



Sales Report

PRINCE

INTRODUCTION

Welcome to C-me Profiling. C-me is a behavioural profiling tool that provides insights into a person's likely preferred way of doing things.

Your sales report consists of a number of sections that are core to who we are and how we relate to others. In addition, it focuses in on your likely sales strengths and areas for development.

A team section is also available that focuses on areas of behaviour linked to high performing teams.

Your C-me profile gives you information about your preferred ways of doing things expressed in the language of different combinations of four colours. This combination gives each person their unique temperament. We have found that not only is the C-me approach easier to understand, remember and relate to than other profiling systems, but also that it is much easier to use and translate into action. We hope you will find that too.

No profile is carved in stone - and there are no right or wrong profiles. Each combination has its own strengths and weaknesses, like two sides of the same coin. C-me reports are all about stimulating helpful conversations and discussions, and assisting each of us to learn more about ourselves and each other.

We get excellent feedback on the accuracy of our reports. However it is likely that you will not agree with everything that is said. That's normal. However do take the time to check any such statements out with someone who knows you well as sometimes they can reflect characteristics that are true but simply not visible to you.

Hopefully you will find yourself nodding - maybe even smiling - in agreement with most of what you read.

There are many learning, performance and teamwork opportunities here. We hope you will enjoy your report and find it useful.

OVERVIEW

This section provides a broad outline of your preferred ways of doing things.

Prince can be charming and stimulating company and keep others entertained with his engaging manner. He never wants to miss the opportunity just around the corner so is happy to keep moving on. As a thought pops into his mind it may quickly also come from his mouth; and he can sometimes change his mind in a minute and express a different opinion. He often displays an innovative approach to problem solving and is naturally creative. Prince is friendly, sees the potential in those around him and is aware that this occasionally leads him to support lost causes. Fire fighting and responding to situations may be his way rather than planning carefully to ensure problems don't arise. A light-hearted approach to most tasks is his normal style; it doesn't lessen the task's importance for him. He is good at selling ideas to others for projects that hold his attention.

Prince enjoys launching new plans to the world and being the centre of attention while he does it. Colleagues who feel reticent to speak for themselves will often value having him as their spokesman. His decision making may seem impulsive but he's just following his natural intuition. He enjoys being involved in high energy, interactive events and throws himself into team activities. He lives for the moment and enjoys every minute. Working alone is not his preference; he much prefers bouncing ideas off others. Having countless projects on the go at once energises Prince. Listening carefully and patiently doesn't come naturally to Prince; he should make an effort to be considerate to colleagues.

Prince loves a brainstorming event and contributes more than his share of ideas. People that verbalise things more slowly and carefully may find he has a strong urge to finish their sentences. He keeps an open mind for new ideas which some colleagues may, mistakenly, see as lack of commitment to the original decision. To stay in control of his emotions he often needs to remind himself that criticism is not normally meant personally. It can help to remember that all the parts don't need to be perfectly in place to launch the new project today. Focusing his energy on just one subject can often be more productive. He enjoys being centre stage and is energised by his own performance. Even if he has a full diary he finds it difficult to say no to new requests for his time, especially for interesting projects.

Actions

Please tick or highlight the statements that you really like, cross the statements that are just not you and add any other comments you would like to make.

STRENGTHS

These are some of the key strengths a person with your colour preference may have.

- Adds a sociable element to the team's tasks
- Enjoys networking opportunities
- Finds it easy to make conversation
- A real zest for life
- Lively, sociable and fun
- Generates lots of ideas
- Embraces change
- Quick to trust

Actions

Select the three key strengths that you think best describe you, add any you think may have been missed.

POSSIBLE AREAS FOR DEVELOPMENT

These are some areas for development that someone with your preferences may have. You may well have addressed these areas in your development already, you may still need to work on some of them or you may just be becoming aware that others can sometimes see these in you.

- Can involve too many people in a problem
- Over-dependent on the good opinion of colleagues
- Gets carried away by the enthusiasm
- May miss important details
- Can become distracted and lose focus quickly
- May undervalue the importance of established processes
- His need to be liked can over-influence his actions
- Gives a full story when a succinct comment is needed

Turn Weaknesses into a development plan

1. Select 2 or 3 points that you feel most apply to you & impact your performance
2. Select situations where these were relevant
3. Identify options for change
4. Consult colleagues and make a development plan

VALUE TO THE TEAM

Effective teamworking lies at the heart of most successful organisations. Teamwork is the fusion of a host of skills and qualities that each person brings to the team. Your particular value to the team may lie in areas identified below.

- Motivates others through optimism
- Ensures team communications are frequent and motivating
- Bounces back quickly from setbacks
- Uses humour to diffuse aggression
- Adds a touch of spirit and adventure to life
- Experiments willingly
- Views risk-taking positively
- Engages others in interesting and varied conversation

You will get best value from this section by sharing it with other members of your team and getting their feedback.

BLIND SPOTS

Blind Spots are the aspects of your behaviour you may be less aware of, but that your colleagues may see in team situations. These are the behaviours that are more likely to lead to conflict with colleagues.

Prince's natural inclination to trust everyone needs to be tempered with a reality check at times. Before the start of a project, planning the stages and timescales may require more work. Others have opinions to contribute; he may be talking too much. A thought may pop into his mind and then out of his mouth without much pause for consideration in between. Last minute decisions may cause chaos for others, he should give more consideration to colleagues and their timescales. His desire to keep lots of plates spinning at once may be regarded as lack of focus by some colleagues. He can be seen as never properly finishing anything he starts. Pleasure at being centre stage may be seen as unnecessary self-promotion by others.

Prince should face up to difficult situations, deal with the occasional conflict and not dance around the issues. Sometimes, for the very best reasons, Prince tries to squeeze an extra couple of things into his diary when there really isn't the space. Sometimes work is about the details; Prince can't always escape the routine tasks. His need to involve everyone around him in the current project may just be interrupting their focus on the task in hand. Detailed analysis of others' information may result in a better solution. He may defer problems involving personal conflict, hoping things will improve; sometimes he should face the problem today. Being quick and being clear can be tough for some. Passing the routine tasks to someone else is okay once.

Actions

Consult the people close to you and get their input into which of these statements you should focus on as development points.

EFFECTIVE COMMUNICATION

The following phrases describe strategies for communication with Prince that he may prefer.

- Keep the discussion motivational and inspirational
- Let him interject with ideas
- Provide ideas and options
- Offer possibilities for immediate action
- Add energy and interest to your discussion
- Respect his creativity
- Give him freedom to do 'his own thing'
- Seek his views and ideas

Actions

Select three or four statements to share to help your colleagues communicate with you effectively.

INEFFECTIVE COMMUNICATION

These phrases describe the communication strategies that are probably least preferred by Prince

- Cut short the conversation
- Drive hard for facts, figures and outcomes
- Spend too much time planning
- Restrict his ability to handle several things at once
- Keep returning to the rule book
- Take his support as certainty that he really agrees with you
- Prevent him from dreaming
- Get bogged down in the specifics

Actions

Select three or four statements that are ineffective ways to communicate with you, to help your colleagues understand your preferences.

SALES CONTRIBUTION

These are the strengths you may most naturally bring to a sales team.

- "Can do" attitude
- Generates ideas in abundance
- Inspirational and visionary
- Energetic and enthusiastic
- Positive outlook
- Generous and trusting
- Keeps the momentum going
- Moves on quickly from disappointment

Actions

Which of these strengths are most important in your sales context? Think about your clients, your product and the rest of your team.

How can I maximise these strengths when I am needing to influence people?

SALES IMPROVEMENT AREAS

These are areas that are more likely to need developing or delegating.

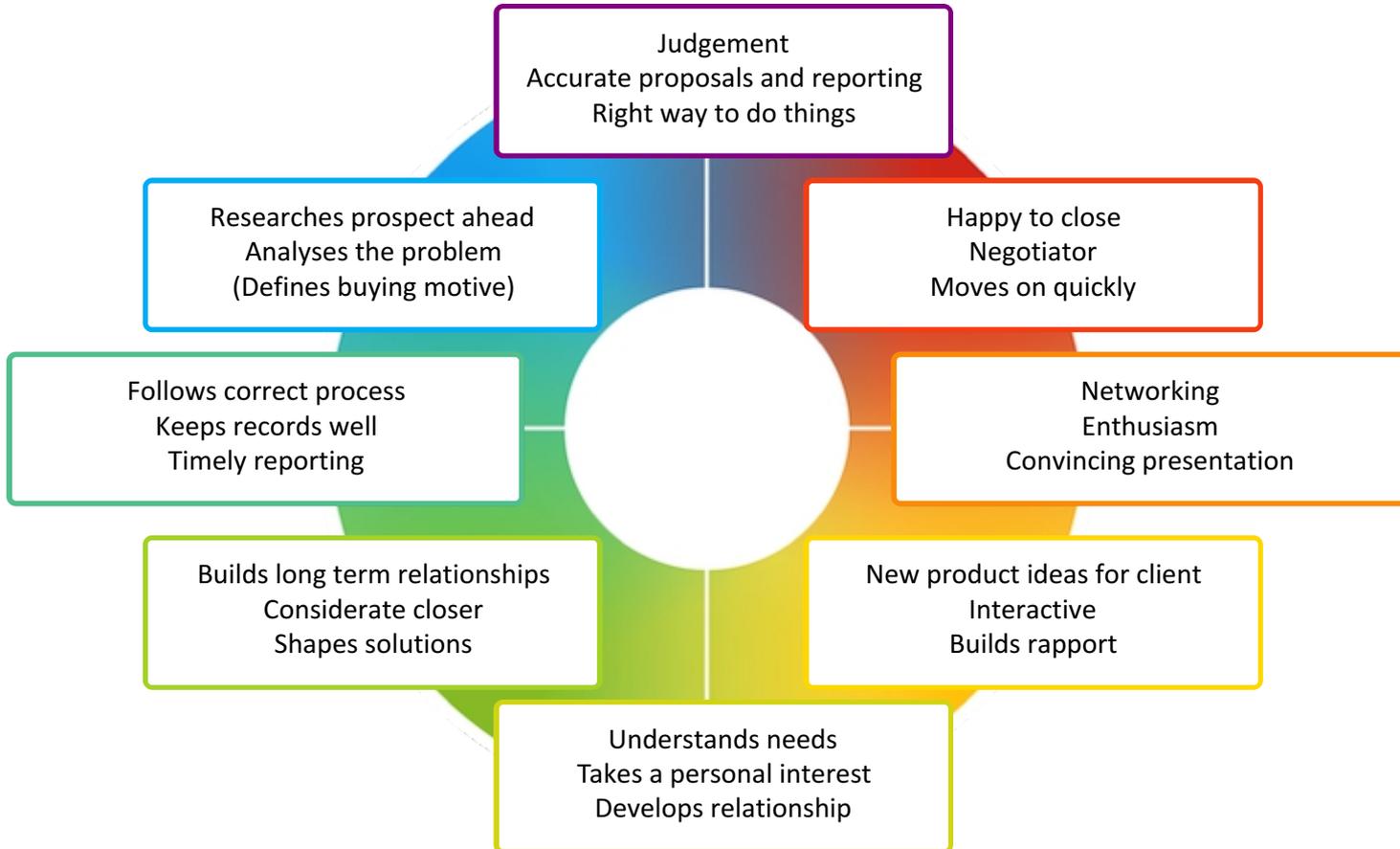
- Stick to the agenda
- It is not all about you
- Show that the goal is excellence rather than just acceptable
- Place trust where it has been earned
- Listen carefully
- Focus on the facts
- Keep your focus on the client's needs
- Improve your resilience

Turn this into a sales development plan

1. Which of these areas most impact your sales performance (bear in mind the natural style of your clients and how they prefer to operate).
2. What can you do to work on these areas?
3. Are there areas you can or should delegate to others in your team for whom these are areas of strength?

SALES TENDENCY PREDICTOR

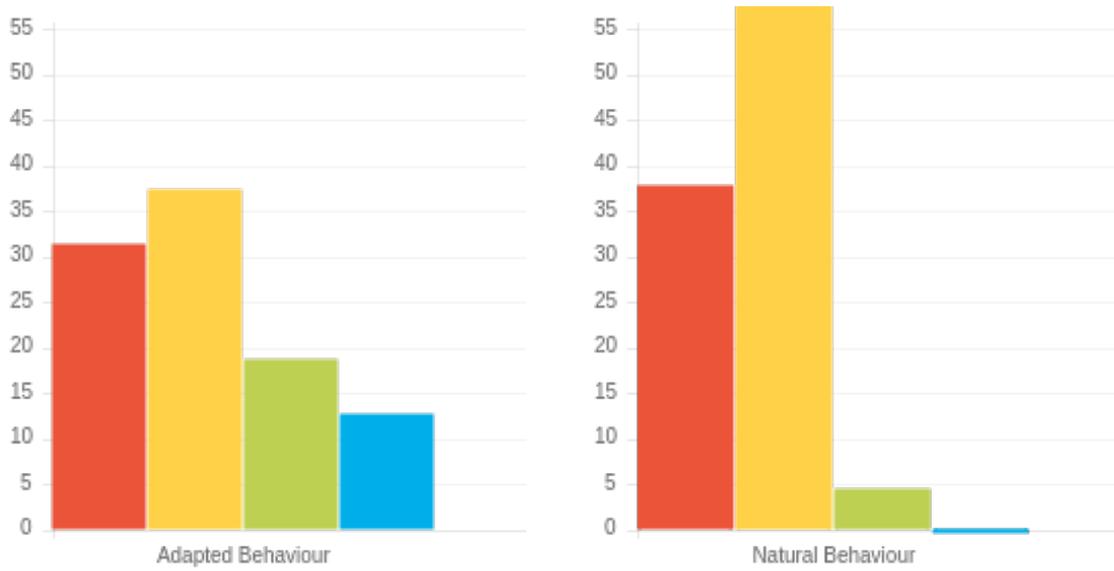
VALUE TO THE TEAM



Compare this diagram with your wheel position on the next page.

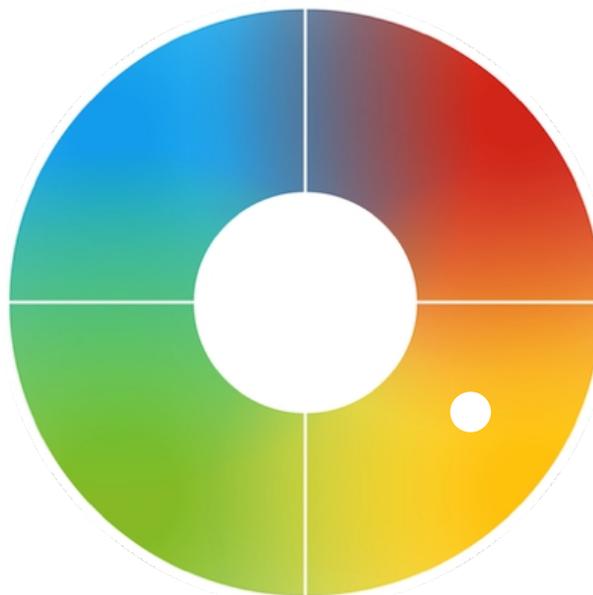
The wheel position is a summary of your colour combination and gives an indication of your natural approach - the way you are most likely to operate in a sales team.

1. What kind of sales does this style suit best?
2. What kind of product?
3. How do my current clients operate?
4. What gaps does this leave in your sales process or team? Who else do you need?
5. Which set of behaviours would my customer most prefer? How can I adapt?



YOUR PLACE ON THE WHEEL

To help show how your colour preferences fit with your colleagues, we map your position on a Colour Wheel. The closer your position is to colleagues, the more aspects of personality you have in common. The further you are from a colleague, the more you may differ in your perception of the "right" way to do things. Those on the opposite side of the wheel may be more difficult to understand.



OVERVIEW OF COLOURS

Logical and analytical
Enjoys problem solving
Needs time for reflection
Realistic
Sorts out the details
Strong sense of duty
Structured and disciplined

Bold and determined
Confident and optimistic
Enjoys stretching goals
Leads from the front
Sets a winning mentality
Thinks big
Direct and to the point

Considerate and conscientious
Genuine concern for colleagues
Avoids conflict
Involves others in decisions
Respects others values
Supportive and loyal
Works for a democratic solution

Free spirited
Friendly and optimistic
Generous and open-minded
Inspirational and visionary
Looks on the bright side
Positive outlook
Spontaneous and imaginative

NEXT STEPS

We hope you found your C-me Profile insightful and thought provoking and that it has helped to increase self-awareness and how you may be perceived by those around you, whether that be in a professional or personal context.

This increased awareness may help you understand how you behave, or may be perceived to behave, in different situations. We hope your profile helps you to increase the value you bring to a relationship, to a team or organisation. You may find you get most value from this report by sharing with those close to you in a work or personal context. It provides a useful foundation if you are considering undergoing personal coaching to improve your performance or value to an organisation.

There are many ways you can use this profile. It is not the end, but the beginning of the value it can bring you. It is the 'departure lounge' rather than the 'arrivals hall'.

Additional report elements:

We offer an enhanced High Performance report including sections focused on the behaviours of High Performing Teams.

C-me Applied

Having individual coaching or team workshops which explain and apply C-me profiling increases the benefit gained from our reports exponentially. All our coaches and facilitators are accredited, and are experienced in working with a range of organisations and teams.

The report provides a useful foundation for both personal coaching and team development work to improve your performance or value to an organisation.

We believe that having the reports applied in context via a workshop or coaching session exponentially increases their value.

The *C-me Profiling Applied* team would love to help you apply your learning to enhance your particular team context.

Please contact us via contact@colour-profiling.com or 01225 721999 for more information.

Website: www.colour-profiling.com