

- IIB:** Interviewing Insights Behaviors: Short version of Sales Behaviors DISC report used for applicant screening. Can be converted to a full coaching report
- B:** Sales Behaviors-DISC: Full version of the DISC Sales Behaviors/selling style report. Used for more in-depth behaviors screening, training and coaching
- M:** Sales Motivators: Report identifies what motivates someone, and how their motivation compares with the top 70% of successful sales people
- BM:** Integrated Sales Behaviors and Motivators: Combination Behaviors and Motivators Coaching Report PLUS Integrated Behaviors/Motivators
- SSI:** Sales Knowledge and Skills: Identifies sales knowledge, selling skills, sales process. Simplifies sales training time and expense.
- X***: Report based on DISC Behaviors report only; does not consider their top two motivators.

Individual reports can be converted to more detailed reports and may be combined together to create personalized training and coaching reports.

SECTION	DESCRIPTION	IIB	B	M	BM	SSI
Behaviors (Selling Style/Personality)	HOW they sell and best type of sales for them					
Introduction	Where opportunity meets talent	X	X		X	
Sales Characteristics	Selling Style – summary description	X	X		X	
Interviewing Insights Questions	Suggested interview questions	X				
Behavioral Selling Overview	Overview of Selling Style in each step of the sales process				X	
Behavioral Selling Details	Detailed Selling Style in each step in the sales process				X	
Value to the Organization	Specific talents and behavioral tendencies	X	X		X	
Checklist for communicating	Do's and don'ts on communication		X		X	
Selling Tips	Selling to the 4 different types of buyers		X		X	
Perceptions	Self perception and of perception of others		X		X	
Absence of Behavioral Factor	Situations and circumstances to avoid				X	
Behavioral Descriptors	How they handle problems, people, change, rules		X		X	
Natural and Adapted Selling Style	Identifies best fit for their selling style		X		X	
Time Wasters	Identifies time wasters that negatively impact efficiency				X	
Areas for Improvement	Identifies possible limitations with regard to a specific job		X		X	
Behavioral Hierarchy	Ranking of behavior in 12 areas encountered in the workplace		X		X	
Behavioral Style Insights® Graphs	Natural and adapted behavior bar graphs	X	X		X	
Success Insights Wheel	Natural and adapted behavior wheel chart	X	X		X	
Motivators (Sales Motivation)	WHY they sell and how do they compare with top 70%					
Introduction - Motivators	Introduction and ranking of motivators				X	
Top two Motivators	Explanation of the person's top two motivators				X	
Other four motivators	Explanation of the other four motivators				X	
Navigating Outside Comfort Zone	Managing interaction with your number five and six motivators				X	
Motivators - Norms & Comparisons	Understanding people with different motivators than yours				X	
Motivators Hierarchy	Description and listing of your motivators in priority order				X	
Motivation Insights® Graph	Graphic bar chart display of your top motivators				X	
Motivators Wheel™	Graphic wheel chart display of your top motivators				X	
Integrated Behaviors & Motivators	Combo Behaviors and Motivators and Coaching Guide					
Integrating Behaviors and Motivators	Improve job satisfaction, performance from blending together				X	
Ideal Environment	Ideal environment for maximum job satisfaction and success	X*	X*		X	
Keys to Motivating	Characteristics of motivating environment for max. success		X*		X	
Keys to Managing	Needs which must be met to perform at an optimum level		X*		X	
Action Plan	Professional and personal action plan worksheet		X*		X	
Sales Skills Index	WHAT they know about selling and the sales process					
Introduction	Can they Sell? (Determine knowledge, skills and training needs)					X
Prospecting /Qualifying	Do they know how to prospect and qualify opportunities?					X
First Impressions/ Opening the Call	Will they make good first impressions and set tone for meetings?					X
Qualifying Questions	Do they know what questions to ask and how to analyze answers?					X
Presentation /Demonstration	Do they understand and use needs-based presentations?					X
Influence	Can they set realistic expectations and gain agreement?					X
Close	Do they know when and how to ask for the sale?					X
Sales Process	Do they understand the sales process and importance of each step?					X
Questions and answers analysis	Most effective vs. least effective answers and training needs					X