



## Futura Sales Pro Laura Smith

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**Date:** 2014-08-20

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**Name:** Laura

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**Last Name:** Smith

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**Gender:** Female

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**City:** Miami

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**Country:** United States

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

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## 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).

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## 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.

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## 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
<b>Communication</b>	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.
<b>Challenges</b>	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.
<b>Conflicts</b>	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.
<b>Rhythm</b>	Laura can be a stressed-out individual who does 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.
<b>Relations</b>	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.
<b>Rules</b>	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.

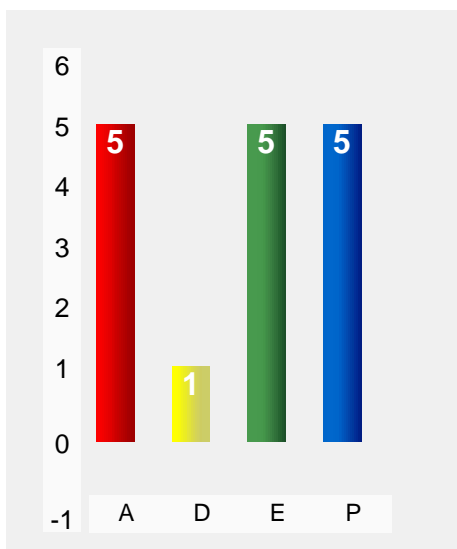
<b>Strengths</b>	<p>Laura's strongest quality is her ability to transmit, differentiate and describe other people's ideas.</p>	<p>Laura acts quickly, is agile and timely with her day to day tasks.</p>
<b>Weaknesses</b>	<p>Laura is stubborn, has difficulty to stop, breath and make careful decisions.</p>	<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>



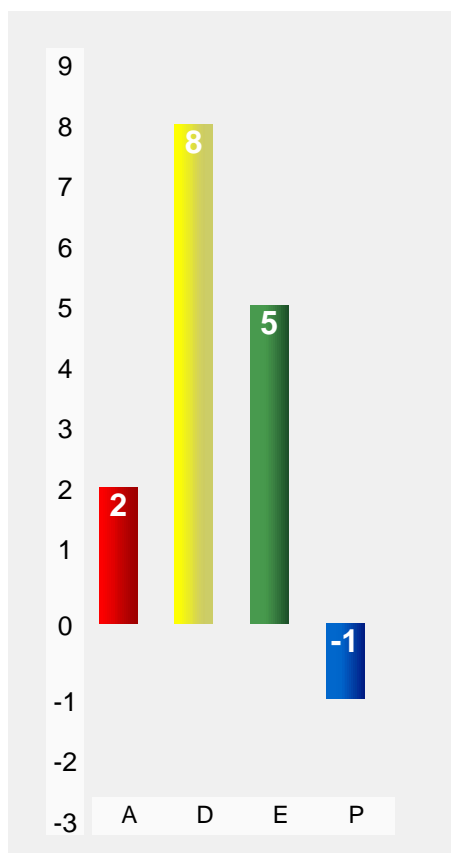
## FuturaADEP Graphs



Natural Style



Adapted Style



## Personal Style

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### 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.

### Compliance of Procedures

Laura carries out procedures with order and accuracy to achieve the expected results.

Laura seeks to comply exhaustively with all procedures proposed to achieve expected sales, processes will be based on the order and details considering the highest quality, as she is a perfectionist which seeks to provide the best to obtain the best results. She goes into details and particulars seeking the highest perfection in all procedures.

### Goal Setting

Laura Set her goals with planning and detail to adequately meet all the sales targets.

Laura seeks to define her goals in great detail, making similar planning in order to adequately fulfill all which was proposed, without neglecting any. She is a very demanding person who wants to achieve all that is proposed without any room for error, using the highest quality in achieving her goals.

## Preparedness

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### Obtaining Prior Information

Laura requires detailed prior information, and to make the necessary consultations. Laura determines the purchasing needs through her commercial reliability, responsibility and organization.

Laura is a seller methodical, meticulous, perfectionist, critical and accurate. Whereupon when entering a company needs to have detailed prior information about the products and services she will sell. If something is not clear carries out the queries in order to do her work without any errors.

### Determination of Customer Need for Purchase

Laura is interested in emphasizing the highest quality in her services therefore gets informed about customer preferences.

Laura is informed about the needs of customers looking to provide her services in accordance with each one of them, and in this way can get the expected result in sales. While she is not too much communicative searches how to know consumer preferences, as due to her perfectionism intends to conduct her services with excellence.

### Search of Results

Laura emphasizes more her actions in her personal satisfaction with the benefit rendered than in the growth of her numerical management indicators.

Laura tends to be true to *himself*, seeks commercial actions to be satisfactory in both economic gains and the guarantee of accomplishment with quality and positive aggregated values, emphasizes on the quality of service rather than excessive sales inflation of her indicators, customizing each of her business relationships.

## Prospecting

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### New Customers

Laura does not get too involved to get new customers, because is not so gentle and kind, but rather cares about reaching customers by offering the highest quality in its services.

Laura does not care too much relate with clients to get new consumers, as she is very gentle and prefers carry out her tasks without seeking customer interaction is somewhat bossy and likes to work alone. she cares about reaching customers and add new ones by offering the highest quality in her services looking for so they can recognize these characteristics and strives to make every day her products better and consumers can highlight these qualities.

### Sense of Urgency

Laura can take longer than required to comply with the promises.

Laura with the intention of providing quality and reduce its customers margin of error, possibly tends to take more than the agreed time with her customers, however at all times makes sure to inform the buyers about the progress of their processes and updated delivery times, seeking to generate in the consumers a positive image of reliability, compliance and timely and clear information.

## Process

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### **Presentation of the Product or Services to the Customer**

Laura presents the product or service to the customer with high detail and accuracy.

Laura is a seller who is rarely wrong as she thinks very well each of the words is going to say. Is very thorough when explaining the product or service marketed while being precise and meticulous to clarify each of the concerns that the potential customer could ever have.

### **Follow-up**

LauraTracks sales trying not to make mistakes nor lose sight of important details.

Laura is a person who keeps track the sales made by taking into account all the details, because she is usually very thorough and likes to carry out a process without any difficulties. she is a perfectionist and because it seeks track everything she does.

# Argumentation

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## Comparison of Products and Similar Services

Laura seeks to carry out comparisons with similar services, as this gives security in what she does.

Laura is a person who seeks to make comparisons with other similar services, as this will provide some confidence, she strives to develop sales projects, always feels she can do more. Feels secure when she has a wide amount of information, as this will allow her to carry out sales with greater confidence.

## Presentation of Favorable Features of his Product or Service

Laura presents the features of her product with reliable and secure foundation.

Laura is a seller who knows the product offered and usually joins companies that have some history, good reputation and support. Whereupon when making business management does so in a foundation secure, reliable and selling a product with which truly feels identified.

## Management

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### **Ability to listen to his customers**

Laura listens to customers with patience and conducting a detailed analysis.

Laura Has great listening skills, perceives or captures more than speaks or expresses. Is measured, cautious and focused on careful analysis of each of the appreciations made "by the potential customer. Is patient and has a great talent to stay calm with those tough customers.

### **Style of Closure**

Laura Seeks to bring forward the closing of sales with detail and accuracy to not make any kind of mistakes, as she is a perfectionist and thorough in negotiations.

Laura seeks to close sales without neglecting any detail that may be critical for the deal . Because she is a perfectionist takes into account all the steps necessary to successfully carry trade process without making any mistake as she is characterized by carry out the successful business closures.

### **Service Attitude**

Laura does not shows helpful with customers, since she is not very sociable and prefers to focus on her work in order to achieve the expected sales amount and maximum efficiency in the services.

Laura is a person who does not show too helpful towards consumers, preferring to devote time to her activities in order to emphasize her products and services looking to offer the highest quality. Although she can be diplomatic when she has to exchange ideas and opinions with clients.

## 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