

SuperSell: Sample Interaction Style Report – Analytical Expressive

General Behavior

You are an open, warm, and easily approachable person who seeks and enjoys active involvements with other people. With a strong competitive drive, you both enjoy and excel in situations where you are able to use your verbal and social skills to gain acceptance. Very concerned with how you interact with others and with the quality of your relationships, both your popularity and recognition for your accomplishments are important to you.

An independent person, you like to develop your own ideas and conclusions. Once you determine your direction or make a decision about what needs to be done, you pursue your goals with enthusiasm and use your resourcefulness to confront the obstacles and risks that arise. Able to focus on a vision, you have the imagination and the creativity to originate ideas and the persuasive skills to elicit the support of others. But you are also quick to shift that focus, and In a personal sense, your greatest challenge is carrying out your ideas and finishing what you start.

Your talents are most evident in competitive or challenging circumstances where you have to respond quickly to changes and come up with solutions to problems. These talents include self-assurance, self-confidence, a sense of urgency, initiative, and the ability to battle back in the face of resistance. Also very evident to others is your optimistic, positive attitude and your skill at influencing other people.

Offsetting these strengths, others may perceive your manner of relating to be more superficial and more expedient than genuine and your attention span to too brief and open to distractions. Sensing your great concern for power and politics, and your ability to manipulate people and situations to achieve your aims, others may question your intent and the sincerity of your motives.

Your Interaction Style

Relating To Others

Your primary strategy for developing the support and commitment of others is your use of convincing, expressive verbal communication. You attempt to stimulate others and to elicit action by painting visions with words, selling concepts, and divulging your personal feelings. Although you perceive yourself to be an effective two-way communicator, your talents lie more with your ability to verbalize your ideas than with your listening skills. Preferring a lively, exciting environment, you seek to inject enthusiasm and fun into your relationships with others. With an element of drama and an element of humor, you're always selling and seeking acceptance for your ideas.

Focus Of Interest

Although results weigh heavily with you, what matters even more is your need for social acceptance and recognition. You like to be liked, you like to be popular, and you like to be the center of attention. Your self-esteem hinges upon how you perceive others reacting to you when you get the response you seek, you feel energized and even more fired up. When relationships appear to be problematic, you seek ways of gaining back the approval you sense is missing.

Decision Making

As a matter of course in maintaining relationships and cooperation, you seek to involve other people in your decisions. You understand their need to participate and to have an opportunity to influence events, but you are reluctant to defer to their views unless their success or importance are well recognized. Since your feelings and emotions are a significant factor in the decisions you make, you are more inclined to follow your hunches or go with your intuition than you are to collect and analyze a lot of facts. This means that you tend to make quick decisions, for the most part, and that the broader aspects of the decisions outweigh the details.

Time Orientation and Reaction To Change

With your more conceptual way of looking at situations and opportunities, your focus is directed more toward the future and to bringing to life your dreams and visions than it is to more concrete, detailed, and immediate matters. With your optimism, the future is the exciting, fertile ground for your ideas, and you may be inclined to brush off too lightly the lessons and the warnings of the past.

Restlessness drives you to seek change. You like to experiment and you like to try new things. In fact, you may be overly quick to initiate changes or to implement ideas, guided more by your emotions than by the discipline of carefully thinking things through. Needing freedom, you become frustrated when you feel that your activities or your ability to make changes are constrained.

Pace

You are an impatient person, and your natural tendency is to react quickly to all situations. You communicate in a lively, enthusiastic way, and you convey a strong sense of urgency in your dealings with others and in your personal response to deadlines. Progression, movement, action, and variety are fundamental to your style, so much so, in fact, that you may not take the time to organize what you do or to focus your activities on priorities.

Tolerance For Ambiguity

The risk associated with uncertainties and ambiguous situations is challenging for you. You are comfortable with venturing into the unknown, setting your own goals, making your own decisions, and charting your own course. In circumstances where information is incomplete, you are not hesitant to act and you are not intimidated. You like to break new ground, and, in particular, be recognized for your groundbreaking accomplishments.

Your Adaptability

You possess a higher capacity to modify and adapt your behavior in comparison to most people. You likely find it somewhat easier to move away from your comfort zone to both adapt your behavior to accommodate the styles of others and to respond to changing or unexpected situational demands, for example, problems and obstacles. Your higher than average level of flexibility give you greater resiliency with stress occurrences and is beneficial in many jobs like sales or those that require unusual performance demands.

Expressive Selling Style

Your selling style incorporates these motivational and behavioral characteristics... You are:

- Active, energetic, assertive, and competitive in your relationships
- Concerned with your popularity and status, and desirous of recognition
- Enthusiastic, bold, and sometimes dramatic in your manner of presenting ideas
- Persuasive and influential in your communication
- Proactive and self-starting
- Quick to lose interest in things and divert your focus to something new
- Restless and dissatisfied with the status quo
- Expressive with your feelings and emotions – passionate about what you believe in
- Independent in your thinking and comfortable with ambiguity and risk
- More group dependent and strongly social – collaborative and cooperative in groups
- Fast to make decisions – somewhat intuitive and guided by feelings
- More right-brained and spontaneous in how you create and generate ideas

Your motivational and behavioral assets for selling include:

- Your visionary, stimulating, and persuasive communication style
- Your unshakable belief in big ideas and your own eventual success
- Your ability to communicate warmth and friendliness and to build relationships
- Your drive, ambition, and determination to achieve your goals.

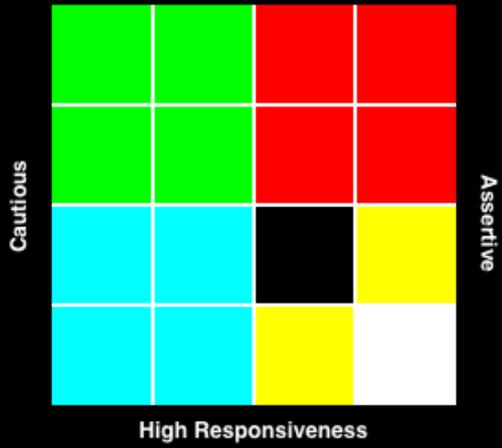
Some of the behavioral challenges you face in selling are:

- You may come across with too much forcefulness, enthusiasm, and belief in yourself
- You may lack the patience and flexibility to deal with indecisive, slower decision-makers
- You may push too hard to close and achieve some result to suit more cautious buyers
- You may be too general in your communication and gloss over the facts and details

Your selling style is most effective in:

- Account Management selling
- Consultative selling
- Features & Benefits selling

Your Interaction Style is **Expressive Expressive**
Low Responsiveness



Versatility