



Futura Sales Pro Laura Smith

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Name: Laura

Last Name: Smith

Gender: Female

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City: Miami

Country: United States

Profile: Detail Oriented - Stable (D High - E Half)

Futura SalesPRO

This is a test to determine the applicant's sales style based on their Profile ADEP

First we will define what is a seller:

A seller is a person who is selling products and / or services.

Selling actually means convincing others.

Therefore many times we hear someone saying "I want to sell you an idea". This actually means "I want to convince you with my idea". In the same way that the ADEP model does not state whether a person is good or bad for a particular task, but rather defines which tasks are appropriate for this person. The purpose of FuturaADEP Sales is based on the following principle:

All persons throughout their lives perform sales work, whether consciously or unconsciously. The mom, who educates a child to eat with good manners, is actually selling the idea that doing this is something good for him.

With this example, the mother may try to accomplish the goal in several ways:

1. Reasoning calmly with her child.
2. Scolding him.
3. Threatening to punish him.

Which of these styles is the most effective?

The correct answer is: It depends on the child, the specific experience and circumstances.

That is, there is no single answer that is correct for all cases.

The same is true when analyzing the Sales Style of a Person.

We cannot have the same style to sell a TV offer than to sell a health insurance plan.

We divide the Function of Sales into the following components:

1. Personal Style

Self Confidence (what substantiate his self-confidence) (is confident by nature, because studied well the products, etc.)

Compliance of Procedures (how he handles the prices established, discounts, etc.)

Goal Setting (how sets his goals)

2. Preparedness

Obtaining Prior Information (about the products or services he will sell).
Determination of Customer Need for Purchase (how does it).
Search of Results (how is going to get them).

3. Prospecting

New Customers (how to get them).
Sense of Urgency.

4. Process

Presentation of the Product or Services to the Customer (how does it).
Follow-up (how he handles it, insistence persistence, leaves room for the client to analyze the proposal, etc).

5. Argumentation

Comparison of Products and Similar Services (how does it).
Presentation of Favorable Features of his Product or Service (how does it).

6. Management

Ability to listen to his customers.
Style of Closure (fast, consultative, slowly but surely convinces, etc).
Service Attitude (attention, claims management, post sales service, etc).

Instructions

How to Use this Report?

Normally people tend to think that all sellers must have a Persuasive and Authoritarian personality.

These styles may be appropriate when it comes to sales of products or services purchased impulsively. For example the famous TV deals, promotions, travel plans, etc.

However, there are many products and services that on the contrary, may be offered and sold with stable personalities better results and detailed. The sales of machinery, instruments, hospital equipment, and investment projects are examples that fall into this group.

Before selecting and hiring salespeople is very important to understand what are the most important functions for the sale of their products or services, according to the characteristics of those.

In a company that sells credit cards, prospecting is a very important function because each time that is done a sale requires having a new prospect whom to sell.

A company that sells heavy machinery will get better results by hiring vendors who can provide very detailed and well-supported arguments that have the functions and advantages of this equipment.

With FuturaADEP Sales, you can create a map of the most important functions of sales according to the characteristics of your products or services.

Personality Styles

Every person has two Personality Styles:

Natural Style

Is the one used when is alone, with family members, friends or in an environment in which does not require interaction with an external environment.

Adapted Style

For example, when presented at work, when entering to the cinema or when entering a church.

The Model ADEP

The ADEP Model defines four personality styles:

Authoritarian

Behavior oriented to the action, to the expeditious settlement of problems, the taking of decisions and taking risks. The authoritarian likes making decisions for himself and for others.

Detailed

Behavior aimed at explanation, research of data to ensure accuracy. The detailed likes to take a plan to the end without neglecting the details.

Stable

Behavior oriented towards methods, to maintain balance and harmony. The steady enjoys working with others as part of a team.

Persuasive

Behavior oriented to people, to interaction, to interpersonal relationships and the use of

persuasive tactics. The persuasive likes socializing and leads others through argument.

Interaction between Natural and Adapted Styles

There is a Profile ADEP for each of these styles. That is, an ADEP Profile Natural and ADEP Adapted Profile. When these two profiles are very different, stress can occur as a result of the effort to be performed to change the natural style and adapt to the environment that requires the surroundings.

ADEP Profile for Sales

The ADEP Profile for Sales is based on the Adapted ADEP Profile, as this is the style that is used to implement the Sales Management.

Natural and Adapted Style

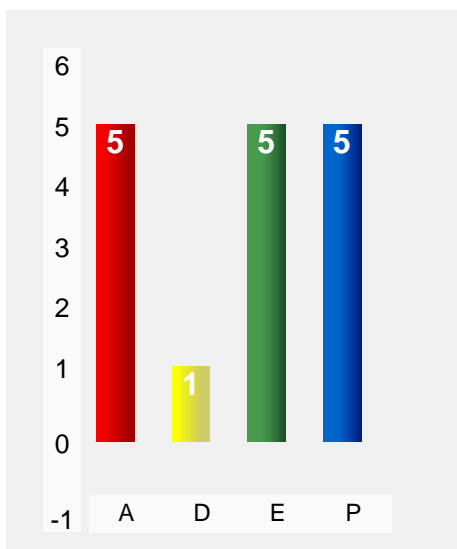
Environments	Natural	Adapted
Communication	Laura is emotionally balanced and can perform as an excellent leader.	Laura tends to acknowledge the opinions of her group as her own, and it is likely that she does not stop to think about the consequences that happen by going against her own beliefs to please others.
Challenges	Laura seeks people's support by using persuasion, she can be convincing and speaks with confidence.	Laura does not usually share her dreams with the people she does not trust, she can be passive and fearful of the sudden changes that her life can bring.
Conflicts	Laura does not yield easily during a negotiation, even if she feels it is unfair or that the other person will lose, she can be ambitious and persistent.	Laura is a warm person but does not do more than she has to, she is not conflicting but when she starts feeling impatient, it is likely that she will become aloof and not argue.
Rhythm	Laura can be a stressed-out individual who does not listen to reason, she holds back on her emotions, can be passionate and explosive.	Laura can easily adapt to other people's work rhythm, and easily modify her behavior in regards to execution schedules.
Relations	Laura can be surrounded by many people however this does not guarantee many friendships because people can be around her due to her power and not to the way she can make them feel.	Laura can adapt to the environment, does not easily feel unsatisfied with her team, and has no inconvenience to tolerate and be respectful towards the differences that may arise.
Rules	Laura is capable of strengthening her skills of authority and can recognize the limitations involved in the differences that exist between empathy and friendship.	Laura is submissive, accepts the rules without question, has no inconvenience to adapt to them and tries to obey them and have people at work do the same.

Strengths	<p>Laura's strongest quality is her ability to transmit, differentiate and describe other people's ideas.</p>	<p>Laura acts quickly, is agile and timely with her day to day tasks.</p>
Weaknesses	<p>Laura is stubborn, has difficulty to stop, breath and make careful decisions.</p>	<p>Laura needs to work on reinforcing her communication skills, she can possibly feel insecure when verbally expressing her ideas in front of others.</p>

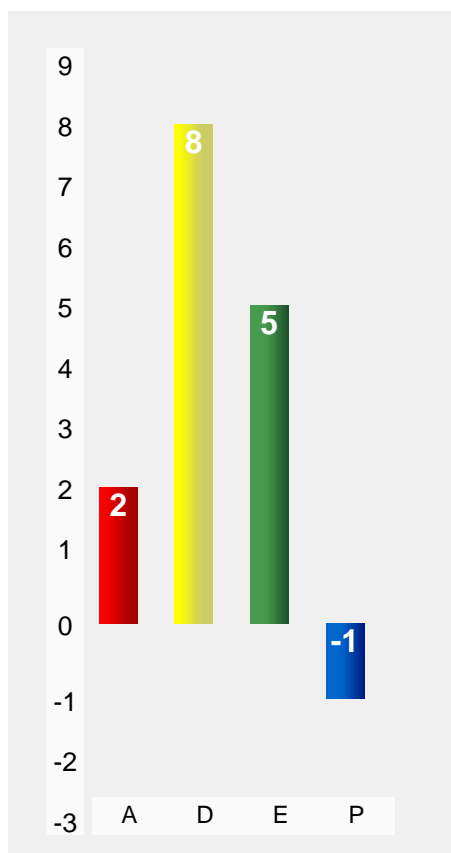
FuturaADEP Graphs



Natural Style



Adapted Style



Self Confidence

Laura based her confidence in organized and structured work.

Laura is a seller who is confident in environments ruled, organized, structured and where she feels she has everything under control and there is minimal possibility that arise unforeseen or problems that she could not plan. Her safety increases as she feels familiar with the commercial work that has to perform.

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FuturaADEP Profile



General Characteristics

When Laura starts a project, it needs to be very well planned. She has a great ability to act under pressure since she can keep an open mind. She has the ability to analyze, synthesize and supervise people. One can see her organizing groups of people, projects, parties or any other type of event. She is a nice and smart person, listens to others with respect and tolerance, which makes it is easy for her to win people's affection, and integrate them with their respective tasks.

Organizational Value

- Suggests solutions and designs strategies.
- Works as a team.
- Actively participates in project execution.
- Has creativity.
- Is organized and controlling.
- Moves people.

Aspects that must observe and improve

Laura can be a stubborn person and too systematic, these qualities can be good up to a certain point since they can sometimes turn against her and cause people to rebel and turn against her.

Reaction to the stress

Laura is a very stable person under stress, but under extreme situations she tends to become paralyzed and undecisive.

How is Laura?



Laura is not usually imposed to peers, readily accepts the opinions of others, is even more comfortable and quiet creating works that have been designed by someone else, because she fears failure as much as the unpleasantness generated by opposing views

How does Laura work?



Laura looks for secure and stable jobs away from the contingencies that disturb and create uncertainty. Is very neat and organized on her work processes.

She prefers to work alone and oriented to her own work. She is organized to work and her activity is ruled by reason. She works methodically, consistently and routinely.

Facing extreme pressure situations becomes excessively tenacious and accurate. Her excess of responsibility can lead him to be very critical and

self-controlled. The best results were obtained if require.

What motivates Laura?



Laura is motivated in activities where she has to investigate, think critically and analyze. Her efficiency is given by the accuracy and quality, fundamental aspects to her

Laura's strengths



Laura is a person who follows rules to undertake a project and is set to plan out the next steps. She likes to be organized and be part of a stable and harmonious environment