

Self-report Sales & Service Styles Profile

Sales Style Categories	Sales & Service Styles	Very unlikely	Unlikely	Somewhat likely, or a mixed style	Likely	Very likely
Sales Strategies Sales Motivations Sales Conversations Sales Practicalities	<p>Marketers are sales analysts. They do not enter the sales arena with all guns blazing - unless they have first calculated that this particular approach will work. <i>Marketers</i> analyse the psychology of their prospects and like to study sales data, rather than relying purely on optimism or interpersonal skills.</p>	Marketer				
	<p>Competitors revel in the game. Above all else they are motivated to win, so are energised by comparing their own successes with other people's. Some <i>Competitors</i> compete with their in-house colleagues with as much gusto as they do external, market-driven threats. Ego is often a prominent feature of their character, so <i>Competitors</i> tend to be comfortable playing politics and closing deals.</p>	Competitor				
	<p>Big Thinkers aim high. They set more ambitious goals than most, both monetarily and in terms of the scale or inventiveness of the sales they aim for. <i>Big Thinkers</i> tend to be open-minded, self-directed and optimistic about what is possible. Rarely satisfied with ordinariness, they can be quite inspiring sales team members.</p>	Big Thinker				
	<p>Networkers enjoy the social side of selling. They tend to be friendly, confident, lively and expressive. They are at ease promoting not only products or services, but themselves. Humility plays little part in their approach. <i>Networkers</i> may enjoy social climbing, with some risk of being perceived as insincere or self-interested.</p>	Networker				
	<p>Ice Breakers initiate and drive sales relationships. They tend to be more at ease than most with cold calling and face-to-face sales conversations. <i>Ice Breakers</i> are also more resilient and persistent than most when faced with rejection, rarely taking it personally. They may energetically pursue prospects, sometimes beyond their welcome.</p>	Ice Breaker				
	<p>Negotiators are suited to having commercial conversations. They have the social confidence to deal with a wide spectrum of people and the logical mindset required to present their case. They calculate returns and pin down commercial terms. <i>Negotiators</i> may be more pragmatic and less ego-driven than <i>Competitors</i> or <i>Networkers</i>.</p>	Negotiator				
	<p>Servicers care about customers. They enjoy fielding enquiries, helping and empathising. <i>Servicers</i> can be extraverted or more reserved in nature, but either way they tend to be warm, approachable and considerate of others' needs. They often play a key role in post-sales customer support.</p>	Servicer				
	<p>Administrators take care of the paperwork. They provide the backroom support for sales, filling forms, checking product specifications, and organising and monitoring delivery deadlines. <i>Administrators</i> may or may not be classically sales oriented, but they are essential to the wider process of product and service delivery.</p>	Administrator				

This profile shows self-reported behavioural style in a work situation. It does not necessarily indicate aptitude.