



Sales Interview Assistant for:  
Sam Sample

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## Introduction

Individuals have a recognizable and understandable behavioral style. Style can be described as the way in which people think, solve problems, express feelings and interact with others to get a job done.

Proception 2 identifies and describes those external behaviors, which each style displays to others in a work environment. This report discusses behavior in a work environment. It uses a model of behavior developed by William M. Marston known as DISC. Marston's model has been tested, proven accurate and effective with millions of people for more than 40 years.

The terms most often associated with Marston's Behavioral Model are: Dominance, Influence, Steadiness and Compliance. These factors can range in intensity and work independently or in tandem with the other behavioral factors. The interrelationship of these factors describes how an individual responds to the work environment. The Proception 2 report describes the impact of an individual's DISC behavioral traits in a work environment.

The report generated by this analysis is designed to help individuals and management achieve a better understanding of this individual's behavioral style. It will provide helpful insight into the individual's behavioral strengths in sales and areas in need of possible improvement. The Proception 2 report can also be used to develop strategies and methods to help individual's increase their personal flexibility in working relationships with clients, managers, peers and staff.

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NOTE: If this report is being used in the selection process, it is important to remember that it is not designed to recommend or not recommend any person for employment or hiring for a specific job or position. It is provided only as a tool to help those involved in interviewing a candidate develop interview questions for the interview and candidate evaluation process. A hiring decision should not be based only on this report or any other comparable report. This report and all selection reports should be used in accordance with applicable employment laws.

## Key Sales Results Areas

Sam Sample

This section reports on eight (8) key results areas relating to the business of selling. It describes how he attempts to achieve sales success. Use this information to better understand his approach to each of the key results areas discussed in this section.

### Control of the Sales Process

He will avoid coming across as outspoken and tough with other members of the sales team. He is adept at understanding the different personalities involved in the buying process. When working his prospects or clients, he will want to have competent and resourceful people on his sales team. Sam is willing to get feedback from other members of his sales team regarding the sales process. He can use his self-discipline to tune out uncontrollable events in the sales process.

### Competition

Sam wants to be appreciated for his hard work and effort in reaching a goal. He prefers sales contests where he is rewarded for being a sales leader with a plaque, trophy or other items that acknowledges his top performance. He wants to produce sales results, but he may have an internal struggle over achieving sales results and getting the details right.

### New Ideas and Change

With the self-imposed need to produce results, decisions are most times made without the input of others. Sam enjoys finding and trying different sales techniques with his prospects and clients. Sam can easily become bored with routine sales processes and will want to try different sales methods and techniques. He will be interested in looking at new sales methods and techniques. However, Sam will want the opportunity to assess the benefits of the new versus what he is presently using before making any changes.

### Selling Style

Sam impresses his prospects and clients with his warmth and empathetic sales approach. He must be careful not to interrupt his prospect or client when they are speaking and genuinely listen to what they are saying. Sam enjoys the variety of activities sales allows. He likes a sales environment that is fast, flexible and without having to work with lots of details. He likes to sell in an environment where he can balance his presentation with existing facts and new information.

### Presentation

In a sales presentation his focus is on the strengths of the product or service he is representing. He must make an effort to involve his prospects or clients in the presentation by asking questions or using other means of prospect or client participation. His sales presentation will be made after he understands the internal and political landscape regarding his prospect or client.

**Close**

He may have difficulty dealing with objections he has not heard before or objections made by an assertive prospect or client. His goal is to have his prospects and clients have a great buying experience.

**Service****Response to Management**

Improving his time management and organizational skills can increase his sales results. Sam wants his sales manager to be open with expectations, honest in communication and flexible with rules and procedures.

## Preferred Sales Environment

Sam Sample

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Most people have the ability to be flexible and use their intelligence to adjust their behavior to be productive in various sales environments. He has a sales environment in which he feels most comfortable. It is in this environment he will most often produce his best results. The statements printed below will provide an outline of his Preferred Sales Environment. The number to the left of each statement listed below is used to keep record of the statement. It does not indicate a statements order of importance.

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- 1) With a slower sales process so he can be careful and cautious
- 2) With a sales process that provides a method to measure his success
- 3) With sufficient time to prepare and double-check his presentation
- 4) With public recognition of a sales job well done
- 5) Where he can mix business with pleasure
- 6) Where he can talk during the sales interview and presentation
- 7) Where he can build a long-term relationship with his clients
- 8) Where he does not have to push his prospect or client for the sale
- 9) With a sales plan he understands
- 10) Where other members of the sales team do the research and prepare the presentation
- 11) With the opportunity for travel and frequent changes in sales territory
- 12) Where he is rewarded for sales activity

## Potential Strengths In Sales

Sam Sample

An important part of every organization is its ability to use the inherent strengths of each member of the sales team. The Proception2 report highlights potential behavioral traits and aptitudes he brings to the sales environment. This information will help him and the organization better understand and maximize his behavioral strengths. The number to the left of each statement listed below is used to keep record of the statement. It does not indicate a statements order of importance.

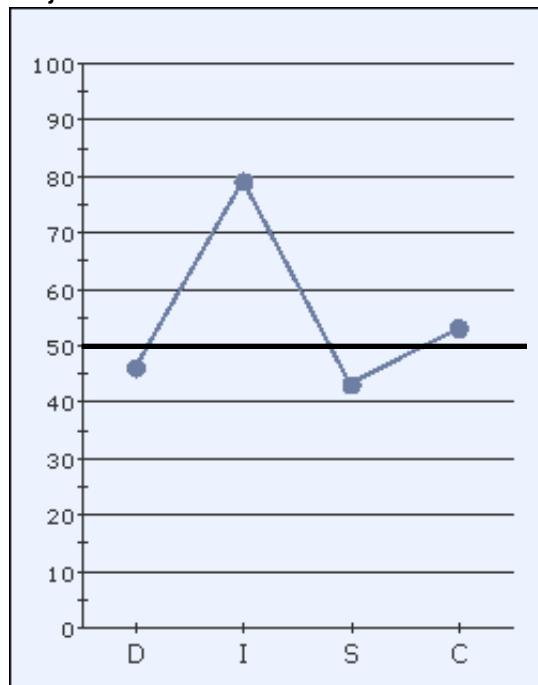
- 1) Uses a PDA or daily planner effectively
- 2) Analyzes options before making a decision
- 3) Plans and follows through well
- 4) Adventurous and daring
- 5) Quick thinker in sales situations
- 6) Energized by group interaction
- 7) Cooperates well with other members of his sales team
- 8) Can maneuver effectively through the maze of an organization's politics
- 9) Flexible and open to new sales ideas
- 10) Willing to travel
- 11) Uses wit and humor in his sales presentation

# PROCEPTION<sup>2</sup><sup>TM</sup>

## A Graphical Representation For

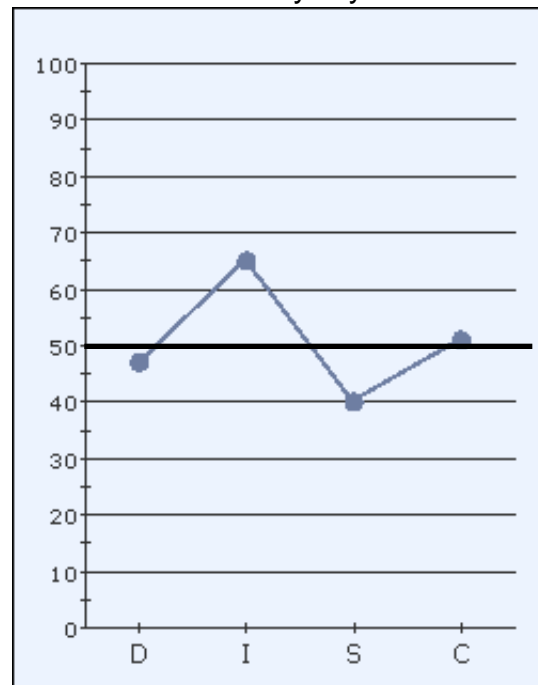
Sam Sample

Adjustment To The Work Environment



46% 79% 43% 53%

Primary Style



47% 65% 40% 51%

## Primary Style

Primary Style is the behavioral response that is most reflective of the “real person”. This is often referred to as an individual’s basic style. Over time the Primary Style is usually very consistent and will not change significantly.

## Adjustment to the Work Environment

Adjusted Style is an individual’s behavioral response to their work environment. It reflects the behavior they feel will give them the best opportunity to succeed in their job. As an individual advance their career they will encounter new jobs or positions. An individual will often adjust their behavior to meet the needs and demands of a new work environment.