

NOT FOR COMMERCIAL USE



PERSONAL EFFICIENCY

SALES SERIES

01
01

1970

Sample John

IT Developer

Deep Blue Sea Organization



INSUNRISE
PSYCHOMETRIX

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INTRODUCTION

This document is a report on your behavioral style.

Assessment System DISC INSUNRISE® is based on the behavioral model developed by the American scientist PHD, Doctor William Moulton Marston of Harvard University (May 9, 1893- May 2, 1947).

In 1928 Dr Marston published "The Emotions of Norman People" in which he described the DISC theory. The main concepts of this theory are the foundation of the DISC Behavioral Model.

Thousands of scientific experiments and tests based on the DISC model have been carried out. These tests proved that individuals possess both unique characteristics and common patterns. The common patterns help to measure and define individual style of personal behavior.

Research shows that behavioral style cannot be "good" or "bad". Each person can be successful and efficient if he understands his own strengths and weaknesses. DISC INSUNRISE "Individual Style Report" does not grade personal behavior but only describes and measures it.

Better self-awareness may help you to improve your interaction with the others and better adapt to the environment.

Treat the Behavioral Style Report in a creative way. Just cross out the statements you disagree with but only after consulting with people you trust- your friends, relatives or colleagues. You may not be aware of some traits of you character!

Try to create your own Personal Development Plan based on this survey.

Use only professional tools!

Be successful!

Your INSUNRISE Psychometrix Inc.



General Descriptions of Behaviour

This chapter of the report deals with the main tendencies of John's behavior. These are the traits that he is most likely to show in his natural environment, when John is not under stress or influence of other factors and is not trying to fit a situation.

- Caring, deliberate, calculating, introvert, traditionalist, constant, stable, cooperative, unobtrusive, distrustful, systematic, logical, scrupulous, doubtful, skeptical, undemonstrative, controls his emotions, peaceful, conscientious, service-oriented, law-abiding, careful, moderate, reserved, abides by common rules, takes time making decisions, seeks order, tolerant, polite, analytical, moderately and selectively contactable, tactful, modest, avoids competition, tends to accumulate information, predictable, wholesome.
- Tolerance and unobtrusiveness are John's important character traits.
- He tries to control his impulses and does not like to be too emotional.
- John has a reputation of a practical and objective person.
- His natural ability to listen and understand others helps him to collect necessary information for analysis and processing.
- John tends to prepare for upcoming important meetings and events beforehand.
- He has a need to think through the whole project before beginning to work on it.
- John can be described as a person who is detail-oriented and values quality work.
- He likes to make sure not to make mistakes or omissions at work.
- John tries to avoid unreliable methods at work and prefers to use an old proven technique rather than progressive but unverified one.
- John can be distrustful to unfamiliar people. Such attitude is evident by the fact that he asks the new people questions, answers to which do not require personal input.
- He prefers to have limited contacts and likes to control the intensity of all his relationships with people.
- He thinks that emotional but illogical and unsubstantiated persuasion method is less effective than logical and fact-based method.
- John feels disappointed if he has to participate in small talk.
- He favors systematic approach to work. He is rather critical of unsubstantiated statements and usually is quite cautious about new things.
- John tends to accumulate information without sharing it with others if he thinks that they will not understand it adequately. However, he is quite frank with the members of his work team. This characteristic can be both helpful and a disappointing for his managers.
- Being conservative by nature, he does not like personal competition of any kind.
- John always tries to find a logical explanation and solution to any problem.
- He is in constant search of better solutions and tries hard to avoid mistakes at work.





General Descriptions of Behaviour

- John values quality most of all.
- Maintaining good relationships with people is as important for him as accomplishing assignments at work.
- Many people consider John a selfless helper who does not seek recognition.
- Calmness, self-control and poise are John's major behavioral traits.
- He is a reliable and full member of the work team.
- John prefers to work in a non stressful and calm environment. He can work in isolation.
- John may hesitate when he needs to make a quick decision. He will postpone making a decision until he collects all necessary data in order to make the right choice.
- He prefers to abide by the existing procedures and plans and likes work meetings to start and end on time.
- John is not authoritative and does not like to command other, but he can be a good coordinator or executor.
- If John is convinced of something, he will persistently defend his point of view.





Basic Competences Analysis

This chapter covers the main tendencies of John's behavior. These are the qualities that John will demonstrate in the situation most comfortable for him, when he is not under stress and is not making an effort to conform to a situation.

● Natural Style ● Adapted Style

	7.8 4.4	Stress Resistance / Balance
	7.6 5.5	Loyalty to company's policies or Status Quo
	7.6 5.5	Traditionalism. Focus on past experience
	6.1 7.7	Adaptability to the requirements of others
	6.1 7.7	Ability to present valid arguments and defend one's point of view
	6.0 2.4	Ability to concentrate on one task for an extended period of time
	5.6 8.2	Ability to negotiate, find a common language
	5.5 5.5	Cooperation and teamwork
	4.6 7.2	Ability to gather and sort information/Paper-work
	4.5 4.5	Diplomatic skills
	4.5 4.5	Self organization
	2.9 5.0	Aptitude for wide communication
	2.4 4.5	Optimism and trustfulness
	2.4 4.5	Creativity





Style of Working with Clients

Skills reflected in this chapter give a complete picture of John's communication skills and abilities to maintain long-term relationships with Partners.

● Natural Style ● Adapted Style



8.1 Focus on long-term customer relations
6.0



7.6 Planning and running deals that require processing large amounts of paperwork
5.5



6.2 Considerate conduct in the course of protracted negotiations
6.4



5.6 Ability to involve a client in the discussion of business matters
8.2



5.5 Preparation of a client to a voluntary decision in favour of a purchase
5.5



5.1 Ability to identify client's true intentions and needs
7.7



3.9 Gaining friendship with clients for the purpose of mutual benefit
2.4



2.5 Building up trust-based relations with a client
7.2



2.4 Motivating the client in accordance with his/her own interests
4.5



2.4 Aspiration to establish contacts with influential people of the client-company
4.5





Sales Style Indicators

This chapter is devoted to analysis of John's basic behavioral tendencies in sales. There is a wide range of skills needed to achieve high results in sales.

● Natural Style ● Adapted Style

	8.1	Orientation on long-term customer relations
	7.1	Professional advise regarding all product specifications
	7.1	Technical sales requiring the knowledge of all product and paperwork nuances
	6.5	Ability to minimize risks
	5.5	Knows when it is high time to step back in order to get the final yes of a buyer
	5.1	Ability to present information in an intelligible and attractive manner
	4.9	Ability to match client's requirements with the aim of the deal
	4.6	Correct processing of deal's documents
	4.5	Discreetly but inevitably brings a client to the decision on buying
	4.5	Deal with a view to result
	3.9	Deal risks evaluation
	2.9	Ability to turn client's objections into a positive talk
	2.5	Ability to project him/herself speaking of the advantages of his/her offer
	2.4	Exercise of inventiveness and manipulative skills while convincing client





Behaviour Analysis on Various Stages of a Deal

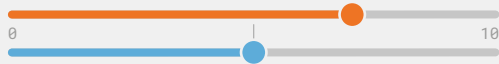
This Chapter provides an opportunity to assess John's skills used in the sales process: from preparation for meetings with clients to dealing with objections.

● Natural Style

● Adapted Style



8.1 Attention to customer's words and behaviour
6.0



7.1 Primary client search and market research
5.0



5.6 Overcoming resistance through verbal persuasion
8.2



5.5 Offer with an account of client's requirements
5.5



5.5 Building trust-based relations
5.5



5.4 Orientation on long-term customer relations
2.9



5.1 Ability to uncover the true reason of customer's counterarguments
7.7



5.1 Presentation with an emphasis on technical aspects
7.7



4.9 Makes numerous attempts to close a deal
2.4



4.9 Ability to turn customer's counterarguments into grounds for making a deal
2.4



4.5 Exercise of straightforwardness in overcoming client's objections
1.9



4.5 Ability to uncover client's requirements through questions
4.5



2.5 Presentation with a focus on emotional aspects/Flexibility
7.2



2.4 Ability to engage customer in a conversation, invite to open communication
4.5



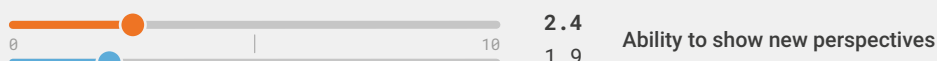
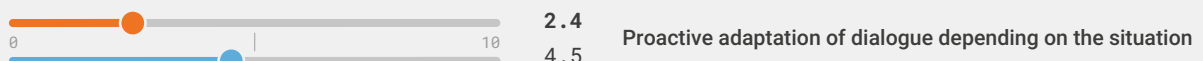
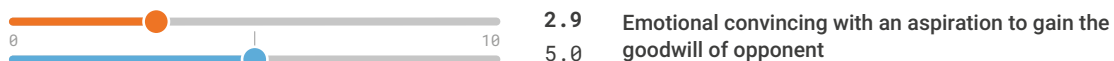
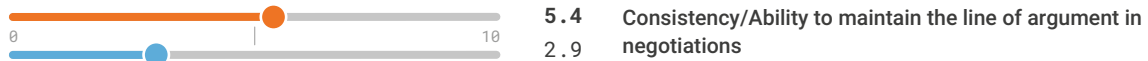


Negotiating Style

This section of the report measures abilities to find arguments, to persuade, to express one's view clearly, to listen and ask questions.

These parameters have been chosen in order to get a clear understanding of the employee's communication style. Please analyze carefully the information below.

● Natural Style ● Adapted Style





Presentation Skills

In this chapter are assessed John's public speaking skills and his ability of presenting information, including understanding and management of audience, as well as his way of structuring and conveying of information.

● Natural Style

● Adapted Style



7.6
5.5 **Logical and structural presentation of the material.**



7.1
5.0 **Detailed preparation of a presentation, its revision and double-checking**



5.5
5.5 **Adequate response to the negative reaction of the audience.**



5.5
5.5 **Presenting the material according to the audience.**



5.1
7.7 **Maintaining the balance between audio and visual presentation.**



4.6
7.2 **Aspiration to meet ad hoc requirements**



4.5
4.5 **Effective time management.**



2.4
4.5 **On-the-spot change of strategy**



2.4
4.5 **Ability to answer questions with confidence.**



2.4
1.9 **Optimization of density of presented material**



2.4
4.5 **Ability to establish and maintain productive contact with the audience.**

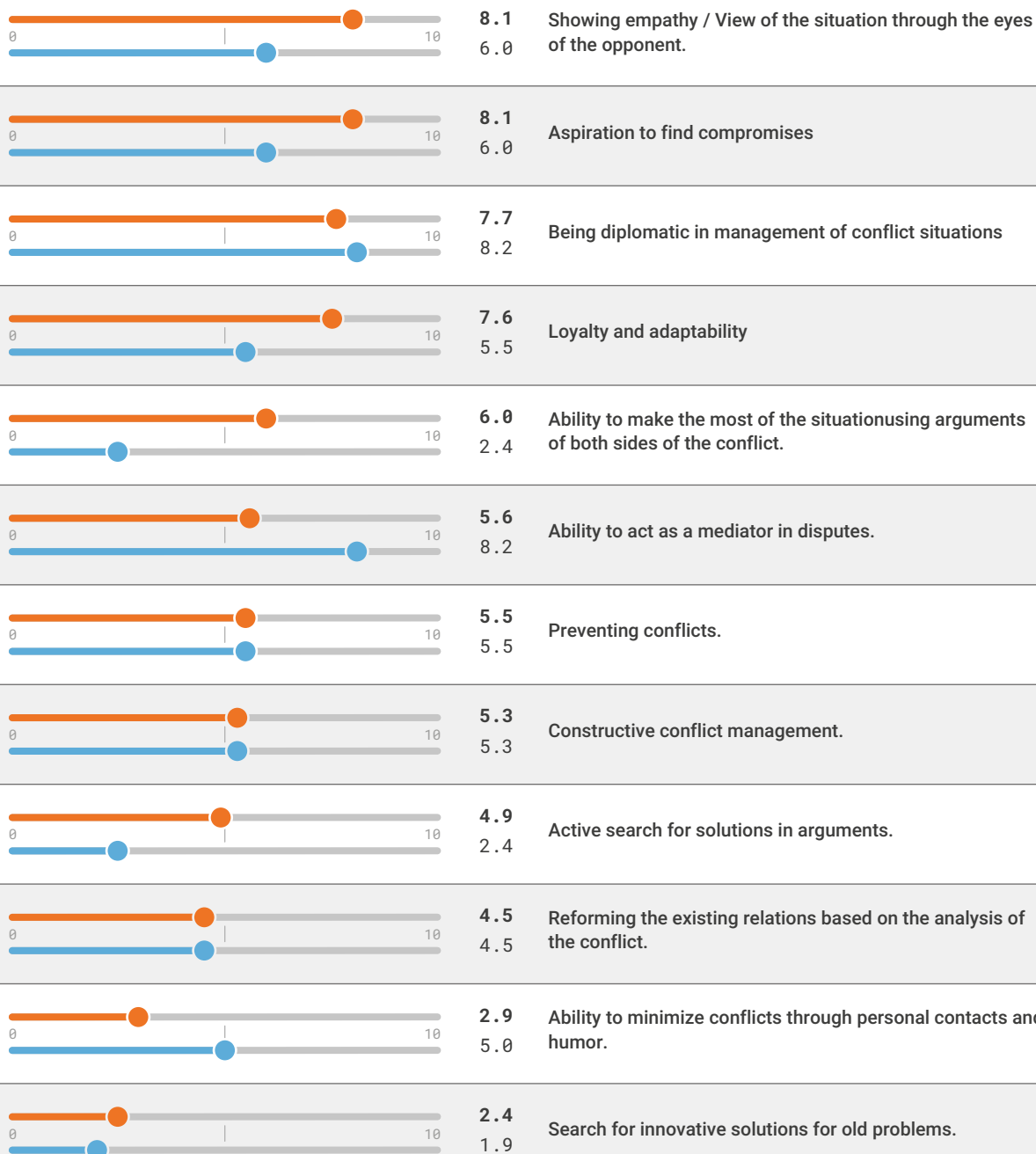




Behaviour in Conflict Situations

This Chapter gives a complete picture of John's skills in dealing with conflict. Compromise approach skills as well as those related to constructive ways of avoiding conflict are evaluated.

● Natural Style ● Adapted Style





Motivating Stimuli

There is a common opinion that the best environment for a person is the one that creates for him the conditions for self-motivation. Employ the information stated below to identify together with John his main individual motivators.

- Reliability, thoroughness.
- All-embracing certainty and predictability.
- Absence of sudden changes in work plans and work order.
- Work atmosphere build on harmonious, peaceful relations and cooperation.
- No need to perform new, uncustomary duties.
- Opportunity to work undisturbed and feel support of the team and belonging to it.
- Sense of personal usefulness.
- Recognition of colleagues earned through loyalty and willingness to help.
- Absence of competition.
- Rational allocation of duties.
- Narrow, specific tasks.
- Ability to calmly focus on a problem.
- Availability of well-defined and detailed instructions.
- Open access to information.
- No need to multi-task.
- Time margin.
- Environment, where logics and objectiveness prevail over emotions.
- Engagement in projects, which John would be able to commence and finalize.
- Opportunity to be alone with oneself from time to time; integrity of personal space.
- Passive leisure time.





Efficiency-limiting Factors

This chapter specifies possible, efficiency-limiting factors and behavioral traits of John that fall beyond his job sphere. We recommend pointing out 1-4 limiting factors and developing a plan based on these factors to weaken or master them.

- Avoids progressive innovations for the sake of stability guaranties.
- Slowly adjusts to changes.
- Needs assistance with grasping new tasks; does not always dare to take on unprecedented projects.
- Does not manifest sufficient commitment and initiative in tackling production issues.
- Avoids acting on his own.
- Inclined towards accumulating information without sharing it with others. May silence out his viewpoint, until someone asks to express it.
- Not always recognizes or remembers that there is a deadline for assignment delivery.
- Strives to maintain the same neutral attitude to any situation. Because of that colleagues may accuse him of indifference.
- Has a tendency to express false modesty or false consent.
- Does not go further than communicating with his team-members; is rather reserved with people he does not know well.
- Prefers the policy of non-intervention.
- Seeking to escape conflict conversation topics, leaves important questions at times unresolved.
- Has a tendency to overstating the complexity of problems.
- Reveals an inclination to bureaucracy.
- Makes decisions slowly.
- May drag out his participation in certain projects.
- Sometimes an over-the-top analysis of a situation and preparation to it substitute for him the action itself.
- States ideas instead of "selling" them.
- May have some problems with prioritizing.
- Evaluating all "pro" and "contras", sometimes becomes hostage of his own scrupulosity.
- Allows others to make decisions for him.
- Perceives the critique of his work as attacks on him personally.
- Reduces the conversation to the discussion of details, using this as a mean of self-defence.



Recommendations to improve John's own efficiency

A person's self-perception may significantly differ from the way other people perceive him. This difference manifests itself in less conscious behavior. Point out the most important in your opinion statements and compare your choice with the opinion of people, who know you well.

JOHN WOULD BEHAVE MORE EFFECTIVELY IF:

- Not to be afraid to act spontaneously, take more initiative.
- To strive for greater independence in decisions.
- To behave more expressively and less formally.
- To express more flexibility in regards to accepting changes and innovations.
- To master new methods in work.
- To cultivate a feeling of optimism.
- Not to underestimate his capabilities and skills.
- To allow others criticize his actions not taking the criticism personally.
- To have a more creative approach to the execution of assignments.
- To take a more active part in discussions in the role of a competent expert.
- To articulate his viewpoint on various matters more often putting aside the fear to cause negative reactions or seem incompetent.
- To be more persistent in trying to get people interested in his ideas, to go beyond passive statements.
- To place a more significant emphasis on deadlines.
- To give special attention to choosing priorities.
- Not to postpone the resolution of complicated problems.
- To enter a confrontation, if it is required to achieve better results.
- Not to clam up whenever someone challenges his convictions.
- To be more confident and categorical in saying "no".
- Not to exaggerate the complexity of certain situations.
- To be less fixed on details and nuances.
- Not to lose sight of his career objectives.
- He cultivated a sense of optimism.

Personal Development Plan

The generation of personal goals is often more effective than targets provided by outside authority.

We have prepared a list of skills which you might decide to improve. It is necessary to choose one or more of the proposed options, after that sketch certain steps which John should take. Turn to the Report to make the task easier.

Try to set real deadlines rather than to just plan actions.

- Relations
- Discipline and Self Organization
- Delegating tasks
- Decision making
- Efficiency
- Self development
- Planning and time management
- Self-confidence
- Career goals
- Leadership

Development zones:	Development Initiatives:
1.	<hr/> <hr/> <hr/>
2.	<hr/> <hr/> <hr/>
3.	<hr/> <hr/> <hr/>
4.	<hr/> <hr/> <hr/>

Development Plan start date: _____

Date of its Revision: _____



DISC Behavior Style - Instructions for Reading Graphs

NATURAL AND ADAPTED BEHAVIOR

This individual report is based on the interpretation of Graphs of Natural (II) and Adapted (I) behavior.

GRAPH I

Graph I represents our "Professional mask" or the behavioural style that we wish or consider appropriate to show to other people. Adapted behaviour is less intuitive and may be either in the line of or Natural behavior or be quite close to it.

Graph I measures an ability of an individual to adapt his behaviour consciously to particular situations. If you ask a candidate to fill questionnaire keeping in mind not his work, but his family life, where he (she) is performing the role of a father (mother), Graph I will reflect his (her) behavior which he (she) considers to be adequate to be successful in this role. Graph I can change much more easily and quickly than Graph II. To a certain extent, we all adapt our behaviour to the environment, work situations included.

GRAPH II

Graph II describes less conscious instinctive behaviour of an individual. This Graph is more informative and reflects our true image that is what he (she) really is when he (she) does not try to control himself (herself). In normal conditions, Graph II changes very little in time. However, some event or accident, which can give rise to strong emotions in a person, may change the shape of Graph II, e.g. a serious surgical operation, a car crash, changes in a family life, the loss of a job, etc. The price we pay for the adaptation of our behaviour is our energy. The following should be kept in mind:

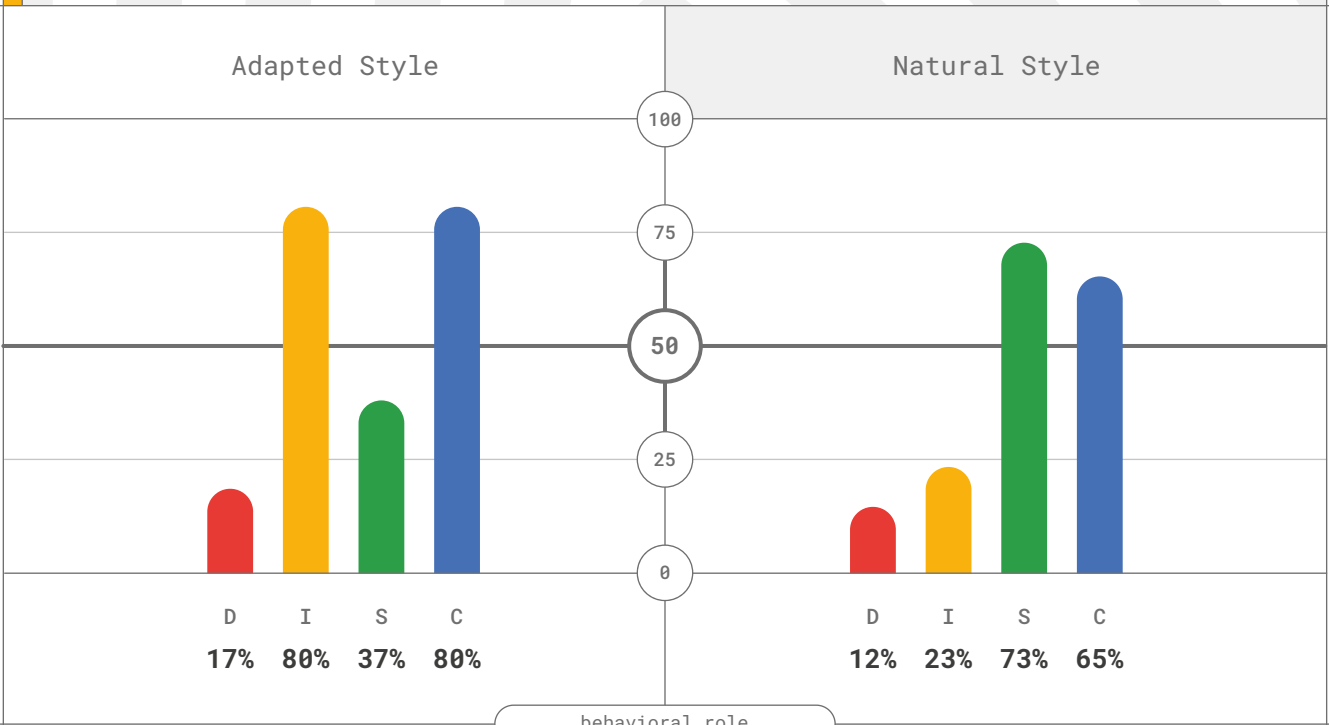
- Long term behavioural adaptation may exhaust one's energy.
- If a person is seriously motivated to adapt his (her) behaviour, he is able to conduct himself in accordance with the demands of the environment.
- To restore the energy supply a person has to turn back to his Natural style of behaviour.

Comparing Graph I and II you can judge of the difference between the person's self-perception and what his natural performance. When the gap between the Graphs is minimal, a person feels more energetic and dynamic and can fulfill different tasks for a long time, being under minimal or without stress at all.

Mindfulness directly affects the quality of decisions made!
Be successful!

Always with you, INSUNRISE Psychometrix Inc.

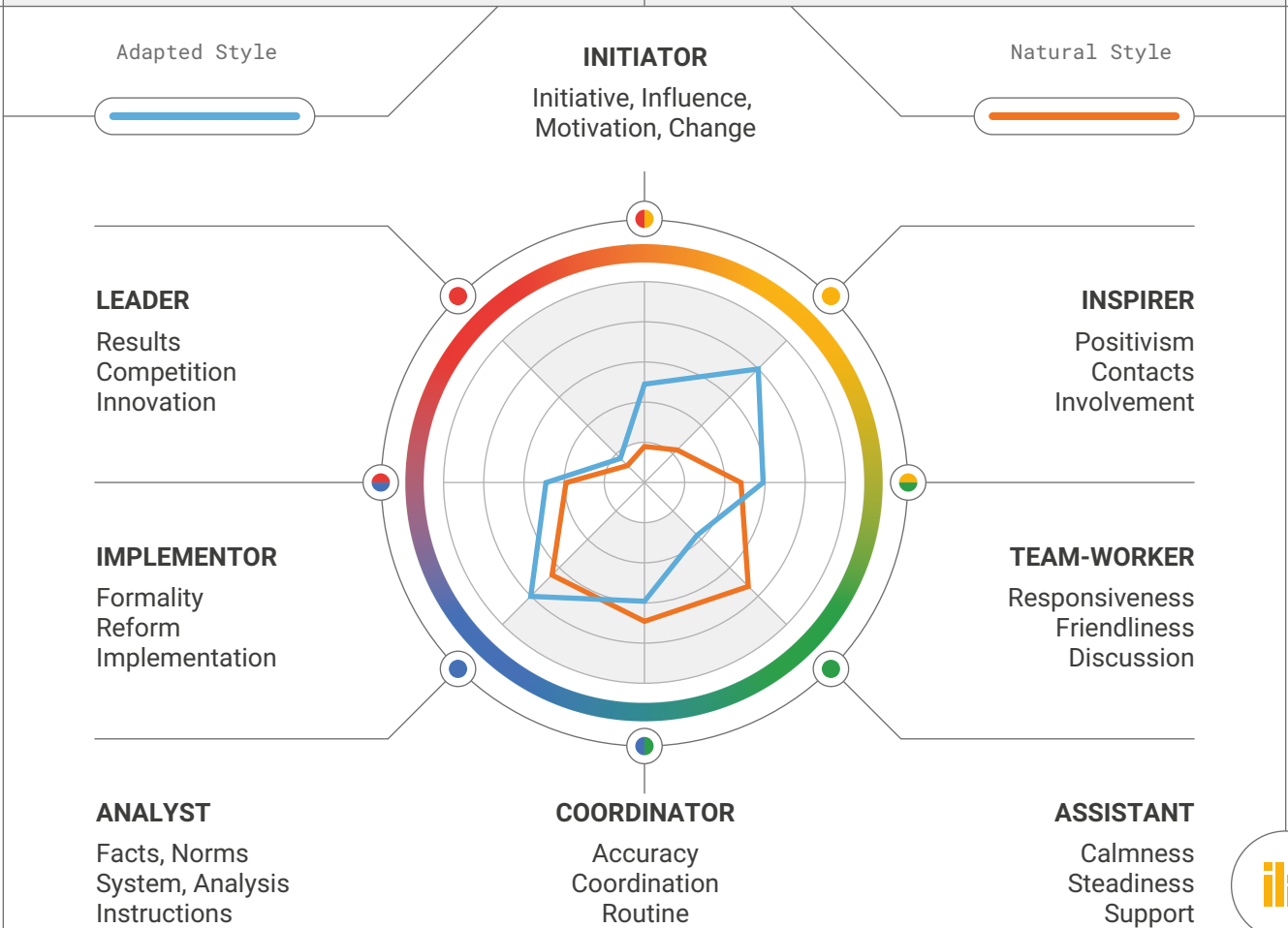
John's Behaviour Style - DISC Graphs



behavioral role

INSPIRER-ANALYST

ASSISANT-COORDINATOR



INSUNRISE ROSE - Instructions

INSUNRISE ROSE is Helicopter view diagram and a powerful multifunctional tool that can be applied independently or combined both, with the individual or Job Profile reports.

INSUNRISE ROSE was developed on the basis of DISC Model, designed to help each applicant to understand both himself and others better.

INSUNRISE ROSE HELPS TO:

- Identify job matching
- Fix the difference between one's conscious and unconscious behavior;
- identify and prevent inner stress;
- Minimize inconsistencies between one's way of behaviour at work and outside it;
- Work out strategies to improve team spirit

To analyze the degree of job matching or direction of adaptation of behavior, it is necessary to compare the distance between the indicators of the Job (briefcase) and Natural (Circle) or Adapted Behavior (Cross) of one or more employees.

To observe the team dynamic it is advisable to place on the INSUNRISE ROSE the indicators of the Job position and then the ones of Natural and Adapted Behaviour of all members of the team and analyze the correlation between them.

Such method allows to identify quickly the areas of possible conflicts between members. You will be also able to see how to improve interaction and mutual understanding within the team.

INSUNRISE Rose® - Personal

