patient, kind, accommodating and attentive. You will enjoy supporting each other, but little will be accomplished in the process. Each of you will avoid confrontation; and if you disagree, you won't do so openly. To accomplish results, you'll likely need some external means of setting goals.

Relationship Tip: Move towards goals at a steady pace. Express sincere appreciation for one another. You will enjoy the long lasting friendships you establish with another S and find them rewarding.

#### S with C

S's tend to view high C's as overly dependent, evasive, defensive, too focused on the details, too cautious and overly compliant. You'll be similar in that neither of you will want to hurry, nor will you desire to take charge and make a decision. However you may translate the C's coolness as rejection. Your tendency will be wanting to build a relationship too soon for them.

Relationship Tip: Move at a slower pace than you think you should; use the patience that epitomizes your personality. When presenting facts in a discussion, do so in a clear and organized manner. Be prepared for discussion, but expect the C to express doubts and put off a decision until they have considered the matter fully; so provide time for them to give full consideration to the ideas you present.



Communication works  
for those who work at  
it.

- John Powell

### Communication Tips Worksheet

Changes in your graphs indicate your coping methods. The human personality is profoundly influenced by changes in our environment. Typically, people change significantly from graph one to graph two as a result of stressors or environmental changes. Recognizing the differences or changes between these two graphs helps us understand our instinctive coping mechanism, and indicates how to better adapt in the future.

Instructions: Each of your graphs illuminates different aspects of your personality. A closer look at those changes reveals valuable insights. Please refer to both graphs (if necessary, reference data throughout your profile). Compare the D, I, S, and C points on graphs one and two. Finally, read the analysis of your answers, and consider how your environment affects your decisions, motivations, actions and verbal messages.

#### D Changes:

Compare graphs 1 and 2. When you look at graph 2, is your "D" higher or lower than the "D" in graph 1? Consider how high or low the letter moves. A higher value indicates someone who desires more control in stressful situations. If the D goes up considerably, you can become very controlling when you become stressed. A lower value indicates someone who desires less control in stressful situations. If the D goes down considerably, you may want someone else to lead you and you will follow.

#### I Changes:

Compare graphs 1 and 2. When you look at graph 2, is your "I" higher or lower than the "I" in graph 1? Consider how high or low the letter moves. A higher value indicates someone who desires more social influence in stressful situations. If the I goes up considerably, you may try to use your communication skills to smooth things out. A lower value indicates someone who desires less social influence in stressful situations. If the I goes down considerably, you rely less on verbal means to come to a resolution.

#### S Changes:

Compare graphs 1 and 2. When you look at graph 2, is your "S" higher or lower than the "S" in graph 1? Consider how high or low the letter moves. A higher value indicates someone who desires a more secure environment in stressful situations. If the S goes up considerably, you may tend to avoid any conflict and wait until a more favorable environment is available before making any changes. A lower value indicates someone who desires a less secure environment in stressful situations. If the S goes down considerably, you become more impulsive in your decision-making.

#### C Changes:

Compare graphs 1 and 2. When you look at graph 2, is your "C" higher or lower than the "C" in graph 1? Consider how high or low the letter moves. A higher value indicates someone who desires more information before making a decision in stressful situations. If the C goes up considerably, you will probably not want to make a decision until you have significantly more information. A lower value indicates someone who desires less information before making decisions in stressful situations. If the C goes down considerably, you may make decisions based more on gut feelings.

***Which one of your points makes the most dramatic move up or down? What does that tell you about how you react to pressure?***

***How could your coping method help or hinder you in making decisions? How can you use this information to help you see possible blind spots in your reaction to pressure?***

# How You Lead, Influence & Sell

**“Leadership is influence, nothing more, nothing less.” - John Maxwell**

This section of your report will provide you with your unique PowerDISC™ and with your preferred Sales Style. These unique and valuable assessment results will empower your effectiveness as an entrepreneur by showing you where you rate on the scale of the seven major leadership strengths and the approach you take to influencing a sales outcome.

## **REAL SUCCESS: Leadership & Influence**

Influence is what a leader uses to 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 naturally wired 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 add to the greatness of our work. This section of the report helps you better understand your strengths and how you can use them for greater success as an entrepreneur.

Your PowerDISC™ is the first tool to help you identify your strengths for influence. It will help you to better understand your primary strengths and the intensity of how they present themselves in your life and work. As you review your PowerDISC™, be aware that when working in your strength areas, because of a more natural giftedness, you are able to deliver a greater result with very little additional effort. The key to greater entrepreneurial effectiveness is to simply lean into your area of strength and continually leverage it for your success. This information can help you to determine where your priorities should be as an entrepreneur and know where to put your best efforts in providing your services, creating products, and working with people.

The pages following your PowerDISC™ will help you increase your influence as an entrepreneur by revealing your preferred style for sales. The foundation of sales and marketing is influence. These pages will provide awareness and understanding of the style you prefer to use when you sell yourself, your service, and your solution. Information in this part of the report will also help you to influence the outcome of your efforts as an entrepreneur by understanding the buying styles of others. Using information gleaned from this part of your report, you can vastly improve your success as an informed and intentional entrepreneur in influence, sales, marketing, and customer service. You will be better equipped to create a sales process of “influence” instead of “manipulation,” resulting in a better journey for both you and your client.

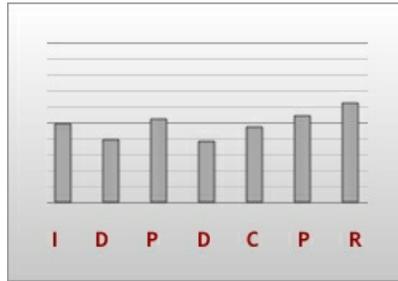
As a successful entrepreneur, this section of the report will specifically help you strengthen your abilities to:

- Lead from your natural gifting and develop them into strengths.
- Sell yourself, solve problems, supply a want, or serve a need.

## **MAXIMIZING YOUR SUCCESS**

In *The 21 Irrefutable Laws of Leadership*, the Law of The Lid states, “Leadership ability determines a person’s level of effectiveness.” To increase effectiveness, one must raise their leadership lid, meaning they must develop their leadership ability to greater levels. The most successful entrepreneurs understand the value of this law. Your John Maxwell Team Executive Director is uniquely licensed to provide you access to programs to strengthen your ability to influence others and build your entrepreneurial dream.

**The 21 Irrefutable Laws of Leadership** – This powerful program is based on the 21 core laws of effective and transformational leadership. The program is a valuable tool to help individuals and teams raise their level of personal and professional leadership effectiveness through an increased understanding of leadership principles and how to influence others. **This is a deep dive into maximizing your leadership and is the recommended starting point for your work with your John Maxwell Executive Director.**



**INFLUENCING** - Above Average

You are always considered when a leader is needed. You have great strengths, and know that you possess wonderful insight into systems and people. Others are willing to follow you because of your charisma and enthusiasm. While sometimes seeming a bit assertive, your optimism and warmth soon have others remembering how important you are to the team.

**DIRECTING** - Adequate

You understand that directing others and doing what needs to be done to hit deadlines is important. You find ways to make sure this is part of your routine, although you do not consider it your primary strength.

**PROCESSING** - Above Average

Hands on and following through, you inspire others to be as conscientious as you are. You are the type that others rely on to make the team look good because of your work ethic and follow through. You may have a hard time delegating at times, but you are able to do so when necessary. Others see you as loyal and caring, a real team player.

**DETAILING** - Adequate

You might surprise others at times with your ability to be detail oriented because you rarely choose to take time to focus on the details. Remember the necessity of the paperwork and details so that you may add value to your other stronger traits.

**CREATING** - Good

You are more comfortable moving ahead in areas in which you have experience and proven results. Sometimes you prefer to have the pace slowed down a bit so that one project can be completed before another venture is begun.

**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

## 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.

## Your Personal Selling Style

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

#### **Your Style is an Advisor Style ("IS" or "SI" Style)**

Advisors sell most people with their warmth, empathy, trust and understanding. They possess a casual kind of poise in most professional situations. Many customers will come to them because Advisors are seen as good listeners who are also inspiring and motivating. They are very demonstrative and genuine communicators who care personally about their customers' needs.

Advisors enjoy talking to and about people and desire social familiarity with all their customers. While Advisors are very stable, they are also flexible and can fit into almost any social or selling environment. They are seen as neighborly and accepting of others by making others feel at ease initially. Once an advisor forms a bond with another person, they have no problem talking about personal subjects and extending trust even if it takes awhile to obtain that point of trust.

In sales, they can be patient with customers who are hesitant or indecisive. They will not attempt to force their ideas or sales pitch on others; in fact, they are very prudent in what they say and how they say it. They don't want to run the risk of offending others or ruining the relationship. They tend to take advantage of every moment they are given but will not become overbearing or aggressive. Advisors prefer to deal with people on a personal, intimate basis in a low-pressure situation. They are very good working with people, dealing with difficult people, maintaining long-standing professional relationships and are gifted at expressing themselves. Advisors are excellent team players; they work toward stability, harmony and consensus. They are persistent in working to accomplish the goals they have set and typically are great with juggling many responsibilities, various accounts and following through. They need personal attention, recognition and compliments for their good work as this will motivate them to achieve more.

## 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.

### **Advisor Selling Strengths**

- Service oriented
- Relationship builder
- Soft-sell approach
- Very intuitive in realizing the timing for closing
- Empathetic of customers needs
- Uses stories and real-life examples to sell
- Will ask "why" questions to draw out the opinions of the customer

### **Advisor Selling Challenges**

- Tends to allow social time and relationship building to dominate sales time, especially with another I or S style.
- May overuse gestures or facial expressions in sales instead of being a direct communicator.
- Has tendency to feel rejected, criticized or take business matters personally.
- May promise more than they can actually deliver.
- May not put enough priority into getting detailed information or detailed tasks accomplished.
- May be intimidated by strong or demanding personalities.
- May hold grudges or feel bitterness toward associates or clients who they perceive have hurt them.
- Avoids confrontation at all costs.

### **Advisor Best Sales Attribute**

- Building strong and trustworthy relationships over time.

## MANAGING DISC SELLING STYLES

### Managing DISC Selling Styles Overview

Providing incentives for a sales force is one of the most difficult things a manager faces. Use this overview for developing strategies for sales people with different DISC personality styles.

Encouraging "D" Style Sales People	Encouraging "I" Style Sales People
<ul style="list-style-type: none"> <li>• Present sales objectives in writing</li> <li>• Give opportunities to lead a sales team</li> <li>• Large and challenging territories</li> <li>• Provide opportunities to close deals</li> <li>• Ask for their input on "positioning" product/services</li> <li>• Emphasize commission over salary</li> <li>• Provide prospects with large upside potential</li> <li>• Let them help with new product launches; new markets; building market share</li> <li>• Stroke their ego with recognition, feature them in a newsletter</li> <li>• Give them personal introductions; referrals</li> <li>• Allow them freedom from controls</li> <li>• Provide support for detail work</li> <li>• Evaluate in terms of their results, not their processes</li> <li>• Take them to lunch, provide outside activities to influence</li> <li>• Provide sales competitions</li> <li>• Use travel packages as rewards</li> <li>• Give them problems to solve</li> </ul>	<ul style="list-style-type: none"> <li>• Be friendly, humorous and informal</li> <li>• Activities to socialize and network outside the workplace</li> <li>• Give opportunities to open doors with new accounts</li> <li>• Help them in serving their existing accounts</li> <li>• Focus on their strengths and positives when giving feedback</li> <li>• Emphasize commission over salary</li> <li>• Provide support for detail work, scheduling and time-management</li> <li>• Travel with the sales agent and provide constructive feedback</li> <li>• A changing, people-oriented environment</li> <li>• Use a participatory management style</li> <li>• Put project goals, specifics and deadlines in writing</li> <li>• Use public recognition, rewards, flattery, and praise</li> <li>• Give opportunity for public speaking or leading meetings</li> <li>• Opportunity to voice their opinion and express themselves</li> <li>• Provide outlets for fun and travel</li> <li>• Give them fresh, new and exciting products and services</li> </ul>

## MANAGING DISC SELLING STYLES

### Managing DISC Selling Styles Overview

Providing incentives for a sales force is one of the most difficult things a manager faces. Use this overview for developing strategies for sales people with different DISC personality styles.

<b>Encouraging "S" Style Sales People</b>	<b>Encouraging "C" Style Sales People</b>
<ul style="list-style-type: none"><li>• Provide practical, reliable, people-friendly products and services to sell</li><li>• Make sure they "buy-in" to strategies and plans</li><li>• Show them sincere appreciation for their hard work</li><li>• Recognize them for their loyalty and patience</li><li>• Give them attainable sales goals</li><li>• Consider them for longer sales cycles</li><li>• Emphasize salary over commission</li><li>• Constantly motivate and keep moving forward</li><li>• Make the salesperson a part of a sales team</li><li>• Help build their self esteem and confidence</li><li>• Don't force them to cold call</li><li>• Provide professional tools for presentations</li><li>• Help them prepare their pitch in advance</li><li>• Give flexibility in their schedule for family time</li><li>• Make calls jointly with the sales manager often</li><li>• Present criticisms and changes softly</li><li>• Provide regular feedback on performance</li><li>• Limit the number of aggressive people they will need to deal with</li></ul>	<ul style="list-style-type: none"><li>• Help them build their expertise in a key area</li><li>• Keep informed with changes and policies</li><li>• Show respect, give awards and titles</li><li>• Emphasize salary over commission</li><li>• Give advance warning of changes</li><li>• Allow them to be creative</li><li>• Give opportunities to develop strategies and solve problems</li><li>• Provide tools for research</li><li>• Supply quality products to sell</li><li>• Provide quality presentation and technical aids</li><li>• Reward them for their loyalty, discipline and perseverance</li><li>• Allow them to service existing accounts rather than open new ones</li><li>• Let them know exactly what is expected of them</li><li>• Give them credit for their hard work</li><li>• Allow them their own organized and private space</li><li>• Give them job security</li><li>• Consider them for longer sales cycles</li></ul>

## MANAGING DISC SELLING STYLES

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### **Tips for Motivating and Managing your Sales Force**

Unfortunately, an incentive that works for one person, may not motivate another. A complimentary steak dinner wouldn't reward a vegetarian, so each person has to be motivated according to their natural preferences, strengths, needs and outlook.

To help increase productivity, fulfill and retain your sales team, try the following steps.

1. Profile all sales people to identify their DISC style
2. Use DISC to uncover what motivates each of them
3. Build sales teams of complimentary styles
4. Remember, money is not the only motivator

Use the following tips to create the best, most productive environment for your team member:

### **Best Ways to Motivate the Advisor Style**

- Provide a friendly work environment
- Use sincere appreciation and recognition for incentives
- Make them a part of a team, they will be motivated by the synergy of other team members, just make sure to give the team objectives, deadlines and incentives for performance or productivity.
- Give them the opportunity to voice their opinions and ideas. They like to feel they are heard and appreciated. They like to express themselves and it is healthy to create an open environment.

### **Best Ways to Manage the Advisor Style**

- Communicate candidly and openly, open conversations with a personal comment
- Provide lots of feedback on performance
- Present criticisms or changes softly and non threateningly with a sincere tone of voice
- Help with changes by giving ample warning and show the benefits of the change
- Ask the Advisor for their opinion
- Don't force them to work alone, allow them to be part of a team, they are great team players

## 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

## INCREASING SALES WITH CUSTOMERS

### Ways to Improve Sales with each Customer

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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 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.		

# Application & Next Steps

**"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." - John Maxwell**

You are now in a unique position to see significant growth because of this **Maxwell Method Entrepreneur Impact Report** journey. And, like any other area of growth, it requires action. By intentionally evaluating how you can apply what you have learned, along with developing a few key action steps and creating a growth plan, you can greatly enhance the value you receive from this report.

We trust that this report has helped you to experience a better understanding of yourself and the unique approach you take as an entrepreneur. As with all assessments and reports, one must know how to use the information for it to be effective, bring change, and harness future success. While the report contains easy-to-understand information, it also contains a lot of information that may not be so obvious at first glance. John Maxwell says, "Experience *is not* the best teacher. Evaluated experience is the best teacher." Just because you experience something doesn't mean you have learned something from the experience. True learning comes from the intentional evaluation and contemplation of the experience. We recommend that you reach out to and enlist the help of your John Maxwell Team Executive Director for maximum understanding, awareness, application, and growth, using the data in this report. They are uniquely trained to help you understand what the report shows and how you can directly apply it to your life and work as an entrepreneur.

In your report, you have gained powerful insight. Applying that new knowledge will make a huge difference in your success. 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 John Maxwell Coach, Speaker, and Trainer will help you take this new information and apply it in many areas of your life and journey as an entrepreneur. They have access to important leadership, personal growth, communication, sales and business building strategies that will add value to you, both personally and professionally. Many of those who receive the results of the assessment and subsequent report have found value in the coaching expertise of a John Maxwell Team Coach. This coaching relationship and individualized approach helped them move the experience from simply being a report to becoming a life-altering change in their influence, impact, and income. We encourage you to discuss personalized coaching with your John Maxwell Coach, maximizing your investment in this assessment and taking your results to the next level.

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 your spouse, family members, associates, and team members take this assessment or another one of our **Maxwell Method Impact Reports**. These reports will help you become aware of their styles and work to develop better relationships, connections, and work settings.
2. Develop and work on a personal and business growth plan based on what you have gleaned in this report.
3. Schedule a Discovery Session with your John Maxwell Team Executive Director 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 Method** resources recommended in this report as tools to help you move into your highest potential, both personally and professionally.

Congratulations on the investment into your entrepreneurial success by 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 a better you. The world is going to benefit and be a better place because of your success as an entrepreneur. You are a changemaker, a self-starter, risk-taker, and an innovator. Go make your unique entrepreneurial impact in the world!