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# My Sales Personality

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Style: SUPPORTER

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## MySalesSuccess

**MySalesSuccess** is a psychometric sales assessment that uses the DPSA methodology developed by MyProfile Pty Ltd, a leading Australian online assessment company. Psychometric assessments are well proven and widely used in pre-employment, sales training, team building, coaching and leadership programs.

Combining practical experience, technology, human psychology and leading thinking in education and business, **MySalesSuccess** explains your dominant sales personality style and shows you how to communicate more effectively with customers of different personality styles.

The most effective sales people are the ones who truly understand human behaviour and can not only predict behaviour, but also modify their own behaviour to that of their buyer. Successful sales people appreciate their own strengths and quickly assess the needs and buying preferences of their customers. Identifying your selling style as well as the buying styles of your prospects can become both revealing and enlightening.

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## Four Personality Styles - DPSA™

According to MySalesSuccess methodology, there are four basic personality styles. When blended together in varying percentages, they make you who you are. These styles define the way you act, think, learn, communicate, behave ... and buy. You are 'wired' with these traits from birth. It's like a default factory setting. MySalesSuccess calls these styles **Driver, Promoter, Supporter and Analyser (D.P.S.A.)**.

Who you are is of course more than just four styles; it's also how you were raised, your home life and family heritage, your ethnic and religious upbringing, your education and learning environment. If you imagine that who you are is like an iceberg, then the part people see above the water line is your personality style. People have an inbuilt predominance to act and behave in a certain way. This is our normal behaviour and we develop our own style from an early age.

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The most effective sales professionals know their strengths and understand the psychology of behavioural selling techniques.



## Your Personality Style

**Congratulations! You are a SUPPORTER personality style. This report presents the strengths you have, the things you're good at, and the positive contribution you make.**

You are thorough, quiet, independent and sometimes stubborn. You are non-aggressive, dislike antagonistic situations and tend to avoid confrontation. You will, however, show defiance if faced with injustice.

You are a practical individual who likes to get on with it but who will resist being pressured into taking short cuts. You are not a socialite and will avoid attempts to place you in the spotlight. You are responsive to sincere appreciation but quick to see through idle praise. You dislike making decisions, particularly those that require a quick answer, as you need time to assess the consequences of your actions.

You tend to avoid disciplining others for fear of alienating them and causing disharmony. You are an excellent analyser who can apply yourself to most tasks that require the practical application of acquired knowledge. You are a conscientious person who will drop everything to assist a fellow worker. You are willing to volunteer your time to assist the needy and are often the unsung hero. You are a friendly person, easygoing, who gets on well with and is liked by most people.

As a **Supporter** you are at ease with people, fitting comfortably into most situations. You are law abiding and tend to be more factual than intuitive. You are great at organising and have a talent for logistics. You love your family and friends and stay in contact with them frequently. You do not believe in instant success but that you have to work in order to achieve. Whilst you don't see yourself as set in your ways, you dislike sudden change. You work hard at not letting others down.



It's no secret that different personality styles have different 'hot buttons' that influence how and what they buy.

## Your Selling Style

**Supporter sales people are cooperative in nature and sell by asking in a calm accommodating manner. They expect the buyer to progress steadily toward a decision as their relationship develops.**

As a sales person your natural style is to build relationships, gain trust and progress through the sales process. You enjoy listening to your customers' needs and you sincerely want the best solutions for them. You are best dealing with a fewer prospects over long sales cycles.

You enjoy sales that require a team approach. You seldom push for a close because you are not comfortable doing so if you think they haven't had enough time to consider.

Because you are thorough and patient you expect the customer to commit when ready. You are cooperative in nature and sell in a calm accommodating manner. You expect the buyer to have trust in you and you in return will provide support and product assurance.



## Talents You Bring To The Job

Your preference for stability allows you to be patient and persistent and people often bring you their concerns. They know you will listen and keep their comments confidential. Your modesty often hides your keen awareness of what is going on around you and, if asked, you can offer good insight.

**Your key talents include:**

- Strong work ethic
- Being responsible and hardworking
- Good cooperation skills
- Creating harmonious relationships with others
- Practical and realistic attitude
- Accuracy with facts and attention to detail
- Enjoyment of being of service to others
- Being supportive of co-workers and subordinates
- Strong organisational skills
- Loyalty and comfort working within a traditional structure
- Excellence at logistics and people management
- Strong sense of responsibility



Focus on the talents you have and use them to be a 'rock star' in whatever you do.

## Words That Describe You

- |               |                 |             |
|---------------|-----------------|-------------|
| Amiable       | Industrious     | Efficient   |
| Deliberate    | Patient         | Loyal       |
| Dependable    | Predictable     | Stable      |
| Good listener | Relaxed         | Systematic  |
| Kind          | Self controlled | Tactful     |
| Persistent    | Steady          | Trustworthy |
| Easy going    | Diplomatic      |             |

## What You Bring To An Employer

- You exhibit patience
- Demonstrate loyalty
- Are a great listener
- Work focused
- Complete assignments
- Hard-working and dependable
- Task-oriented
- Enjoy troubleshooting
- You get results



## Your Leadership Qualities

**Supporters** are quiet participative leaders who manage and respect their team to ensure that everyone has the best possible opportunity to perform. You encourage team work and promote individual success without 'politics' or jealousy. You listen to your team and respect their opinions. You gather information and make decisions based on practicality and common-sense.

You look for the easiest solution preferring uncomplicated structures. You have an ability to organise and plan to achieve objectives in a straight forward, easy going structured environment. You are motivated by a strong sense of loyalty to the organisation.

You will nurture and mentor staff who need help. Your democratic management style results in a friendly productive work environment. This relaxed style does not make you a 'push over' and when tough decisions are needed you will do what's necessary for the organisation.

## How You Make A Difference

**You will make a difference by using your core strengths ...**



Having a clear sense of self is an important basis for developing a successful sales career.

### **Caring about others**

You are genuinely concerned about others and will come to the aid of those less fortunate or in distress. You make a difference by helping to create a kinder, more sympathetic and environmentally friendly place to live and work.

### **Being in control**

Your natural administrative skills help you to make a difference, utilising your organisational skills and your tendency to be tidy and have "to do" lists and checklists.

### **Being there for others**

You make a difference by helping others and you are prepared to drop whatever you're doing to be there for them in difficult situations. You accept people for who they are.

### **Always being friendly**

You make a difference by making sure that everyone is involved and no one is left out. You contribute positively to the team. Your friendly nature makes you a fun person to have around and one who can solve conflict and ensure harmony.

### **Making things easier to do**

You make a difference by making the difficult easy. Your skill of being able to minimise tasks to make them simple and easy to do is a great talent to have.

### **Showing loyalty**

You are a trusted and loyal person who is good at keeping confidentiality. The difference you make is to be a trusted confidant and adviser.

### **Staying positive**

By offering encouragement you make a difference by helping others believe in themselves. Your positive reinforcement and upbeat outlook offers support to those in need.



## How People Buy

Research suggests the most effective sales people are good communicators who do not use the same presentation for every person but adapt their approach to match the individual. They always 'mirror' the personality style of the people they're talking to or working with. They adapt their style to the language of the buyer.

It's no secret different personality styles have different "hot buttons" that influence how and what they buy. The job of a 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 factors, then, creating a favourable environment to engage with them.

**In the following sections we introduce you to how each personality style buys.**

## Two Types of Buyers

**Think like your customer to close every sale.**

We can divide people into two buying styles, **Dynamic** buyers and **Discerning** buyers.

**The Dynamic buyers** are the 'extroverts'. They make buying decisions quickly and they are fast movers. They'll say "I know exactly what I want"; "are you sure you know what I'm talking about"; "can I buy it now" or "how soon can you deliver"; "is this the latest version" or "I'm the customer and I want this with that".

**Discerning buyers** are the 'introverts'. They prefer to do their research thoroughly before buying and like to take their time to decide. They're in no hurry. They want all the facts and want to read all the literature. They will say "is there a guarantee"; "is this a proven product"; "how long has it been on the market"; "how many have you sold"; "how long have you been selling this"; or "is this your best seller".

**In selling any product you need to know who your customer is and what type of buyer they are. If you think like them and present like them, then you will close more sales.**

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Always make your customers feel happy about their buying decisions.

## Dynamic Buyers

### Drivers

Dynamic **D**'s make buying decisions quickly based on fact and choices. They like to buy new products and are early adopters of new technology.

Drivers are fast decision makers. They make decisions based on intuition.

They do not need a tremendous amount of detail. As you make your presentation they will process the information rapidly and make a decision quickly.

They're usually in a hurry and do not appreciate long and drawn out presentations.

Probably the number one thought in the back of a driver's mind is 'get to the point'.

They will respect someone who makes the presentation with confidence and brevity.

Drivers do not like being pressured by someone to buy because they want to stay in control.

## Discerning Buyers

### Supporters

Discerning **S**'s make buying decisions slowly based on people and trust. They like to buy established products that have a good reputation.

They usually want to check with friends or colleagues to ensure they are making the right decision.

They also do not want to offend the salesperson, so they may experience major stress when asked for a decision.

They will listen attentively for long periods of time. Supporters despise rudeness and pressure.

Presentation should be made slowly and softly. Supporters do not appreciate someone who is overly loud and obnoxious. They do want to know that you care about them.

Stay positive in your presentation and let them know how their buying decision will positively affect the relationships in their lives.

## Promoters

Dynamic **P**'s make buying decisions quickly based on people and impulse. They like to buy showy products especially designer labels.

Promoters love to shop, buy, listen to presentations. They normally make buying decisions based on impulse and the gut feeling they get from the salesperson.

They like small talk and chitchat and will often go off on tangents during the sales presentation.

Promoters are not too interested in masses of detail. They do like an active part in the sales presentation offering their own opinion and experiences.

They will talk on and have fun. If they get a good feeling about the person they may buy impulsively.

## Analysers

Discerning **A**'s make buying decisions slowly based on fact and details. They like to buy proven products that give value for money.

Analysers are the most critical of what you have to say or sell. They require a tremendous amount of facts and information.

They despise exaggerated claims, and they expect you to have all the facts and data to back up any claims you make.

Analysers will usually do their own research to validate your information and need to be given the time to be comfortable with their buying decision.

Analysers are fairly private people and do not like to be asked very personal questions. Stay business like and don't pry into their personal lives.

Stress the quality of your product and its excellence. They dislike generalities so be specific in your descriptions.

Expect a fair amount of negativity and criticism. They do not want to make a bad buying decision.

The worst mistake you can make when selling to Analysers is to push them into a decision before they've made up their own minds.

Prepared For **Sam Sample**

## Speed Reading Your Buyer's Style

Speed reading people is the art of communicating more effectively. Here is a way for you to quickly identify your caller's personality style.

When you are speaking with your callers, do they ask for detailed information about your product or service or do they just want an overview and ask questions as to who else is using it and what the benefits are.

### What INFORMATION do they ask for



When you speak with your callers do they react at a fast pace or do they seem slow and deliberate. Do they say: "let's do it now, time is money, why wait": or the opposite, "we won't rush, we're reviewing alternatives, we'd like to consider all the options"?

### What PACE do they speak at



When you speak with your callers are they concerned about the process or is it about establishing good relationships and future opportunities. Do they show creativity or are they more down to earth and not too excited?

### What do they FOCUS on



When you speak with your caller are they willing to express their views and feelings openly? Are they open and chatty or are they reserved and quiet?

### What's their SOCIAL interaction



#### LEGEND

- D = DRIVERS
- P = PROMOTERS
- S = SUPPORTERS
- A = ANALYSERS

## Selling to Dynamic Buyers

### Drivers

Drivers are looking for RESULTS. Describe WHAT the product or service does for them. Stress efficiency and profits, facts & key benefits.

#### When selling to Drivers

- Don't waste time, be business like
- Spare the details, get to the point
- Support their actions & conclusions
- Emphasis the bottom line
- You must be credible
- It may be difficult to get them to switch suppliers
- Let them win and close confidently
- Don't give opinions, give options
- Ask questions and ask for their opinion

#### What to say to motivate Drivers to buy

- You'll want to try this out
- You're the type of person who can make this work
- This program will put you in the drivers seat
- It will increase your current efficiency by...
- There's nothing else like it on the market
- You can easily see the advantages of using...
- This puts you at the cutting edge of your industry
- You will be a leader at the forefront

### Promoters

Promoters are looking for an EXPERIENCE. Tell them WHO is using the product and what they say about it. Stress products and its appeal to people.

#### When selling to Promoters

- Allow time to socialise
- Spare the details, close on first call
- Let them talk, don't ignore them
- Have fun, share a personal story, joke
- Use testimony and incentives
- Summarise major benefits
- Drop names, who's using
- Follow up in writing, follow up often
- Give lots of service and encouragement

#### What to say to motivate Promoters to buy

- You'll work with new and innovative products
- This will allow you to lead the way
- Your customers will tell all their friends
- We'd like to use your name and business to showcase our product
- You'll be recognised as a leader
- You will be able to help many people with this product
- If you buy now I can offer you a free....

## Selling to Discerning Buyers

### Supporters

Supporters are looking for SECURITY. Explain HOW the product will help their security and family. Stress company stability, support and team activity

#### When selling to Supporters,

- Slow and easy
- Build trust
- Talk too fast and you lose the sale
- Provide plenty of proof & stats
- Ask about family
- Don't rush them
- Present logically, listen carefully
- Show sincerity, answer all questions
- Stress company service & prestige

#### What to say to motivate Supporters to buy

- I would like to recommend this plan of action
- Speak with others who are using this product
- This product will give you security of...
- Let's not rush and make sure you've had time to investigate
- We are leaders in this field and ready to help you
- Our support service will help you succeed
- This is a proven product, thoroughly tested and researched

### Analysers

Analysers are looking for INFORMATION. Give details as to WHY the product is a logical investment. Stress scientific data and proven use and track record.

#### When selling to Analysers,

- Provide proof and proven results
- Give time to absorb details
- Suspicious of untested product without referrals and research
- Don't rush them or waste time with small talk
- Get to the point, be well prepared
- Use plenty of facts and figures
- Establish an environment of trust
- Don't over promise
- No personal questions unless you know them well

#### What to say to motivate Analysers to buy

- There's been a great amount of research into this product which ensures its quality
- Once you've taken the time to examine the facts you'll see this is right for you
- You're in a position to examine the facts, interpret them and draw your own conclusions
- Others have found this a perfect solution, with your skills you'll do better

## Increase Your Effectiveness On The Phone

As you listen to the person on the phone select the following descriptions that best describe the caller. Understanding your callers personal characteristics will help you give welcome advice.

	<b>Driver</b>	<b>Promoter</b>	<b>Supporter</b>	<b>Analyser</b>
<b>This person is</b>	Impatient Abrupt Business Like	Charming Warm Enthusiastic	Calm Agreeable Friendly	Quiet Cautious Controlled
<b>How does this person speak?</b>	Loudly Forcefully	Excited Lively	Softly spoken Friendly	Unemotional Matter of fact
<b>When speaking this person</b>	Is Self-assured To the Point	Gives details Talks about self Emotional	Seems uncertain Co-operative Helpful	No small talk Limited sharing Formal
<b>When asking questions this person asks</b>	About my goals Benefits to me	About people What success they expect	Practical questions What support will they have	For more info 'Why' questions Specific & detailed
<b>When answering questions this person</b>	Gives little away Avoids personal chit-chat	Mostly listens Happily interrupts Talks about self	Seems relaxed Takes their time Explains fully	Seems hesitant Sticks to facts Goes step by step
<b>This person's decision-making is</b>	Decisive and swift	Spontaneous and rapid	Considered and Unhurried	Deliberate and slow
<b>To sell to this person</b>	Stress the results and benefits to them	Mention types of people who buy this product	Emphasise the support provided	Highlight track record and its success
<b>This person expects</b>	Action	Attention	Support	Service
<b>When deciding this person considers</b>	Options and opportunities	Testimony and incentives	Assurances and guarantees	Data and evidence