



Ann Other (G5M)

Sales Profile

Why Clarity 4D?

If we liken our lives to a journey, it is wise to establish where you are starting from and where you intend to go.

Some people may amble through life without any sense of direction or purpose, and others may wish to challenge themselves on the way by metaphorically climbing mountains.

The behavioural model which is offered by Clarity4D is a pathway to establish the most effective route 'up the mountain' in order to bring 'clarity' and 'purpose' to our goal; to reach the height of self-understanding.

The Clarity4D Sales Profile is a snap shot of you as a sales person. It provides an opportunity to discuss the options you have in terms of your behaviours - those you have now and those you wish to develop, and others you may wish to minimise or discard. The colour energies, which are outlined overleaf, offer an easy language to describe how we interact and modify our behaviours when confronted by different types of people in sales situations.

The profile does not define you, it describes someone like you.

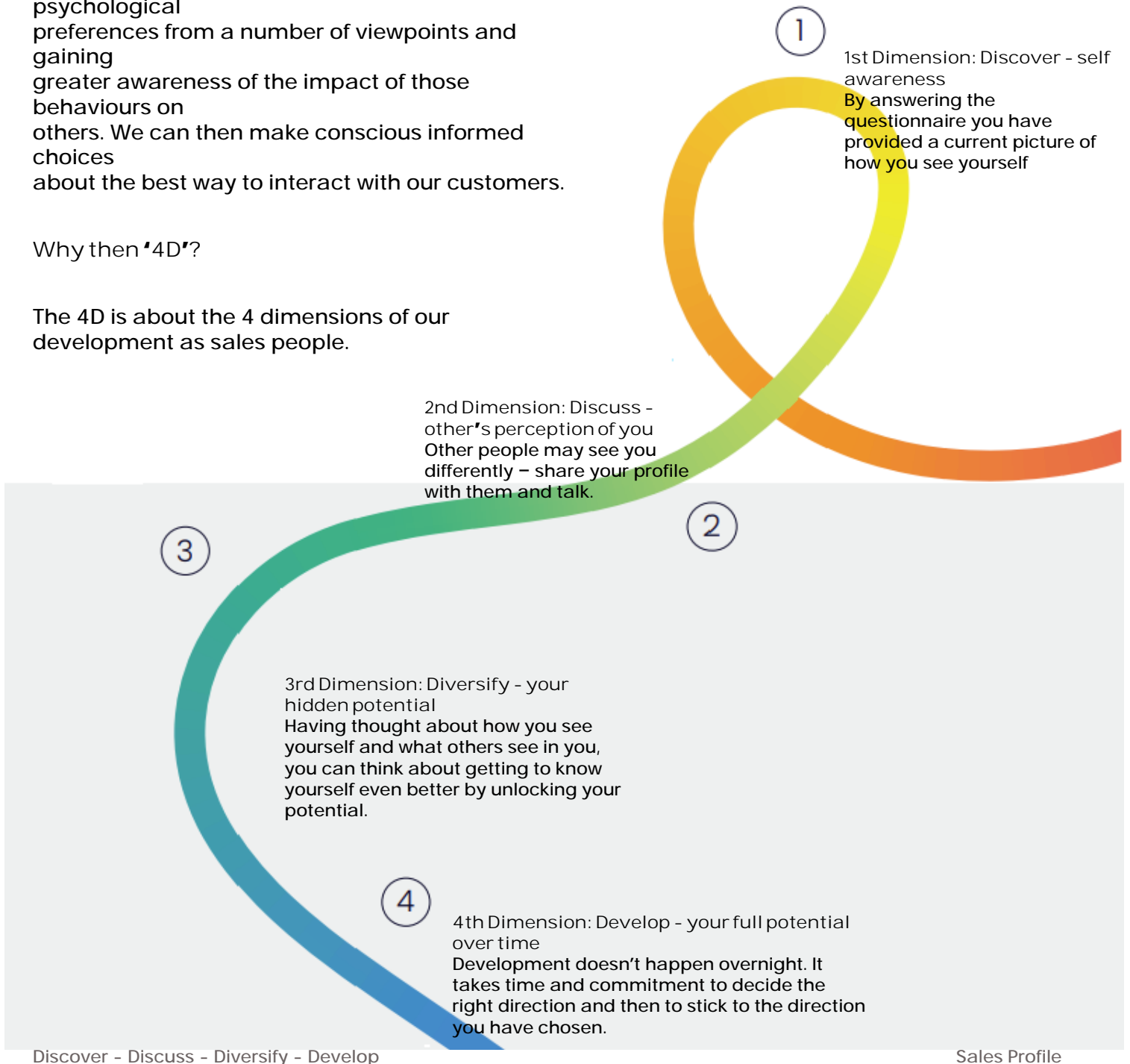
Why Clarity 4D?

Specifically, why 'Clarity?'

This is about looking at our behaviours and psychological preferences from a number of viewpoints and gaining greater awareness of the impact of those behaviours on others. We can then make conscious informed choices about the best way to interact with our customers.

Why then '4D'?

The 4D is about the 4 dimensions of our development as sales people.



Understanding The Background

This Clarity4D profile is compiled from a set of statements that is unique to Ann Other.

The idea of personality profiling is not new; it has been around since the Ancient Greeks.

The Link from the Ancient Greeks

Using the idea from the Ancient Greeks of the four elements, Water, Earth, Fire and Air, and the energy that is created by those four elements, the Clarity4D model has been linked to the four psychological types identified by Carl Jung, and our preferred way of behaving. The concept of colour has also been added to help the reader recognise and remember the different types of personality.

INTROVERTED PREFERENCES are represented by Water and Earth – energies that are hidden beneath the surface i.e. sea or soil



(WATER) BLUE energy is shown by people who are introspective and reserved. They like to observe others and think before taking action. They are happy in their own company, and can give an independent, detached analysis, which can sometimes give the impression of aloofness.



(EARTH) GREEN energy is observed in people who are warm and friendly in an under-stated way. They value close relationships and will be loyal and supportive of their family and friends. They like to create a harmonious atmosphere and prefer consensus to confrontation, which can sometimes make them appear indecisive and laid-back.



(FIRE) RED energy is demonstrated by people who are highly energetic and action-orientated. They are positive, straight-talking and assertive. They tend to be goal-focussed and enjoy the challenge of achieving quick results. They are pragmatic thinkers who have an objective approach which can sometimes overlook the needs of other people.



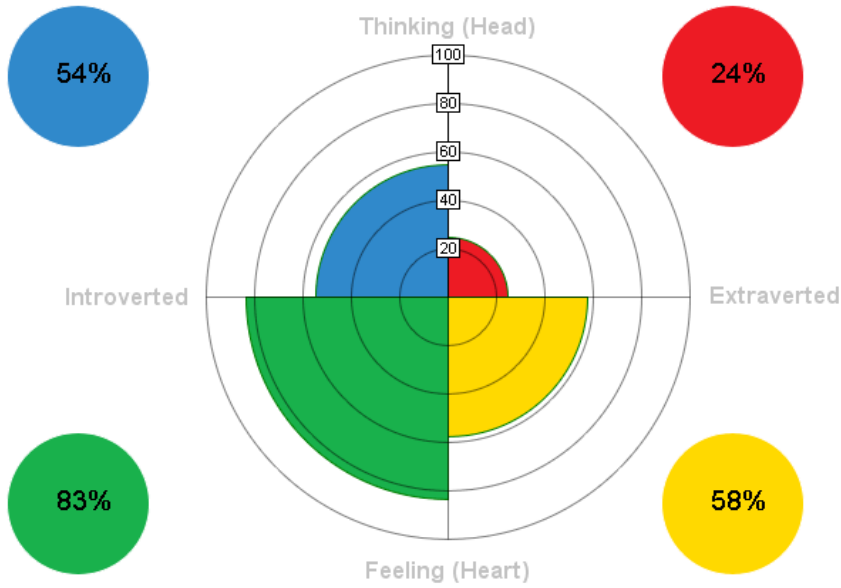
(AIR) YELLOW energy is displayed by people who are out-going, sociable and fun-loving. They particularly enjoy the company of other like-minded people and frequently stand out in a crowd, often enjoying being the centre of attention. They are persuasive, charming and can sometimes overwhelm people with their enthusiastic energy.





As individuals we are a mixture of these four elements, but we have a preference for using some of the energies over others, and the Clarity4D profile will identify which these preferences are, and how we can adapt and use the energies to meet the needs of different people and situations in our personal lives. At the end of the profile is an action plan designed for Ann to complete and work on a future personal development strategy.

Remember – when we are in our element, we perform at our best.

How Do You Show Up?

Conscious-self 'Radial' Graph (G5M)



	THINKING		THINKING	
INTROVERTED	<p>Reflective Observing Analytical Cautious Formal Exacting</p> 		<p>Focused Decisive Direct Challenging Assertive Action-oriented</p> 	EXTRAVERTED
	SENSING	INTUITION	SENSING	
INTROVERTED	<p>Empathetic Concerned Informal Supportive Patient Easy-going</p> 		<p>Chatty Expressive Cheerful Sociable Exuberant Enthusiastic</p> 	EXTRAVERTED
	FEELING		FEELING	

1D: DISCOVER - self awareness

These pages give an overview of Ann's personal style and some insight into how she works with people and tasks.

1D: Discover how you see yourself

What's Ann like?

Hard-working and committed, Ann has a high work ethic and will feel comfortable in an environment where she can get on quietly with her work. Her natural warm and friendly style helps her to offer practical support and service to others. Ann is understanding, sympathetic and likeable. Ann likes to be well prepared and wants to know how things work and why things happen. Ann is laid-back and tolerant and prefers not to be in charge.

She has good people-skills which help her build meaningful relationships and understand what's going on under the surface. She is warm hearted and likes people to "live and let live". She works best with tasks that involve people and likes to create a friendly and supportive environment. Quietly resourceful, she uses her clever brain to help others. Although she has the ability to come up with new ideas and concepts, she keeps a low profile.

She prefers not to manage or control others and can't understand why some people have the need to do so. She is more relaxed with people who take an interest in her and are prepared to spend time on understanding the "real" her. Although quiet and low key, her strengths include a steady and loyal manner. Her quiet manner can stop her from putting herself forward and can result in her being overlooked. She doesn't like to be labelled by other people and is looking for self-understanding.

Although Ann can be perceived as easy going, she can be rather obstinate on occasions. She has a low-key style and can either take her achievements for granted, or doesn't consider them as special. She likes her contribution to be recognised in a quiet way. She has a steady pace which helps her keep to her routine.

She is quietly persistent in making things happen when she feels strongly about them. She is trustworthy, understanding and imaginative. Others may be surprised by her reactions to certain situations when she says that she feels they are wrong. She is good at reassuring anxious and worried people. She is well organised and fairly relaxed about life because she feels in control of what's happening.

Discover - Discuss - Diversify - Develop



Sales Profile

1D: DISCOVER - self awareness - Continued

How does Ann get on with other people?

She can be at her most convincing when she is trying to put across the importance of her ideas and help others to understand them. She has to be aware of the danger of taking on other peoples' problems. She would be prepared to go to the ends of the earth for a friend in trouble. Some may consider her sentimental; she normally remembers special anniversaries when other people forget. Concerned, considerate and kind, her low key approach appeals to others.

Ann has a strong feeling for commitment and loyalty, and does not want to further her own cause. She is idealistic and highly faithful to a valued person or cause. Although not easy to form a relationship with her, her beliefs and values will create a long and trusting friendship. Even though she can find it personally draining, she can take on the burden of other peoples' problems. She prefers to demonstrate her true feelings with actions rather than verbally. She doesn't care about enforcing herself or her opinions on others, unless she is defending her values.

She sometimes reflects that she could have handled a situation better. Ann likes to develop relationships where there are opportunities for growth. She places a lot of time and value on creating happy, supportive and sympathetic relationships. Ann adds calm and comfort to any situation that she finds herself in.

Strongest areas of sales ability

She is perceptive and inquisitive and likes to collate the thoughts of others to develop her own thinking. She has strong inner beliefs and will put a lot of effort into supporting a customer with equally strong convictions. She is at her best when appreciated and recognised, rather than when pushed or challenged. She keeps on the same wavelength as her customers and tries to understand them rather than make judgements on them. Even though she is quiet and can be reserved, she is viewed by customers as a reliable and loyal friend.

She likes to initiative interactive discussions and meetings with her customers as the best way of getting their agreement. Ann's customers look to her for support, advice and help because they recognise the value she places on maintaining close and harmonious relationships. Ann is sensitive to the needs of people around her and concerned for people with problems, and she brings reassurance to the sales situation. In the sales environment Ann is patient and genial. She will work on creating an equitable relationship and this can hold up the conclusion of the sales process. She is a giving person, offering help and advice beyond the call of duty.

Ann sometimes takes on the worries and concerns of her customers which can take their toll on her personally. She has an unassuming sales manner and over time can win approval for her suggestions. She is a quiet and reticent person and is capable of great warmth once she gets to know and trust her customers.



Discover - Discuss - Diversify - Develop



Sales Profile

Strengths as a Sales Person

In no particular order, these are what Ann considers to be her major strengths and intrinsic talents



2D: DISCUSS other's perception of Ann as a sales person

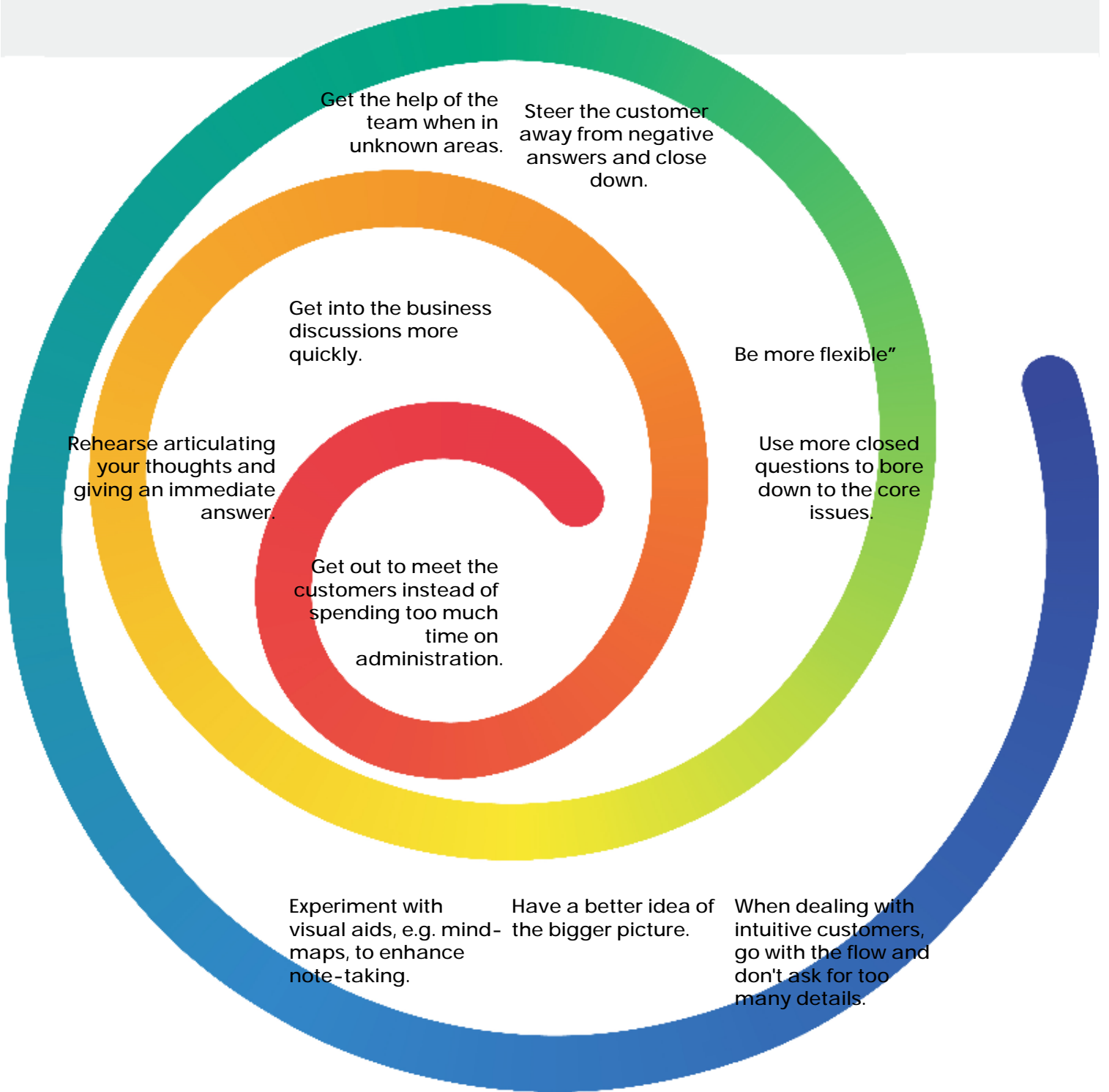
Ann should invite some key people to read the profile and note their feedback

Name	2 statements you agree with	2 statements to say "I'm curious to know about...."	Other feedback points not included in profile	One Thing to Think About (O-T-T-T-A)
Person 1				
Person 2				
Person 3				

What is your One Thing To Think About (OTTTA)?

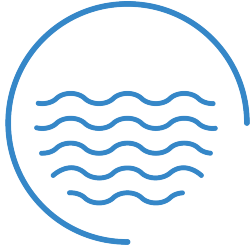
3D: DIVERSIFY your hidden potential

Ann may consider these as areas for growth



Recognising colour energies

Here are some clues to watch out for when you haven't met your customer physically:



INTROVERTS

Voice on the phone:
Quiet, pauses, questions, monotone, measured pace.

Emails:
Greeting with name only, lengthy, detailed, factual, formal sign off.



INTROVERTS

Voice on the phone:
Soft warm tone, how are you? listening, friendly, slower pace.

Emails:
Concerned opening "hope you're well", conversational style, inclusive language, wordy, warm sign off.



EXTRAVERTS

Voice on the phone:
Loud, chatty, expressive, laughter, quick speaking.

Emails:
"Hi" greeting with name, chatty style, may use "I" a lot, lots of !!! and emojis, informal sign off.



EXTRAVERTS

Voice on the phone:
Loud, direct, tell style, brief, fast pace.

Emails:
Straight in, no greeting, short, bullet points, to the point, brief sign off.

Here are some clues to look for when you can see your customer:

INTROVERTS

Body language and dress:
Reserved, little eye contact, brief handshake, neutral colours, dresses to blend in.

Office environment:
Tidy desk, everything in its place, no personal touches, flowcharts, minimalist.

INTROVERTS

Body language and dress:
Warm greeting, retains a cautious approach, soft handshake, muted colors, dresses to be comfortable.

Office environment:
Cluttered desk, homely feel, plants, photos of family, comfortable.

EXTRAVERTS

Body language and dress:
Lively greeting, smiles and gestures, a hug or kiss, quirky or flamboyant style, dresses to be noticed.

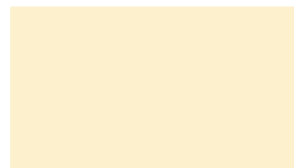
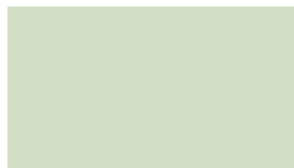
Office environment:
Untidy desk, evidence of lots of activity, team photos, jokey gadgets, motivational posters.

EXTRAVERTS

Body language and dress:
Assertive stance, direct eye contact, firm handshake, strong colours, dresses to impress.

Office environment:
Organised desk, structured office, certificates of achievement, latest gadgets, designer-look.

When you recognise the dominant colour energy of your customers, write their names in the boxes below:



How the customer makes buying decisions

Customers are all different and make their buying decision based on their colour preferences. If they lead with RED and/or BLUE, these are some things to think about.

From the head (Thinking)

Objective decisions

 <p>Water</p> <p>They like:</p> <p>Facts and data, evidence, validation, time to analyse.</p>	 <p>Fire</p> <p>They like:</p> <p>Short, factual proposals, financial benefits, measurable results, to negotiate.</p>
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When selling, you must think how to adapt your communication style to that of the other person in order to influence their decision. Here are some techniques to help you match your communication style to a customer who has a Thinking preference

Do	Don't	Do	Don't
<ul style="list-style-type: none"> • Be prepared with detailed facts & figures. • Be comfortable with silence. • Speak slowly in a measured way. • Talk in terms of logical benefits. • Give statistics and evidence. • Leave with an agreed time to 'think on it'. 	<ul style="list-style-type: none"> • Spend too much time on social chit chat. • Over promise. • Rush the conversation. • Push for a decision. • Break the silence with another benefit. • Be over enthusiastic. 	<ul style="list-style-type: none"> • Establish a time-frame for the meeting. • Be organised and direct. • Speak in a clear, confident manner. • Have facts and benefits ready. • Be prepared to answer questions quickly. • Go for a 'next step' decision. 	<ul style="list-style-type: none"> • Be late. • Appear hesitant or unsure. • Waffle. • Procrastinate. • Mumble or speak slowly. • Disagree or interrupt.

Continued...

Customers are all different and make their buying decision based on their colour preferences. If they lead with YELLOW and/or GREEN, they will make decisions based more on their emotions, and a key part of their decision making will be about whether or not they like you!

From the heart (Feeling)

Subjective decisions

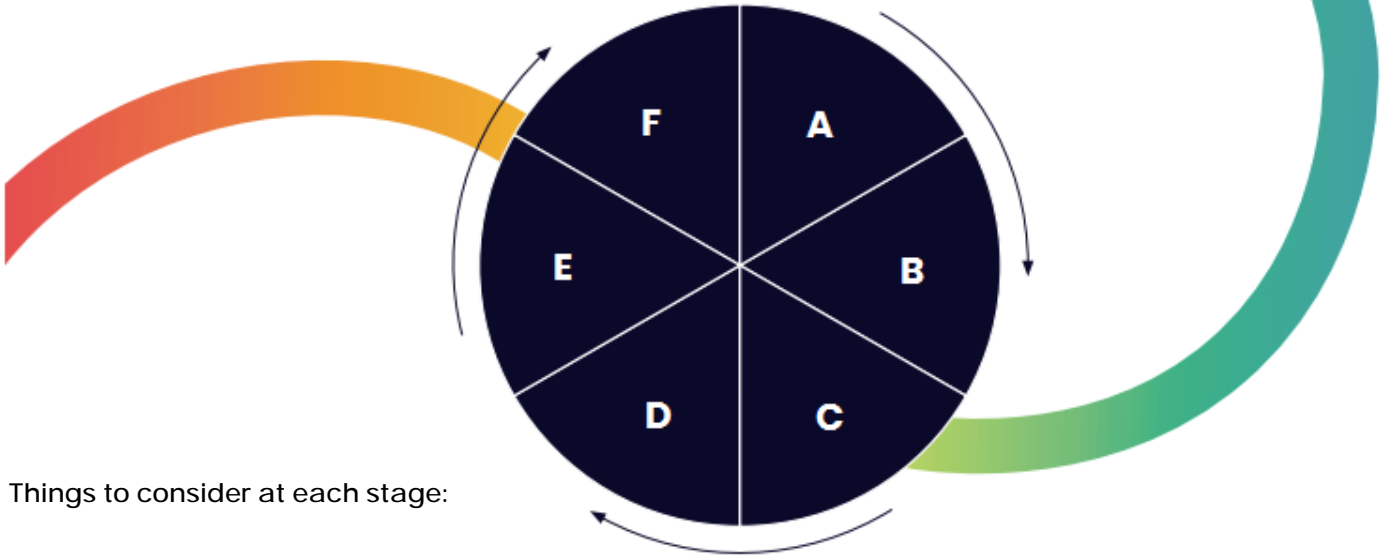
 <p>Earth</p> <p>They like:</p> <p>A trusted relationship, mutual values, understanding 'how', to consult others.</p>	 <p>Air</p> <p>They like:</p> <p>A like-minded sales person, being inspired and involved, a special deal.</p>
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Here are some techniques to help you match your communication style to a customer who has a Feeling preference.

Do	Don't	Do	Don't
<ul style="list-style-type: none"> • Be interested in them. • Speak in a calm and caring way. • Listen. • Encourage questions. • Understand their concerns. • Ask permission to follow up. 	<ul style="list-style-type: none"> • Get straight down to business. • Be patronising. • Over-sell. • Expect a definite answer. • Affront their personal values. • Talk too loudly and quickly. 	<ul style="list-style-type: none"> • Ask about them and their interests. • Speak in a positive and enthusiastic way. • Share stories. • Indulge in some light hearted chit chat. • Make them a 'special offer'. • Go for a quick sales decision. 	<ul style="list-style-type: none"> • Get straight down to business. • Give them too many boring facts & figures. • Cut them off in mid flow. • Appear slow and dull. • Appear driven by processes and rules. • Appear arrogant.

4D: DEVELOP your full potential over time

Based on your profile, think about the sales process and what skills you need to develop:



Things to consider at each stage:

Stage	Things to think about	Highlight Most Relevant to You
A) Prospecting	<ul style="list-style-type: none"> • Research and define your market • Maintain a sales dashboard and up to date CRM • Applying the relevant approach to ensure your Personal Effectiveness 	_____
B) Identify needs	<ul style="list-style-type: none"> • Be clear and able to define the F.A.B for each product category • Understanding and applying different questioning techniques • Listening to understand not just hearing the answer 	_____
C) Present offer	<ul style="list-style-type: none"> • Apply the correct approach based on the customers colour preference • Know the relevant approach for various mediums: e.g. Telephone, Virtual, and Face to Face • Demonstrate the value your solution provides 	_____
D) Manage objections	<ul style="list-style-type: none"> • Recognise the different types of objections • Know how to apply effective objection handling techniques by Colour Preference • Recognise your Hidden Potential to minimise objections occurring throughout the sales process 	_____
E) Close sale	<ul style="list-style-type: none"> • Understand and apply different strategies for closing the sale • Recognise the buying signals for the colour preference throughout the sales process • Understanding your negotiation position 	_____
F) Follow through	<ul style="list-style-type: none"> • Asking for Referrals and Testimonials • Having a SMARTer follow up plan ensure promises are met to keep in touch • Maintain CRM and evaluate Sales Dashboard for sales enablement growth 	_____

Discover - Discuss - Diversify - Develop

Sales Profile

4D: DEVELOP your full potential over time

As a result of reading your Clarity4D Profile what action steps will you take?

Describe the person you aspire to be:

To achieve this, what will you stop doing?

By When:

What will you start doing?

By When:

What else do you need to consider?

By When:

By When:

This report represents how you completed the questionnaire, and the questions you might like to consider now are:

- a) Who else do I interact with who may benefit from completing a Clarity4D questionnaire?
- b) What other areas would I like to develop?

There are further chapters of Clarity4D profiles available on:

- a) Working in a Team
- b) 2D Profiles on how others perceive you

For more information on the above visit our website www.clarity4d.com.