



MAXWELL
LEADERSHIP®

Samuel Sample

Style: Chancellor CID

Maxwell DISC Entrepreneur Report

Wednesday, August 11, 2021

Your Personalized Maxwell Method DISC Entrepreneur Report



Congratulations on completing your **Maxwell Leadership DISC Entrepreneur Report**. This report will provide you with the results of that assessment and insight into several important areas in which your natural style presents itself in your personal and professional life as an entrepreneur. The results of this customized report are based upon your answers to the assessment.

John Maxwell says, "Entrepreneurs are what I call 'Make It Happen People'." The world's great economies, civilizations, innovations and inventions have been the result of successful entrepreneurship. For the purpose of this report, we define an entrepreneur as "a person who imagines, creates, designs, launches and successfully operates a business or venture." As such, this report is designed to help provide you with insight into how you are wired as an entrepreneur and how it relates to maximizing your entrepreneurial ability and effectiveness. Successful entrepreneurs continuously maximize their abilities in 7 specific areas:

1. Their ability to build relationships and influence others.
2. Their ability to market themselves and their message effectively.
3. Their ability to add value to others based on what others value, want, need and desire.
4. Their ability to lead from their natural gifting and develop them into strengths.
5. Their ability to equip others and build a team.
6. Their ability to sell themselves, solve problems, supply a want or serve a need.
7. Their ability to continually grow themselves and their business.

We believe that you can maximize these abilities by intentionally focusing on four areas. In his teaching on REAL Success, John Maxwell shares that all successful people do four things effectively. They are: **Relationships, Equipping, Attitude and Leadership**. Focusing and developing these four areas will profoundly contribute to the effectiveness of your success. This report will guide you in better understanding and more effectively using your personality design in these four areas as they relate to maximizing the seven key entrepreneurial abilities. This report will empower your entrepreneurial success.

The assessment and report are based off the DISC methodology of human behavior and theory, researched and developed by Dr. William Moulton Marston. He developed and released the theory in the 1920's as part of research for his book, *The Emotions of Normal People*. When his research was complete, the Disc Theory was formed into a validated and reliable assessment for personal and professional development. DISC is the methodology used in this report to help you identify four different dimensions of your design in relation to you as an entrepreneur:

- The way you Relate to people and environments based on your Behavioral Style
- The way you are Equipped and Equip others based on your Work Style
- The Attitude and Communication approach you take based on your Communication Style
- The approach you take to Leading, Influencing and Selling based on your Leadership and Sales Styles

This report has been customized based on the responses you entered as you completed your assessment. You will see on the front cover of your report, just below your name, a descriptive name for your type. Since each of us, to varying degrees, are a combination of the 4 primary DISC Types, your type descriptive name will be immediately followed by 1, 2 or 3 of the other DISC letters. While you are able to see the explanation of your DISC profile type and how it presents itself in each of the above four style areas, your Maxwell Leadership DISC Certified Consultant will be better able to guide you through using this design combination to help you gain the most insight into this report and maximize how you can better understand and develop yourself as a successful entrepreneur.

Now, let's begin the journey into your Entrepreneurial Design. The next pages provide you an introduction into your DISC types, several key traits for each type, your individual DISC graphs and how your type experiences REAL Success best. Your Maxwell Leadership DISC Consultant can provide you with the context for your design and each graph.

Introduction

Your report uses the DISC Personality System. The DISC Personality System is the universal language of behavior. Research has shown that behavioral characteristics can be grouped together in four major groups. People with similar styles tend to exhibit specific behavioral characteristics common to that style. All people share these four styles in varying degrees of intensity. The acronym DISC stands for the four personality styles represented by the letters :

- D = Dominant, Driver
- I = Influencing, Inspiring
- S = Steady, Stable
- C = Correct, Compliant

Knowledge of the DISC System empowers you to understand yourself, family members, co-workers, and friends, in a profound way. Understanding behavioral styles helps you become a better communicator, minimize or prevent conflicts, appreciate the differences in others and positively influence those around you.

In the course of daily life, you can observe behavioral styles in action because you interact with each style, to varying degrees, everyday. As you think about your family members, friends and co-workers, you will discover different personalities unfold before your eyes.

- Do you know someone who is assertive, to the point, and wants the bottom line?

Some people are forceful, direct, and strong-willed.

This is the D Style

- Do you have any friends who are great communicators and friendly to everyone they meet?

Some people are optimistic, friendly, and talkative.

This is the I Style

- Do you have any family members who are good listeners and great team players?

Some people are steady, patient, loyal, and practical.

This is the S Style

- Have you ever worked with someone who enjoys gathering facts and details and is thorough in all activities?

Some people are precise, sensitive, and analytical.

This is the C Style

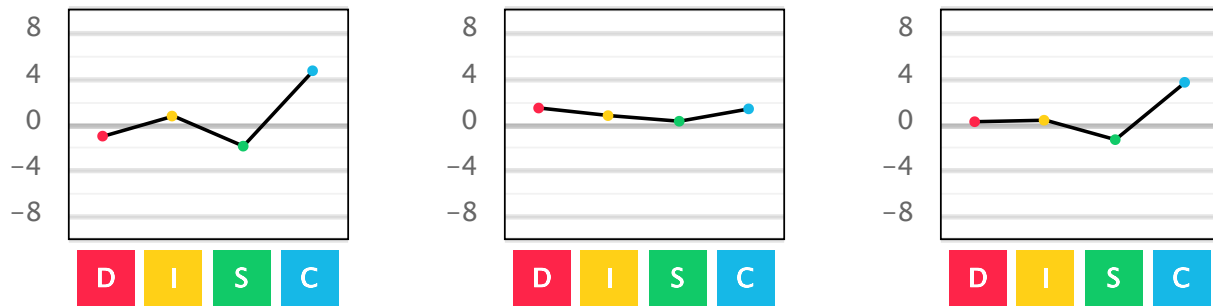


The chart below helps put the four dimensions of behavior into perspective.

| | D = Dominant | I = Influencing | S = Steady | C = Compliant |
|-------------------|---|--|---|---|
| Seeks | Control | Recognition | Acceptance | Accuracy |
| Strengths | Administration Leadership Determination | Persuading Enthusiasm Entertaining | Listening Teamwork Follow-Through | Planning Systems Orchestration |
| Challenges | Impatient Insensitive Poor Listener | Lack of Detail Short Attention Span Low Follow-Through | Oversensitive Slow to Begin Dislikes Change | Perfectionist Critical Unresponsive |
| Dislikes | Inefficiency Indecision | Routines Complexity | Insensitivity Impatience | Disorganization Impropriety |
| Decisions | Decisive | Spontaneous | Conferring | Methodical |

Because human personality is comprised of varying intensities of the four behavioral styles, the DISC graph helps make the personality style more visual. The DISC graph plots the intensity of each of the four styles. All points above the midline are stronger intensities, while points below the midline are lesser intensities of DISC characteristics. It is possible to look at a DISC graph and instantly know the personality and behavioral characteristics of an individual.

Below are your three DISC graphs, and a brief explanation of the differences between the graphs.



DISC graph 1 represents your "public self" (the mask)

This graph displays the "you" others see. It reflects how you perceive the demands of your environment, and your perception of how you believe others expect you to behave.

DISC graph 2 represents your "private self" (the core)

This graph displays your instinctive response to pressure, and identifies how you are most likely to respond when stress or tension are present. This would be your instinctive reaction.

DISC graph 3 represents your "perceived self" (the mirror)

This graph displays the manner in which you perceive your typical behavior. It could be referred to as your self perception. Although at times you may be unaware of the behavior you use with other people, this graph shows your typical approach.

Description

understanding your style

Samuel's style is identified by the keyword "Chancellor".

Samuel, as a Chancellor style, mixes fun with business in order to get things done. Chancellors are determined individuals who enjoy people but can also take care of the details. Since Chancellors want things to be taken care of correctly, they may finish projects to assure correctness and completeness. Samuel is outgoing by nature and enjoys people, but this does not necessarily indicate an allegiance. A Chancellor evaluates people and tasks carefully. Their alliances will shift seemingly impulsively from one person or task to another. They often neglect careful planning and will jump into projects without thorough consideration.

Chancellors may need to be more sensitive to the needs of others. They are spontaneous in business and pleasure, but not haphazardly. Samuel requires correctness and is very aware of deadlines. A Chancellor will initiate activity rather than waiting for someone else to do the job. They are driven by the bottom line and want quick results. They will work tenaciously to resolve problems. Samuel desires accuracy combined with quick thinking.

Others may perceive Chancellors as opinionated. Under pressure, they may express their feelings without regard to allowing others' opinions. They may also dominate projects and not permit others to participate. A Chancellor wants others to communicate clearly and concisely. They are forward thinking and creative. Samuel is always looking ahead to new and exciting adventures.

A very creative person, Samuel is often willing to seek out new solutions to problems, is self motivated and often works at a fast pace to accomplish goals. Samuel likes new challenges and is usually able to make decisions easily, even under pressure.

Samuel can easily find the silver lining in a difficult situation and typically enjoys the thrill of trying new things. This individual has a gift for influencing associates and is viewed as an instinctive communicator. Others find Samuel easy to approach and enjoy their easy, open rapport.

Samuel takes a flexible approach in dealings with others and is willing to pursue different avenues to maintain good relationships. Samuel is not afraid to actively seek new solutions if previous methods do not fit the current situation.

Systematic and detailed, Samuel focuses on processes. Others see this individual as practical and logical. Samuel tends to be sensitive to criticism, but prefers to internalize emotions rather than expose them. Samuel likes to clarify expectations before undertaking new projects because of the hard work they will do to meet those standards.

Natural leader and spokesperson
Able to accurately do a lot of different things
Influential and motivating
High energy, extroverted, optimistic

General Characteristics

Being able to direct and pioneer
Power and authority to take risks and make decisions
Freedom from routine and mundane tasks
Appreciation, praise, and recognition

Motivated By

Competitive environment with rewards
Non-routine, challenging tasks and activities
Being able to direct others
Freedom from controls, supervision, and details

My Ideal Environment

Behavioral Style - How You Relate

"People go along with those with whom they get along."

- John Maxwell

This section of the report provides you with insight into your DISC Behavioral Style. This is sometimes referred to as your "personality style." It helps you better understand your preferred and predictable behavior in your environment and when you interact with others. Information in this area of the report will help you to understand how you are wired to relate to your world and to others.

REAL SUCCESS: Relationships

Relating to others is the foremost dynamic to success as an entrepreneur. According to the Carnegie Foundation, success is 85% interpersonal skills and only 15% technical knowledge. This is an important understanding for an entrepreneur who can be heavily product focused. This part of your report gives insight into your style and how you use that style to relate to others, along with how your particular style is seen by others. You will see a description of your personal behavioral style. You will find a general explanation of your style, along with insight into what motivates you and your preferred ideal environment. The general characteristics are a great summary of your style. You will want to pay careful attention to the sections on "motivated by" and "ideal environment." Understanding your motivation will help provide clarity on what will empower you to sustain interest and focus. Understanding your ideal environment will help you to discover and align with the surroundings needed for you to bring your best work forward and continually nurture your entrepreneurial spirit.

This section of your report will also help you to better understand and be more intentional in the way you relate to others and in others relating to you. It helps you to better understand how you prefer to receive information in the form of communication. It also will help you to better understand the value that you bring to a group.

As a successful entrepreneur, this section of the report will specifically help you to strengthen your ability to:

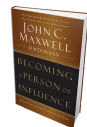
- Build relationships and influence others.
- Market yourself and your message effectively

MAXIMIZING YOUR SUCCESS

As you read through your style description, create a list of questions for your Maxwell Leadership DISC Certified Consultant so that they can help you look deeper into and better understand your unique style. They can help you to focus effort in those particular areas to be more successful. Here are a few Maxwell Leadership growth programs that will empower you for greater entrepreneurial success in the areas of relating to others and communicating your message.



How to Be a Real Success – Success is not a destination, it is a process. In this program, you will learn the keys you need to succeed. As an entrepreneur you can better achieve great things by understanding four very important success building areas; Relationships, Equipping, Attitude, and Leadership. Get a jump start on success or take your success to the next level by intentionally focusing on developing these four areas in a more focused, intentional and guided journey.



Becoming a Person of Influence – Influence is the business partner of the entrepreneur. Positively impact the lives of others and influence the outcome of your endeavors! Whatever your product or service, you can increase your impact on others by Becoming a Person of Influence. In this program you will learn simple and insightful ways to interact more positively with others and watch your personal and entrepreneurial success go off the charts.



Put Your Dream to the Test – Entrepreneurs have many ideas and sometimes struggle for clarity in their dreams. What do you need to make your dreams come true? Your dream has power, it can inspire you and empower you, but can it reward you? Your Maxwell Leadership DISC member will show you how to crystallize your vision, clarify your mission and galvanize your commitment.

Your Maxwell Leadership DISC Certified Consultant can provide you more information on accessing these opportunities and resources.

Communicating

with the Chancellor style

Remember, a Chancellor may want:

- Authority, varied activities, prestige, freedom, assignments promoting growth, opportunity for advancement, recognition

Greatest fear:

- Being taken advantage of, loss of control

When communicating with Samuel, a Chancellor, DO:

- Talk about results not process
- Talk about solutions not problems
- Focus on business; remember they desire results
- Suggest ways for him/her to achieve results, be in charge, and solve problems
- Let them in on the "big picture" because they are visionary
- Agree with facts and ideas rather than the person when in agreement

When communicating with Samuel, a Chancellor, DO NOT:

- Ramble, do all the talking
- Settle for less than excellence
- Focus on problems
- Be pessimistic
- Focus on the process and details
- Challenge them directly

While analyzing information, Samuel, a Chancellor may:

- Ignore potential risks
- Not weigh the pros and cons
- Not consider others' opinions
- Offer innovative and progressive systems and ideas

Motivational Characteristics

- **Motivating Goals:** Quality, looking good by a job well done
- **Evaluates Others by:** Verbal communication of statements
- **Influences Others by:** Efficiency, verbal skills
- **Value to Team:** Multi-task abilities, quality minded, can move tasks ahead
- **Overuses:** Intolerance to status quo, impulsiveness
- **Reaction to Pressure:** Impulsive, rash
- **Greatest Fears:** Poor quality, rejection
- **Areas for Improvement:** Be more sensitive, be more flexible to others' needs, let others share ideas and beliefs



Communicating
with the Chancellor style

Knowledge comes,
but wisdom lingers.

- Alfred Lord Tennyson

Communicating

with the Chancellor style

Value to the group:

- Energetic leader and thinker
- High energy, spurs activity in others
- Can multi-task easily
- Decisive and great in a crisis

Chancellors possess these positive characteristics in groups:

- Instinctive leaders
- Autocratic managers who are great in crisis
- Direct and decisive
- Innovative in getting results
- Maintain focus on goals
- Overcome obstacles, they see silver lining
- Provide direction and leadership; accepts risks
- Push group toward their goals
- Willing to speak out; able to define goals
- Great communicators
- Welcome challenges without fear
- Sees things for what they are
- Can handle multiple projects
- Function well with heavy workloads

Personal growth areas for Chancellor:

- Be less controlling and domineering
- Develop a greater appreciation for the opinions and feelings of others
- Put more energy into the details and process
- Show your support for other team members; be an active listener
- Take time to explain the "whys" of your statements and proposals
- Have more patience; help others reach their potential



Communicating
with the Chancellor style

You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.

- Lee Iacocca

Work Style - How You Are Equipped & Equip Others

***"A successful person finds the right place for himself.
A successful leader finds the right place for others."***

- John Maxwell

While our DISC behavioral characteristics show up in every area of our life, they can sometimes display themselves more prominently in how we are equipped for and function in the workplace. This section of the report will help you to better understand how your DISC Work Style is manifested in the work environment. Understanding your work behavioral style not only helps you to see how you are wired to do your best work, but it also helps you to see your approach whenever you are working with others.

REAL SUCCESS: Equipping

Success requires that you be equipped and that you equip others. Your report shows how you have been wired and equipped for success. Better equipping yourself begins with knowing yourself and growing yourself. This area of the report will help you to better know yourself as an entrepreneur and how you prefer to approach your work. It shows you the major characteristics of your style in a work setting. It includes a general description, along with specific characteristics of how your style will appear to others in the work environment. This will also help you know the best areas to focus on when growing yourself and your potential.

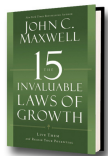
Great dreams have great teams. Equipping others in order to create a more successful business or venture is an important role of an entrepreneur. It is how we grow a vision from "me" to "we." This area of the report gives tips on working with others more effectively, along with how you interact with others in a work setting, revealing where your equipping abilities may exist. It can help you better collaborate with others and also empower you to be able to inform others on the way in which they can rely on you. Looking through the descriptions of other styles, as discussed in the previous section of the report, can help you to know how to better align your style to theirs for more effective leadership, empowerment and equipping.

As you work through this section of the report, specifically take note of how your style presents itself in various dimensions of the entrepreneurial role as businessperson, manager and team member. The "Tips for Your Professional Style" page will be helpful as you seek to bring your best to your entrepreneurial ventures and to get the best out of others using the uniqueness of your style. Identify 3-5 of these tips that you can discuss with your Maxwell DISC Consultant and begin to implement immediately in your business as intentional growth steps and in equipping others you employ or enlist as contractors.

As a successful entrepreneur, this section of the report will specifically help you to strengthen your abilities to:

- Equip others and build a team.
- Grow yourself and your business.

MAXIMIZE YOUR SUCCESS



You can add exponential growth to your success as an entrepreneur by growing yourself and creating growth environments for others. A powerful tool, used in both major corporate settings and by individual entrepreneurs to help them grow in a more intentional way, is John Maxwell's book, **The 15 Invaluable Laws of Growth**. It will help you to move from unfulfilled potential into your true potential by understanding, applying and using 15 tried and true principles of growth.

15 Invaluable Laws of Growth – Personal growth is essential to your success as an entrepreneur. Equipping others and making a great and lasting impact in your realms of influence. This program of training and coaching will help you to learn and apply the 15 proven laws of growth in developing your potential and increasing your capacity for long term success. This journey with your Maxwell Leadership DISC Certified Consultant will help you to become more intentional in your growth, helping you to understand how personal growth really works and how you can develop yourself to become a more effective and fulfilled individual. You will build up your sense of purpose and become more successful in every area of your life. These laws of growth will help you aid those you lead in their growth.

Your Maxwell Leadership DISC Certified Consultant, can work with you in a group or one-on-one setting in deep dive learning and application of these laws. We also offer solutions for entrepreneurs in equipping leaders, enhancing communication and building teams, along with helping you develop business and personal growth plans.

Workplace

your professional style

You will see C style people hard at work in the workplace. They work diligently because work is task-oriented and C styles are the most task-oriented of all the DISC styles. In the workplace, C styles are reserved, quiet, conscientious individuals who take their work seriously and often become experts in their professions because of their self discipline and high standards.

High C styles may be modest, but they are also extremely complex, extraordinary individuals whose minds are always busy. They will be found creating, developing, solving, researching, analyzing, and synthesizing. Their patient nature gives them the perseverance for trial and error investigation and meticulous attention to detail. Level-headed, logical and conscientious, C style workers gravitate towards the following field subjects: technical, engineering, statistical, research, aesthetic, creative and conceptual. Organizations rely upon their ability for quality control, number crunching and understanding organizational data. Many C style individuals develop specialized skills that co-workers appreciate and admire.

Since C styles don't have a high need for relationship building in the workplace, they are able to work independently and can be very self-sufficient. Their independence comes from an emphasis on their internal logical strength - drawing upon the resources they have cultivated within. Whatever the task, the C style will be exacting and following through with quality. They would rather not undertake a task at all than leave a task unfinished or done poorly.

C style managers maintain high standards for themselves and others. They measure the performance of others by their ability to complete tasks and responsibilities important to the C manager. Whatever they put their signature on must reflect excellence. Because they want to avoid criticism, they will do what is necessary to handle the details.

As team members, Cs are valuable in quality control and testing functions. Before a project is completed, it must meet a C's exacting standards. Cs also contribute in conceptual, planning, organizing, and record-keeping capacities.

Often other more-relational workplace styles view C styles as unemotional, detached or withdrawn. This may not always be the case once you get to know them. To others, C styles appear to have a quiet self confidence due to their self reliance. Quick decision making is not a strength of the C style. They require extensive time to collect information before deciding. Their need to be correct and minimize their risk often shades their choices. The greatest limitation of the C style in the workplace is their critical, picky, often perfectionistic nature. In the right profession, this limitation could also be a strength.

Compliant Workplace Style Characteristics:

1. Has a task-oriented communication style with associates
2. Self-disciplined in their work pursuits
3. Over analyzes the solutions to their work-related problems
4. Tends to avoid risks taking the conservative approach
5. Expects others to do things "the right way"
6. Desires to be hands-on and consistently involved in work-related processes
7. Researches and gathers the facts in all work areas
8. Reserved around associates and team members; may not appear "warm" or approachable
9. Afraid to take bold leadership roles and would prefer someone else to take the risk
10. Highly intuitive thinkers
11. Maintains high standards for themselves and others
12. Very dependable and loyal team member
13. Independent, self-reliant worker

Workplace

tips for your professional style

Tips for High C Personality Styles in the Workplace

Tips for self-growth and to enhance communication in the workplace:

| | |
|---|--|
| C's maintain high standards for themselves and others. | Many times a critical or perfectionist nature is a blind spot. Practice flexibility and understand that your co-workers' styles may not be well-disciplined, conscientious and thorough. Try appreciating their strengths and accepting their differences. Their mistakes will make them better in the long run. |
| C's are reserved and conservative. | Reserved and conservative associates work well with other reserved and conservative associates, but more aggressive styles can cause trauma for the C style. Don't be too timid or passive when the situation calls for bold decisions or conviction. Establish that you are confident with more aggressive personalities, they will respect this in you. |
| C's are slow to make decisions while they analyze and gather facts. | Many times the workplace calls for quick, on the spot decisions without knowing all of the facts. Some C styles have "analysis paralysis". They take too much time deciding upon the "right" thing or making the "correct" move and then it's too late. Rely on your intuition and go with your first thoughts when time is limited. |
| C's are very task oriented. | Since C's are very task oriented and highly skilled at tasks, communication is often facilitated through research, analysis, or solving complex problems for others. Other more-relational styles may not realize this is how you communicate. Remember to show warmth, positive body language and openness when communicating with high I and S styles. |
| C's don't like to make mistakes, are self-critical, and desire to follow the letter of the law. | C styles can be very self-critical. Often, they take policies, procedures or rules as literal "absolutes". In other words, they "major" on the "minors" in life. Try to be more forgiving of policy adherence and more concerned about the big picture. Be more flexible and not so hard on yourself. Remember that mistakes are good and help build essential skills as well as character. |
| C's prefer to work independently and are very self-reliant. | Because C styles are so self sufficient, they have difficulty collaborating and partnering with others of different styles. Cs may also find it difficult to delegate tasks to others because they don't want to put the quality control in other hands. Remember to collaborate and delegate more. |
| C's are very objective thinkers. | High C style individuals should practice empathy by trying to see things from other individuals' perspectives. It is often difficult for C styles to see the gray areas since they are often assessing situations based upon the extent of it either being good or bad, right or wrong. Many times subtle relational issues are lost in this type of objectivity. |

Communication Styles - Attitude & Communicating with Others

"People may hear your words, but they feel your attitude."

-John Maxwell

This section of your report provides you a better understanding of your Maxwell Leadership DISC Communication Style and tips for communicating with others. When used effectively, this part of the report helps you to better create a positive entrepreneurial attitude, a critical component to real success. You will better understand how you can communicate more effectively with others by having an informed attitude about how they think and what they need. The information empowers you to better connect with others.

REAL SUCCESS: Attitude

Attitude by definition is, "A settled way of thinking or feeling about someone or something, typically one that is reflected in a person's behavior." Your attitude is seen in your behavior and is the reflection of your thinking. John Maxwell says, "The major difference between successful and unsuccessful people is how they think." This is especially true of how you think of others and how that is manifested in your thinking. Our attitude is directly affected by how we think others are thinking or what they are meaning. Successful entrepreneurs do not assume what others think, mean or want, but shape an informed attitude toward others and use that to relate to them in an effective and influential way. It is critical to sales, contracts, negotiation and marketing.

Attitude is altered through understanding. This section of your report will help you to better understand how others may think, what they may mean and what they need when it comes to communication. This will greatly enhance your attitude toward others, as well as your attitude toward your own success. This information will help you to be more intentional in the way you interact with others as an entrepreneur. It helps you to better understand how your preferred behavioral style approaches communicating with other styles and how to position your thinking when communicating with them. It provides you with powerful tips in communicating and will be a valuable tool in the way you think about others, what is most important to them and the way you need to communicate based on their style. It will help you to mold a positive and proper attitude toward others than can then be reflected in your behavior. This section of the report is a valuable resource for the successful entrepreneur in helping alleviate assumptions, mitigate conflict, avoid misunderstanding, collaborate for results and serve client needs. "Leadership has less to do with position and more to do with disposition"- John Maxwell.

A special tool within this section of the report is the "**DISC STYLES OF COMMUNICATION**" page. This is a helpful one-page guide you can use in quickly identifying the communication style of others and then the approach what will work best to communicate and connect with them. Since communicating is a skill significant for connecting, collaborating and serving other people, and you will not likely know the DISC Style of everyone you encounter, we have provided an easy to use behavioral traits list. While this is not an assessment, or even an in-depth look, it will at least provide you with some guidance on communicating with an individual in a way that would likely suit their style.

As a successful entrepreneur, this section of the report will specifically help you to strengthen your abilities to:

- Build relationships and influence others.
- Add value to others based on what others value, want, need and desire.

MAXIMIZING YOUR SUCCESS

One of the greatest investments into successful entrepreneurship is the investment into building a positive mindset and becoming a better communicator. Two valuable resources that can empower that success include:



Everyone Communicates, Few Connect – To be successful in every area of our life, we need to learn to communicate in a way that connects, and it is a skill you can learn and apply in your personal, professional and family relationships. It is a vital skill for an entrepreneur! This John Maxwell book and the associated John Maxwell programs offered by your Maxwell Leadership DISC Certified Consultant can help you to better develop the ability to truly connect with others when you communicate.

Attitude Coaching – You have heard it said, "Attitude determines Altitude." Your attitude toward yourself, others and what you do has a tremendous affect on your results and your success. Your Maxwell Leadership DISC Certified Consultant provides coaching based on the principles of REAL Success in the area of attitude and mindset. You can schedule a complimentary coaching discovery session to find out more and start your journey to a higher way of thinking and success. They can also serve as a thinking partner on your next great idea.

DISC Styles of Communication

The MAXWELL METHOD

DISC STYLES OF COMMUNICATION

If you are communicating with someone who demonstrates these **CHARACTERISTICS**

THEY MAY BE A

Consider using this **COMMUNICATION APPROACH**

- » Confident
- » Assertive or aggressive
- » Challenges the status quo
- » Seems to like control
- » Dislikes routine

D

- Be direct and brief.
- Stay in the big picture.
- Don't try and share all of the details.
- For a decision, provide them with options.
- Maintain your focus on results, not process.

- » Talkative
- » Optimistic
- » Encourages others
- » Fun to be around
- » Very social

I

- Allow them the opportunity to share their ideas.
- Keep the conversation fun.
- Don't overwhelm them with too much data.
- Expect to follow up with them.
- Provide short, concise information in a friendly way.

- » Loyal
- » Reliable
- » Good listener
- » Avoids confrontation
- » Mediator

S

- Keep the conversational tone pleasant and friendly.
- Steer clear of confrontational words or attitude.
- Express your appreciation for their dedication and loyalty.
- Focus on maintaining a supportive tone.
- Provide them with time to adjust to changes.

- » Analytical
- » Organized and structured
- » Works well with a schedule
- » Prefers to work alone
- » Quiet and reserved

C

- Focus on facts.
- Keep the tone professional.
- Give them all of the details.
- Provide them with time to analyze options for decisions.
- Remember they may ask many questions because they process by gathering more facts.

Communication Tips

relating to others

Your C, I and D are plotted above the midline, your style is identified by the keyword "Chancellor".

This next section uses adjectives to describe where your DISC styles are approximately plotted on your graph. These descriptive words correlate as a rough approximation to the values of your graph.

D -- Measures how decisive, authoritative and direct you typically are. Words that may describe the intensity of your "D" are:

- **FORCEFUL** Full of force; powerful; vigorous
- **RISK TAKER** Willing to take chances; hazardous in actions
- **ADVENTURESOME** Exciting or dangerous undertaking
- **DECISIVE** Settles a dispute or answers questions
- **INQUISITIVE** Inclined to ask many questions; curious

I -- Measures how talkative, persuasive, and interactive you typically are. Words that may describe the intensity of your "I" are:

- **GENEROUS** Willing to give or share; unselfish; bountiful
- **POISED** Balanced; stable; having ease and dignity of manner
- **CHARMING** Attractive; fascinating; delightful
- **CONFIDENT** Sure of oneself; feeling certain; bold

S -- Measures your desire for security, peace and your ability to be a team player. Words that may describe the intensity of your "S" are:

- **CRITICAL** Tending to find fault; characterized by careful analysis
- **IMPETUOUS** Acting suddenly with little thought; rash; impulsive

C -- Measures your desire for structure, organization and details. Words that may describe the intensity of your "C" are:

- **ANALYTICAL** Dissecting a whole into its parts to discover their nature
- **SENSITIVE** Easily hurt; highly intellectually and emotionally responsive
- **MATURE** Fully grown, developed, ripened



Communication Tips
relating to others

The only way to change is by changing your understanding.

- Anthony De Mello

Communication Tips

how you communicate with others

How You Communicate with Others

Please return to the "Communicating" section of this report and review the communicating "DO" and "DO NOT" sections for your specific style. Reviewing your own communication preferences can be an eye-opening experience or simply confirmation for what you already know to be true. Either way, you have your communication characteristics in writing. This information is powerful when shared between colleagues, friends, and family. Others may now realize that some approaches do not work for your style, while other ones are received well by you. Equally important is that you now see that THE WAY YOU SAY SOMETHING can be as important as WHAT IS SAID. Unfortunately, we all have a tendency to communicate in the manner that we like to hear something, instead of the method another person prefers.

Your style is predominately a "C" style, which means that you prefer receiving information that gives you enough details to make an informed decision. But, when transferring that same information to a client or co-worker, you may need to translate that into giving them just the end results, or even telling them in a manner that is more experiential and less detail oriented. More detail may not necessarily be better when communicating to some other personality styles.

This next section of the report deals with how your style communicates with the other three dominant styles. Certain styles have a natural tendency to communicate well, while certain other styles seem to be speaking different languages all together. Since you are already adept at speaking your "native" language, we will examine how to best communicate and relate to the other three dominant languages people will be using.

This next section is particularly useful for a dominant "C" style as you may have the tendency to give many facts and details, while others are making decisions based more on their "gut" reaction, or on one or two of the most important details.

The Compatibility of Your Behavioral Style

A "C" and a "D" must be careful not become too detail oriented or too demanding, respectively. However, a "C" provides the detail attention the "D" needs, but must remember to answer based on what the end result will be rather than talk about the process.

The "C" and the "I" work well together as their strengths tend to complement one another. In relationships there can sometimes be conflicts as the "C" is more detail oriented and has less of a need to be constantly involved in new or changing social environments.

The "C" and the "S" complement each other and work well together, as each style prefers to work at a pace that provides for accuracy. Also, both styles like to work on something together until completion, while the "I" and the "D" have a tendency to multitask rather than focus on one area until completion.

Two "C"s work well together and also are compatible socially as both will want to make decisions and choices based on careful selection.



Communicating
with others

Speech is the mirror
of the soul; as a man
speaks, so is he.

- Publilius Syros

Communication Tips

compatibility of your behavioral style

How the "C" Can Enhance Interaction with Each Style

C with D

C's tend to view high D's as argumentative, dictatorial, arrogant, pushy and impetuous. Your tendency will be to become defensive, and refer to an external authority to deflect the D's demands. If you are not careful, there will be tension in the relationship. You'll focus on details while the D sees only the "big picture".

Relationship Tip: Develop direct communication and learn to deal with issues in a straightforward manner. Negotiate commitments and goals on an equal basis. Use summary data in communication.

C with I

You will tend to view the high I as egotistical, superficial, overly optimistic, glib, overly self-assured and inattentive. You may view I's as overbearing, and appeal to external authority to deflect their demands, too. You'll tend to point out possible dangers and problems; and will insist on providing facts and details; but don't overwhelm the I with data.

Relationship Tip: Be friendly and complimentary, I's truly desire relationships and are not as superficial as you believe them to be. Listen to their ideas and applaud their accomplishments.

C with S

C's will tend to view S's as impassive, apathetic, too accepting, lenient, possessive, complacent and nonchalant. You will agree with S's on the importance of cooperation and the need for caution in the face of risk, especially when making decisions; but you'll likely feel that the S is not precise enough.

Relationship Tip: S's appreciate a relaxed, slowly developing relationship, but they will focus more on the personal aspects than you will. Allow yourself to appreciate personal details. Also, show appreciation for tasks that are well done by praising *them*, not the accomplishment.

C with C

You will most likely view other C's as perfectionists who are accurate, thorough, systematic and agreeable. Since you both favor attention to detail, you will work well together. When working with another C, you will each tend to cooperate and develop extensive control systems for projects. high C's often allow their concern for being correct override their concern for meeting deadlines; and two C's will frequently compete to see who is "more correct".

Relationship Tip: Be natural and go at a slow pace; talk about facts and details. Be certain to remove any apparent threats to your relationship. Plan carefully and be well prepared for meetings with one another. Accept and encourage one another's doubts and questions. Be certain that you give each other ample time to consider data before asking for decisions.



Enhance
Communication

Communication works
for those who work at
it.

- John Powell

Communication

worksheet

Communication Tips Worksheet

Changes in your graphs indicate your coping methods. The human personality is profoundly influenced by changes in our environment. Typically, people change significantly from graph one to graph two as a result of stressors or environmental changes. Recognizing the differences or changes between these two graphs helps us understand our instinctive coping mechanism, and indicates how to better adapt in the future.

Instructions: Each of your graphs illuminates different aspects of your personality. A closer look at those changes reveals valuable insights. Please refer to both graphs (if necessary, reference data throughout your profile). Compare the D, I, S, and C points on graphs one and two. Finally, read the analysis of your answers, and consider how your environment affects your decisions, motivations, actions and verbal messages.

D Changes:

Compare graphs 1 and 2. When you look at graph 2, is your "D" higher or lower than the "D" in graph 1? Consider how high or low the letter moves. A higher value indicates someone who desires more control in stressful situations. If the D goes up considerably, you can become very controlling when you become stressed. A lower value indicates someone who desires less control in stressful situations. If the D goes down considerably, you may want someone else to lead you and you will follow.

I Changes:

Compare graphs 1 and 2. When you look at graph 2, is your "I" higher or lower than the "I" in graph 1? Consider how high or low the letter moves. A higher value indicates someone who desires more social influence in stressful situations. If the I goes up considerably, you may try to use your communication skills to smooth things out. A lower value indicates someone who desires less social influence in stressful situations. If the I goes down considerably, you rely less on verbal means to come to a resolution.

S Changes:

Compare graphs 1 and 2. When you look at graph 2, is your "S" higher or lower than the "S" in graph 1? Consider how high or low the letter moves. A higher value indicates someone who desires a more secure environment in stressful situations. If the S goes up considerably, you may tend to avoid any conflict and wait until a more favorable environment is available before making any changes. A lower value indicates someone who desires a less secure environment in stressful situations. If the S goes down considerably, you become more impulsive in your decision-making.

C Changes:

Compare graphs 1 and 2. When you look at graph 2, is your "C" higher or lower than the "C" in graph 1? Consider how high or low the letter moves. A higher value indicates someone who desires more information before making a decision in stressful situations. If the C goes up considerably, you will probably not want to make a decision until you have significantly more information. A lower value indicates someone who desires less information before making decisions in stressful situations. If the C goes down considerably, you may make decisions based more on gut feelings.

Which one of your points makes the most dramatic move up or down? What does that tell you about how you react to pressure?

How could your coping method help or hinder you in making decisions? How can you use this information to help you see possible blind spots in your reaction to pressure?

Leadership & Sales Style - How You Lead, Influence & Sell

"Leadership is influence, nothing more, nothing less."

- John Maxwell

This section of your report will provide you with your unique **Power DISC** and with your preferred Sales Style. These unique and valuable assessment results will empower your effectiveness as an entrepreneur by showing you where you rate on the scale of the seven major leadership strengths and the approach you take to influencing a sales outcome.

REAL SUCCESS: Leadership & Influence

Influence is what a leader uses to affect outcomes. Our strengths are what we are uniquely wired with that help us to influence others and shape the outcomes of our environment and our work. When we understand our naturally wired strengths, we better understand the power of our influence. When we grow our strengths, we increase the level of our influence, have a more intentional effect on outcomes and add to the greatness of our work. This section of the report helps you to better understand your strengths and how you can use them for greater success as an entrepreneur.

Your **PowerDISC** is the first tool to help you see where your strengths for influence lay. It will help you to better understand your primary strengths and the intensity of how they present themselves in your life and work. As you review your **PowerDISC**, be aware that when working in your strength areas, because of a more natural giftedness, you are able to deliver a greater result with very little additional effort. The key to greater entrepreneurial effectiveness is to simply lean into your area of strength and continually leverage it for your success. This information can help you to determine where your priorities should be as an entrepreneur and know where to put your best efforts in providing your services, creating products and working with people.

The pages following your **PowerDISC** will help you increase your influence as an entrepreneur revealing your preferred style for sales. The foundation of sales and marketing is influence. These pages will provide awareness and understanding of the style you prefer to use when you sell yourself, your service and your solution. Information in this part of the report will also help you to influence the outcome of your efforts as an entrepreneur by understanding the buying styles of others. Using information gleaned from this part of your report, you can vastly improve your success as an informed and intentional entrepreneur in influence, sales, marketing and customer service. You will be better equipped to create a sales process of "influence" instead of "manipulation," proving to be a better journey for both you and your client.

As a successful entrepreneur, this section of the report will specifically help you to strengthen your abilities to:

- Lead from your natural gifting and develop them into strengths.
- Sell yourself, solve problems, supply a want or serve a need.

MAXIMIZING YOUR SUCCESS

In the *21 Irrefutable Laws of Leadership*, the **Law of The Lid** states, "Leadership ability determines a person's level of effectiveness." To increase effectiveness one must raise their leadership lid, meaning they must develop their leadership ability to greater levels. The most successful entrepreneurs understand the value of this law. Your Maxwell Leadership DISC Certified Consultant is uniquely licensed to provide you access to programs to strengthen your ability to influence others and build your entrepreneurial dream.



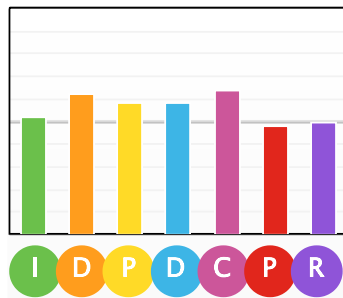
Developing the Leader Within You – Twenty-five years ago, John Maxwell turned the business world on its head with this simple statement, "Leaders are not born, they're made." This groundbreaking leadership development program is comprised of 10 critical components of authentic, personal leadership and how leaders are made. These time-tested truths equip a leader with the core elements for effective leadership success and increased influence, impact and income.



Leadership Gold – This leadership empowerment program is based on 26 lessons in effective and transformational leadership learned by John Maxwell over his decades of leadership. These programs help a person in raising the level of personal leadership effectiveness through an increased understanding of leadership principles and practices, along with influencing others. This is an exploratory journey into maximizing your leadership influence and raising your leadership lid to exponential levels.

PowerDISC™

your strengths in leadership



INFLUENCING -

Above Average: You are always considered when a leader is needed. You have great strengths, and know that you possess wonderful insight into systems and people. Others are willing to follow you because of your charisma and enthusiasm. While sometimes seeming a bit assertive, your optimism and warmth soon have others remembering how important you are to the team.

DIRECTING -

Well Developed: You were probably just selected to oversee yet another project, especially one that has a tight deadline. Your team values your work ethic. You may appear a bit distant at times, but your attention to detail and your inner drive causes others to respect you and to see the great value you add to the team. Learn to take time to get to know other team members; time invested in relationships is not time wasted.

PROCESSING -

Above Average: Hands on and following through, you inspire others to be as conscientious as you are. You are the type that others rely on to make the team look good because of your work ethic and follow through. You may have a hard time delegating at times, but you are able to do so when necessary. Others see you as loyal and caring, a real team player.

DETAILING -

Above Average: You have an ability to logically look at a situation and rearrange things for a more efficient operation. You pay attention to even the smallest details and put the finishing touches on projects. Your surroundings are neat and efficient and you appreciate when others follow suit.

CREATING -

Well Developed: You are very unique in that you have the combination of tremendous people skills and orientation to detail. You can articulate well in many different areas. You use your communication skills to make sure that each area of a project will get done in the proper order and manner. High-quality work is a standard you maintain in all you do.

PERSISTING -

Good: You are a strong, steady worker who wants to do quality work. Sometimes you may begin to look at other alternatives to completing a project when the going starts getting rough. Remember not to quit nor lose focus on what you have started.

RELATING -

Good: You tend to be task oriented, but know that people and relationships cannot be ignored. You may get caught up in getting things done, but you make up for that by taking time to nurture close relationships.

Developing excellent communication skills is absolutely essential to effective leadership. The leader must be able to share knowledge and ideas to transmit a sense of urgency and enthusiasm to others. If a leader can't get a message across clearly and motivate others to act on it, then having a message doesn't even matter.

- Gilbert Amelio

Sales Profile

Introduction

Research suggests that the most effective sales people are the ones who truly understand human behavior and can not only predict behavior, but can modify their own behavior to that of their buyer. Successful sales people appreciate their own strengths and limitations and quickly assess the strengths, limits, needs and preferences of their customers. In sales, information is power!

This section explains your personality style in a sales role according to the DISC Personality-Typing System. It helps you identify your own selling strengths and limits. With this information, you can capitalize on your strengths and recognize any limits hindering your success. Secondly, this report offers tips for a manager based upon your unique selling style. Lastly, this report covers ways to motivate customers based upon the preferences of their distinctive buying styles.

It's no secret that different customers with different personality styles have different "hot buttons" that will make them buy. The job of the 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 factor(s); then, creating a favorable environment that will stimulate him/her to purchase.

Identifying your selling style as well as the buying styles of your prospects can become both revealing and confirming. It will show you new aspects of your communication as well as confirm facets you already knew. You'll find this information valuable in every area of your life – at work, home and in every area that you interact with others.

Sales Profile

Your Personal Selling Style

Your Instinctive Selling Style Description

Your Style is a Chancellor Style ("CID" Style)

Chancellors are outgoing and energetic salespeople who keep their focus on business and achieving results. Probably the most determined natural sales style, Chancellors win people over quickly and are diligently driven by their goals. When Chancellors are around, they spur people to activity. They not only stimulate activity by being extroverted and engaging, they also spend a good deal of time thinking, planning and processing with an eye toward their goal. They are competitive in their quest and keep their focus sharp. They desire to socialize and interface with people because this is the fastest way to get sales results. Therefore, introducing themselves to strangers, making contacts and networking are endeavors they carefully and enthusiastically plan and act upon as tasks.

Chancellors can be impulsive when making decisions, they do not need to have all the facts and don't need the opinions of others. Calculated risks takers, chancellors can be idealistic or ignore potential risks of a sales venture if there is large upside potential. They like to work hard and play hard and enjoy non-routine sales environments with a good bit of change. They are progressive and innovative and generally optimistic about what they can accomplish. They like assignments promoting both personal and corporate growth.

When they undergo a project, Chancellors like to finish what they start before they move on to the next venture. They are not haphazard in their approach to anything and like to put their stamp of quality on all that they sell. Therefore they can be counted upon to service what they sell if it means following through with quality. They also expect the same level of quality and energy from the people they work with and won't settle for less. Chancellors will be aware of deadlines and keep their responsibilities in check. Anything that doesn't contribute to the bottom line may have to be put off or sacrificed. Chancellors are influential, demonstrative people who care about the quality of the sales tasks they undertake while staying focused on their goals.

Sales Profile

Your Personal Selling Style

Your Instinctive Selling Style Description

Capitalize upon your selling strengths and minimize your selling challenges by first recognizing their potential to facilitate or hinder your sales success. Use your best selling attribute to add value to your sales team. Create a sales environment that is conducive to your strengths.

Chancellor Selling Strengths

- Very goal driven
- Desires to close quickly, but also contentious about the quality of product and service after the sale
- Self-starter; self-reliant
- Accomplishes goals through people
- Good closer; not afraid to ask for the sale and won't back down to buyer's objections
- Persistent and persevering once goal is established
- Can be forward thinking and have creative approaches to promotion

Chancellor Selling Challenges

- May dominate project or team interactions
- May bend or break the rules if he/she feels it would help in sales or to meet objectives
- May have difficulty listening and empathizing with exactly what the customer wants
- Critical of product/service quality, quality of presentation and promotional tools, team members and management
- May move to another challenge rather than dealing with slow decision makers
- May be overly aggressive or intimidate

Chancellor Best Sales Attribute

- Determined, driven and energetic sales person who can open, close and service what they sell

Sales Profile

MANAGING DISC SELLING STYLES

Managing DISC Selling Styles Overview

Providing incentives for a sales force is one of the most difficult things a manager faces. Use this overview for developing strategies for sales people with different DISC personality styles.

| Encouraging "D" Style Sales People | Encouraging "I" Style Sales People |
|--|--|
| <ul style="list-style-type: none">• Present sales objectives in writing• Give opportunities to lead a sales team• Large and challenging territories• Provide opportunities to close deals• Ask for their input on "positioning" product/services• Emphasize commission over salary• Provide prospects with large upside potential• Let them help with new product launches; new markets; building market share• Stroke their ego with recognition, feature them in a newsletter• Give them personal introductions; referrals• Allow them freedom from controls• Provide support for detail work• Evaluate in terms of their results, not their processes• Take them to lunch, provide outside activities to influence• Provide sales competitions• Use travel packages as rewards• Give them problems to solve | <ul style="list-style-type: none">• Be friendly, humorous and informal• Activities to socialize and network outside the workplace• Give opportunities to open doors with new accounts• Help them in serving their existing accounts• Focus on their strengths and positives when giving feedback• Emphasize commission over salary• Provide support for detail work, scheduling and time-management• Travel with the sales agent and provide constructive feedback• A changing, people-oriented environment• Use a participatory management style• Put project goals, specifics and deadlines in writing• Use public recognition, rewards, flattery, and praise• Give opportunity for public speaking or leading meetings• Opportunity to voice their opinion and express themselves• Provide outlets for fun and travel• Give them fresh, new and exciting products and services |

Sales Profile

MANAGING DISC SELLING STYLES

Managing DISC Selling Styles Overview

Providing incentives for a sales force is one of the most difficult things a manager faces. Use this overview for developing strategies for sales people with different DISC personality styles.

| Encouraging "S" Style Sales People | Encouraging "C" Style Sales People |
|---|---|
| <ul style="list-style-type: none"> • Provide practical, reliable, people-friendly products and services to sell • Make sure they "buy-in" to strategies and plans • Show them sincere appreciation for their hard work • Recognize them for their loyalty and patience • Give them attainable sales goals • Consider them for longer sales cycles • Emphasize salary over commission • Constantly motivate and keep moving forward • Make the salesperson a part of a sales team • Help build their self esteem and confidence • Don't force them to cold call • Provide professional tools for presentations • Help them prepare their pitch in advance • Give flexibility in their schedule for family time • Make calls jointly with the sales manager often • Present criticisms and changes softly • Provide regular feedback on performance • Limit the number of aggressive people they will need to deal with | <ul style="list-style-type: none"> • Help them build their expertise in a key area • Keep informed with changes and policies • Show respect, give awards and titles • Emphasize salary over commission • Give advance warning of changes • Allow them to be creative • Give opportunities to develop strategies and solve problems • Provide tools for research • Supply quality products to sell • Provide quality presentation and technical aids • Reward them for their loyalty, discipline and perseverance • Allow them to service existing accounts rather than open new ones • Let them know exactly what is expected of them • Give them credit for their hard work • Allow them their own organized and private space • Give them job security • Consider them for longer sales cycles |

Sales Profile

MANAGING DISC SELLING STYLES

Tips for Motivating and Managing your Sales Force

Unfortunately, an incentive that works for one person, may not motivate another. A complimentary steak dinner wouldn't reward a vegetarian, so each person has to be motivated according to their natural preferences, strengths, needs and outlook.

To help increase productivity, fulfill and retain your sales team, try the following steps.

1. Profile all sales people to identify their DISC style
2. Use DISC to uncover what motivates each of them
3. Build sales teams of complimentary styles
4. Remember, money is not the only motivator

Use the following tips to create the best, most productive environment for your team member:

Best Ways to Motivate the Chancellor Style

- Give them the opportunity to compete with other producers for rewards and recognition
- Use sincere appreciation and recognition for incentives
- Give them freedom to try new and innovative approaches
- Involve them in sales planning meetings
- Give them challenge and opportunity
- Allow them to work with a results-oriented, fast moving team

Best Ways to Manage the Chancellor Style

- Communicate clearly and directly, don't sugar coat communications
- Put deadlines and objectives in writing
- Allow them to be self-managed as much as possible
- Help them listen better and empathize with exactly what the customer wants
- Give them the opportunity for promotion and leadership roles
- Give them outside activities to socialize and network

Sales Profile

INCREASING SALES WITH CUSTOMERS

Recognizing Your Customer's Buying Style

Before you can modify your selling style to your customer's buying style, you must first observe your buyer. To do so, take note of the following: the questions they ask, their pace, directness, openness, body language, pictures in their office, style of dress, are they formal or casual?

| | |
|---|---|
| <p>If your customer...</p> <ul style="list-style-type: none"> • is fast-paced; to-the-point; decisive • is competitive; individualistic • has a high ego strength; confident • is disinterested in "how" the job is done • likes change and taking risks <p>Your customer is a "D" Style</p> <ul style="list-style-type: none"> • Extroverted + Direct = The D Style • The higher the D, the more the need for dominance <p>They buy products based upon...</p> <p>expediency, expert reviews, superior quality and their ability to get results</p> | <p>If your customer...</p> <ul style="list-style-type: none"> • is responsive; charismatic; animated • is spontaneous; optimistic • enjoys small talk • talks about their feelings and other people • emphasizes fun and stories <p>Your customer is an "I" Style</p> <ul style="list-style-type: none"> • Extroverted + Friendly = The I Style • The higher the I, the more the need for interacting <p>They buy products based upon...</p> <p>impulse, aesthetics, word of mouth, and their ability to give prestige</p> |
| <p>If your customer...</p> <ul style="list-style-type: none"> • is less responsive and expressive • emphasizes facts and details; compares data • seems reserved, cautious and controlled • likes to work independently • is very task oriented and quality oriented <p>Your customer is a "C" Style</p> <ul style="list-style-type: none"> • Introverted + Analytical = The C Style • The higher the C, the more the need for compliance <p>They buy products based upon...</p> <p>proven ability, product warranties, comparisons and information available</p> | <p>If your customer...</p> <ul style="list-style-type: none"> • is friendly; relaxed; agreeable • is cooperative; enjoys working in teams • resists change and taking risks • asks more questions, makes less statements • is disinterested in "how" the job is done <p>Your customer is an "S" Style</p> <ul style="list-style-type: none"> • Introverted + Cooperative = The S Style • The higher the S, the more the need for security <p>They buy products based upon...</p> <p>practicality, simplicity and their ability to make the user more secure</p> |

Sales Profile

INCREASING SALES WITH CUSTOMERS

Ways to Improve Sales with each Customer

After spending time with your prospect, remember to create an environment favorable for their particular style. Use the suggestions for each style and follow these steps below:

1. Recognize your prospect's personality-buying style. Are they a D, I, S, or C style?
2. Gain rapport and trust by acclimating your style to theirs.
3. Demonstrate elements of the product or service that they would appreciate most.
4. Close your prospect according to their buying style.
5. Follow up with your prospect according to their buying style.

Selling to D-style customers

They want: "Tangible results"

Stressors: "Being taken advantage of; Loss of control; Losing to the competition"

Adapt your style using: a "Bottom line" selling strategy

- Do be brief, direct and to the point
- Do stay business like
- Do concentrate on the "results" or the "benefits" of the product or service
- Do be decisive and unwavering when explaining important points
- Do be confident: don't be intimidated
- Do disagree or agree with the facts, not the person
- Do allow them to win and /or be correct (in the end, you will win too)
- Do move faster than normal
- Don't over-promise
- Don't joke around too much (unless they are joking too)
- Make sure you provide yes or no answers, not maybe answers
- Don't try to "trick" with gimmicks or misleading claims; D styles hate to feel they have been taken advantage of

Selling to I-style customers

They want: "An enjoyable experience"

Stressors: "Rejection; Loss of social acceptance; Too much detail work"

Adapt your style using: a "Conversational" selling strategy

- Do have fun, and joke if you think it's appropriate
- Do tell them the benefits that will make them look good
- Do give them recognition and appreciation
- Do listen to their stories
- Do provide real life examples to illustrate complex concepts
- Do provide follow up and be accountable to your words
- Do let them know you understand their feelings and ideas
- Do allow them to talk, but keep the focus
- Do introduce them to other members of your team if relevant
- Do give them the opportunity to speak with your customers who have had a good experience
- Don't give them too many product details
- Do give them literature and details in writing

Sales Profile

INCREASING SALES WITH CUSTOMERS

Ways to Improve Sales with each Customer

After spending time with your prospect, remember to create an environment favorable for their particular style. Use the suggestions for each style and follow these steps below:

1. Recognize your prospect's personality-buying style. Are they a D, I, S, or C style?
2. Gain rapport and trust by acclimating your style to theirs.
3. Demonstrate elements of the product or service that they would appreciate most.
4. Close your prospect according to their buying style.
5. Follow up with your prospect according to their buying style.

Selling to S-style customers

They want: "Security and Practicality"

Stressors: "Loss of security; Loss of personal relationships; Confrontation"

Adapt your style using: a "Personal" selling strategy

- Do show sincere interest in them as a person
- Do be friendly, personal and trustworthy
- Do give them the facts relevant to their job
- Do provide the assurances they need, concentrate on guarantees or return on investment
- Do be yourself, S styles can be astute judges of character
- Do close when you feel you have their trust
- Do give them real-life examples or stories to assure them
- Do ask questions and allow them to do most of the talking
- Do introduce them to customer and service specialists so that they will know they will feel assured
- Do provide follow up: be accountable to your words
- Don't be aggressive or fast paced, slow down your pace and humble yourself

Selling to C-style customers

They want: "Facts and Credibility"

Stressors: "Criticism; Incomplete tasks; Pressure to choose; Emotional displays"

Adapt your style using: an "Evidence and Confirmation" selling strategy

- Do allow them to ask questions
- Do be accurate with your responses
- Do provide the pros and cons to convince them
- Do focus on step-by-step explanations
- Do answer questions with facts and as many details as you have
- Do give them proof of your statements
- Do be direct and friendly; but minimize the small talk
- Do give them plenty of time and space
- Do follow through on details
- Do work toward earning their trust over time by keeping your word
- Don't pressure them to make decisions on the spot
- Don't get in their personal space or ask personal questions unless they choose to volunteer that information

Sales Profile

INCREASING SALES WITH CUSTOMERS

Increasing Sales with Specific Customers

Instructions: Fill in the work sheet to help you better relate to (and better sell to) customers who you already know.

- Column 1: Write the customer's last name or corporate name here.
- Column 2: Refer to Part 3 to help you guess the style of your customer based upon what you know about the customer. Use 1, 2, or 3 DISC letters to describe their style.
- Column 3: Refer to the suggestions in Part 3 for tips that would help you form an action plan for success with that style.

| CUSTOMER NAME | STYLE GUESSTIMATE (DISC) | ACTION PLAN |
|---------------|--------------------------|-------------|
| 1. | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |
| 6. | | |
| 7. | | |

Application & Next Steps

***"Growth doesn't just happen. You must be intentional about your growth.
Growth is the only way to ensure that tomorrow is better than today."***

- John Maxwell



You are now in a unique position to see significant growth because of this **Maxwell Leadership DISC Entrepreneur Report** journey. And, like any other area of growth, it requires action. By intentionally evaluating how you can apply what you have learned, along with developing a few key action steps and creating a growth plan, you can greatly enhance the value you receive from this report.

We trust that this report has helped you to experience a better understanding of yourself and the unique approach you take as an entrepreneur. As with all assessments and reports, one must know how to use the information for it to be effective, bring change and harness for future success. While the report contains easy to understand information, it also contains a lot of information that may not be so obvious at first glance. John Maxwell says, "Experience is **not** the best teacher. Evaluated experience is the best teacher." Just because you experience something doesn't mean you have learned something from the experience. True learning comes from the intentional evaluation and contemplation of the experience. We recommend that you reach out to and enlist the help of your Maxwell DISC Consultant for maximum understanding, awareness, application and growth using the data in this report. They are uniquely trained to help you understand what the report shows and how you can directly apply it to your life and work as an entrepreneur.

In your report, you have gained powerful insight and applying that new knowledge will make a huge difference in your success. This will require an intentional and proactive step on your part. While you must be the one to take the first step, you do not have to do it alone. Your Maxwell Leadership DISC Certified Consultant will help you to take this new information and apply it in many areas of your life and journey as an entrepreneur. They have access to important leadership, personal growth, communication, sales and business building strategies that will add value to you both personally and professionally. Many of those that receive the results of the assessment and subsequent report have found value in the coaching expertise of a Maxwell Leadership DISC Certified Consultant. This coaching relationship and individualized approach helped them move the experience from simply being a report to becoming life-altering change in their influence, impact and income. We encourage you to discuss personalized coaching with your Maxwell Leadership DISC Certified Consultant, maximizing your investment in this assessment and taking your results to the next level.

Here are a few next steps you can take in order to help you become intentional in the application of what you have learned and use it in your growth:

1. Have your spouse, family members, associates, and team members take this assessment or the **Maxwell Method Personality Indicator Report Assessment**. These reports will help you become aware of their styles and work to develop better relationships, connections and work settings.
2. Develop and work on a personal and business growth plan based on what you have gleaned in this report.
3. Schedule a Debrief Session with your Maxwell Leadership DISC Certified Consultant and discuss how they can help you visualize, create, realize and lead from your unique position of strength and through your unique style.
4. Involve yourself in a mastermind group to continue your growth in an intentional way.
5. Access the other world-class **Maxwell Leadership** resources recommended in this report as tools to help you move into your highest potential, both personally and professionally. Your Maxwell Leadership DISC Certified Consultant can provide you information.

Congratulations on the investment into your entrepreneurial success by the step you took to complete the assessment and receive this report. You are going to benefit from this experience and your quest to become a better you. The world is going to benefit and be a better place because of your success as an entrepreneur. You are a change maker, a self-starter, risk taker and an innovator. Go make your unique difference. Best wishes in your success!