



Discovery[®]

Personal Profile

Samantha Bluhm

13 May 2015

Foundation Chapter
Management Chapter
Effective Selling Chapter
Personal Achievement Chapter
Interview Chapter

Personal Details

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Introduction

This Insights Discovery profile is based on Samantha Bluhm's responses to the Insights Preference Evaluator which was completed on 13 May 2015.

The origins of personality theory can be traced back to the fifth century BC, when Hippocrates identified four distinct energies exhibited by different people. The Insights System is built around the model of personality first identified by the Swiss psychologist Carl Gustav Jung. This model was published in his 1921 work "Psychological Types" and developed in subsequent writings. Jung's work on personality and preferences has since been adopted as the seminal work in understanding personality and has been the subject of study for thousands of researchers to the present day.

Using Jung's typology, this Insights Discovery profile offers a framework for self-understanding and development. Research suggests that a good understanding of self, both strengths and weaknesses, enables individuals to develop effective strategies for interaction and can help them to better respond to the demands of their environment.

Generated from several hundred thousand permutations of statements, this profile is unique. It reports statements which your Evaluator responses indicate may apply to you. Modify or delete any statement which does not apply, but only after checking with colleagues or friends to identify whether the statement may be a "blind spot" for you.

Use this profile pro-actively. That is, identify the key areas in which you can develop and take action. Share the important aspects with friends and colleagues. Ask for feedback from them on areas which seem particularly relevant for you and develop an action plan for growth personally and interpersonally.

Overview

These statements provide a broad understanding of Samantha's work style. Use this section to gain a better understanding of her approaches to her activities, relationships and decisions.

Personal Style

Samantha sees possibilities in most situations and can direct others toward making a vision become a reality. Samantha could be called one of life's natural go-getters, as she possesses enthusiasm, vision, objectivity and accountability. She has a drive for tangible accomplishment and correctness with a leaning towards perfection. With her keen analytical abilities and good strategic thinking, Samantha can almost always find the rationale for the things that she wants to do. She has a strong ego and achieving significance in life is important to her.

In the event of unexpected or unanticipated failure, she may seek to turn it into something positive. She dislikes failure deeply. She dislikes confusion, inefficiency, half measures and anything that she sees as aimless or ineffective. She is a disciplinarian who can be tough when the situation calls for it. Samantha tends to know intuitively what structure and organisation is necessary to harness ideas and people to achieve long-range goals. Tasks that involve practical day-to-day maintenance tend to frustrate her. She may lose interest and move on to the next thing, once a job becomes routine or dull.

People with whom Samantha works are aware of her excellent organisational qualities and commercial aptitude. Samantha likes working where she can achieve immediate, visible and tangible results. She prefers to combine creative decision making with limited reflection. At work she often makes significantly more starts than finishes and she may need someone else to follow through with the details. Samantha is a resourceful, action-oriented person who lives for the future by making every moment count.

She is motivated more by the big picture and goals than by regulations and procedures, and is content with established structures only if she can abandon them when they don't serve the intended purpose. Samantha is independent by nature, but she is prepared to labour tirelessly for a team mission she commits to. Excessive detail and routine are generally to be avoided although she is well able to review balance sheets, projections and factual data. Both alert and outspoken, Samantha can see the fatal flaw in a proposal or position but will often argue (and often enjoys arguing) on either side of an issue from a position of "devils advocate". Samantha is outgoing and direct, but as a participant, she can, if she is not careful, take control of the process.

Driven to achieve competence in all she does, Samantha can spot the flaws that may exist in most situations and quickly see how to improve them. Exhibiting boundless energy and the ability to perform a number of roles simultaneously, Samantha can develop a level of result expectation that others may find daunting. She tends to see the environment as welcoming, challenging and exhilarating, and if it is not, she tries to create that atmosphere. Samantha is hardworking, righteous, fiercely independent and convinced that moral good must win above all else. She is convinced that a successful life needs to be tough and that satisfaction must be earned and re-earned. Samantha is logical and analytical, an ingenious thinker and long-range planner, and good at anything that requires rapid reasoning.

Interacting with Others

Samantha's work style is down-to-earth, assertive and persuasive. Her communication style is honest, direct and to the point and she prefers others to be similarly candid with her. She needs to be aware of being too outspoken, over-talkative and overly logical with some colleagues. She can be a good team player, but does like a somewhat individual approach. Bringing enthusiasm and energy to most activities, she can turn a dull managerial task into a game by using her persuasiveness and creativity to maintain the interest and commitment of others.

She has a rather impersonal style and may wrongly assume others wish to be treated in the same impersonal manner. Samantha is alert to changing situations and will act quickly to get results, giving direction or instructions to others as she thinks is necessary. Although she may fail to recognise the symptoms, she can become rather uncomfortable if separated from her family or group for long periods of time. Her outgoing nature may lead her to misinterpret the significance of some issues. She does not appreciate critical comments about her personal qualities as she sees these comments as personal attacks on her integrity.

When Samantha is in charge of a project she offers the team long-term vision and the ability to inspire and communicate that vision to others. Because of her apparent work focus, other people may be surprised to discover that Samantha is quite devoted to her family and friends. She is not particularly discouraged by indifference or criticism. She requires continual change in order to avoid becoming bored, and is rather power and status conscious. She may appear not to be overly concerned with the needs of others.

Decision Making

Samantha can usually get to the heart of any situation and implement an effective solution. She may occasionally see herself as being physically larger than life, especially during confrontation. She is frank and decisive and doesn't hesitate to let others know where she stands. She enjoys the executive role and usually rises to challenges although she needs someone around with enough common sense to bring up overlooked facts and take care of important details. Her effectiveness depends on how much personal fulfilment she receives from the current task. Samantha tends to be seen as strong, analytical and impersonal. Good at organising, decisive, quick, logical and strong in reasoning power, she values truth in the form of fact, formula, method and judgement.

She is prepared to make high risk decisions. As an extraverted, future oriented person, she may fear failure but knows how to turn it on its head into something positive, if the event occurs. She tends to be influenced by the idea, rather than the people behind the idea. With her enthusiasm and spontaneity, Samantha brings a refreshing approach to decision making. She likes to convert everything into possibilities, ideas, plans and schemes and her initiative and imagination leads her to start many new projects which she may not always complete.

She may constantly test the limits of a situation and she considers that most rules and regulations are there to be bent, if not broken. She is happiest in a role which allows her to exercise her ingenuity to tackle one project after another. She is comfortable in leadership positions and readily accepts responsibility for making things happen. She is usually comfortable making conclusive judgements about others. Impatient with what she may see as inefficiency and incompetence, she can take tough decisions when the situation calls for it.

Personal Notes

Key Strengths & Weaknesses

Strengths

This section identifies the key strengths which Samantha brings to the organisation. Samantha has abilities, skills and attributes in other areas, but the statements below are likely to be some of the fundamental gifts she has to offer.

Samantha's key strengths:

- Able to turn vision into a reality.
 - Constantly juggling a large number of projects.
 - Excellent communication and presentation skills.
 - Embraces change readily.
 - Sees the positive in every situation.
 - Ability to constantly generate ideas.
 - Ability to communicate her vision to others.
 - Initiates new activities.
 - Swift and agile.
 - Change agent.
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Personal Notes

Key Strengths & Weaknesses

Possible Weaknesses

Jung said “wisdom accepts that all things have two sides”. It has also been said that a weakness is simply an overused strength. Samantha's responses to the Evaluator have suggested these areas as possible weaknesses.

Samantha's possible weaknesses:

- May not finish everything she starts.
 - Doesn't suffer “fools” gladly.
 - Lacks tact and diplomacy.
 - Avoids showing her true feelings.
 - Vocally judgmental and critical.
 - Takes leaps into the unknown. May ask others to take leaps into the unknown without explanation.
 - Her confidence can sometimes be interpreted as arrogance.
 - Doesn't always consider the fuller implications of her actions.
 - Usually puts facts before feelings.
 - Takes on too much responsibility.
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Personal Notes

Value to the Team

Each person brings a unique set of gifts, attributes and expectations to the environment in which they operate. Add to this list any other experiences, skills or other attributes which Samantha brings, and make the most important items on the list available to other team members.

As a team member, Samantha:

- Commits to realistic goals.
 - Considers the practicalities of any issue.
 - Will assume responsibility but deflect blame.
 - Is always ready to offer service to colleagues.
 - Knows nothing is impossible.
 - Encourages others to compete.
 - Can be relied upon to pull more than her weight.
 - Almost always delivers on time.
 - Is unhindered by existing procedures and practices.
 - Will show loyalty and directness to other team members.
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Personal Notes

Communication

Effective Communications

Communication can only be effective if it is received and understood by the recipient. For each person certain communication strategies are more effective than others. This section identifies some of the key strategies which will lead to effective communication with Samantha. Identify the most important statements and make them available to colleagues.

Strategies for communicating with Samantha:

- Agree with her wherever possible.
 - Ask for her advice.
 - Be humorous, but don't humour her.
 - Present an overview of the essence of the important facts.
 - Leave personalities out of the discussion.
 - Be thorough, organised and on time.
 - Support her goals with suggestions for achievement.
 - Do not obstruct opportunities for her development.
 - Go prepared to get straight down to business.
 - Be aware of her becoming defensive by watching her body gestures.
 - Be sure she sees evidence of your support.
 - Be firm, forceful and fearless.
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Personal Notes

Communication

Barriers to Effective Communication

Certain strategies will be less effective when communicating with Samantha. Some of the things to be avoided are listed below. This information can be used to develop powerful, effective and mutually acceptable communication strategies.

When communicating with Samantha, DO NOT:

- Burden her with your problems.
 - Take credit for her ideas.
 - Confuse the conversation with irrelevant details.
 - “Steal her thunder”.
 - Undermine her authority.
 - Impose your opinion against her better judgement.
 - Challenge her values or principles.
 - Let her dominate the conversation.
 - Be surprised if she breaks the rules.
 - Impose a “can’t be done” or defeatist attitude on her.
 - Show less than full commitment to her project.
 - Be indecisive, unclear or “woolly”.
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Personal Notes

Possible Blind Spots

Our perceptions of self may be different to the perceptions others have of us. We project who we are onto the outside world through our “persona” and are not always aware of the effect our less conscious behaviours have on others. These less conscious behaviours are termed “Blind Spots”. Highlight the important statements in this section of which you are unaware and test them for validity by asking for feedback from friends or colleagues.

Samantha's possible Blind Spots:

Attempting to be more flexible and open-minded will help prevent Samantha from becoming too rigid. She is a born entrepreneur who is constantly overselling her next great idea and attempting to generate support for it. As a forthright, results oriented individual, she will challenge authority, take risks, overstep boundaries and act without reference.

She expects to win and is very assertive in attaining outcomes despite how narrow her view may sometimes appear. She may jump to conclusions without gathering all the necessary information or taking the time to really understand the situation. She may exert pressure on others to do the “right thing” from a moral standpoint - but the “right thing” comes from her perception. Endowed with the gift of articulation, she is likely to feel that she is competent in most areas. When she doesn't see the logic in others' feelings, Samantha can appear argumentative and difficult to approach, and may not seek or accept common-sense advice.

What she perceives as her own flamboyant behaviour can sometimes be seen by others as crudeness and may alienate the very people she is trying to impress. Sometimes she is so intent on her own plans that she doesn't stop to listen to what others have to say. Increased effectiveness for her may lie in being prepared to yield on small points to win the important ones. Occasionally Samantha may miss opportunities through a lack of awareness of the need to conclude the planning detail. She values fast action and doing many things at once. When under pressure she may get the job done by cutting corners or neglecting quality.

Personal Notes

Opposite Type

The description in this section is based on Samantha's opposite type on the Insights Wheel. Often, we have most difficulty understanding and interacting with those whose preferences are different to our own. Recognising these characteristics can help in developing strategies for personal growth and enhanced interpersonal effectiveness.

Recognising your Opposite Type:

Samantha's opposite Insights type is the Supporter, Jung's "Introverted Feeling type".

Supporters are affable, amiable, steady, loyal individuals who get on well with others. They build a close relationship with a small group of associates in the work environment. Samantha will see the Supporter's efforts being directed at retaining the familiar and predictable. Supporters look for constant appreciation from others and may be slow to adapt to change. They will often go the "extra mile" to help someone they consider as a friend.

Samantha may suspect the Supporter requires assistance in eliminating the old and embracing the new. Supporters are cautious, conventional, diplomatic and sincere and may avoid decision making until many of the facts and details are available to them. The Supporter is intent on maintaining a low profile. In order to perform well, the Supporter needs specific and detailed instructions before starting a job.

Samantha will experience frustration when the Supporter, if challenged, becomes stubborn and defiant. Supporters are easy going and low key people and like to feel needed and significant in other peoples' lives. Even if a mistake has been made by someone else the Supporter may spend a lot of time sympathising and attempting to diffuse responsibility. Disagreements or opposing views can be stressful to Supporters. If the conflict in the workplace becomes too great they may become restless and uneasy, often withdrawing to avoid further conflict.

Personal Notes

Opposite Type

Communication with Samantha's Opposite Type

Written specifically for Samantha, this section suggests some strategies she could use for effective interaction with someone who is her opposite type on the Insights Wheel.

Samantha Bluhm: How you can meet the needs of your Opposite Type:

- Allow time for her to think of the consequences.
- Gaining obedience is not enough - ensure you have co-operation.
- Take time to discuss all the details.
- Value her contribution to building stable relationships.
- Match and mirror her communication style and slower pace.
- Leave time for the relationship as well as the task.

Samantha Bluhm: When dealing with your opposite type DO NOT:

- Set deadlines you really believe cannot be reached.
 - Implement change for change's sake.
 - Use destructive criticism or create unnecessary conflict.
 - Assume her pauses imply lack of interest.
 - Demand an instant reaction.
 - Press for an immediate response.
-

Personal Notes

Suggestions for Development

Insights Discovery does not offer direct measures of skill, intelligence, education or training. However, listed below are some suggestions for Samantha's development. Identify the most important areas which have not yet been addressed. These can then be incorporated into a personal development plan.

Samantha may benefit from:

- Making compromises to maintain good relations.
 - Listening more - by talking less!
 - More awareness that she constantly moves from one project to another.
 - Using others' objective criticism as a means of self development.
 - Considering alternative solutions to every decision.
 - Arguing the opposing position to recognise the value of it.
 - Gently asking some quieter people to express their point of view.
 - Looking for the good in everything.
 - Realising that some others are not as quick as she is.
 - Taking time out to indulge herself in simple pleasures, such as music and the arts.
-

Personal Notes

Management

Creating the Ideal Environment

People are generally most effective when provided with an environment which suits their preferences and style. It can be uncomfortable to work in an environment which does not. This section should be used to ensure a close match between Samantha's ideal environment and her current one and to identify any possible frustrations.

Samantha's Ideal Environment is one in which:

- Activities, variety and change are constantly taking place.
 - Colleagues share her drive for results.
 - She can turn a vision into reality.
 - New products and strategies can be implemented regularly.
 - State of the art technology is provided.
 - She can quickly switch to a higher priority task.
 - Ideas can be practically applied.
 - There is little "traffic" or social interaction.
 - She is involved in design and delivery.
 - Decisions can be made quickly.
-

Personal Notes

Management

Managing Samantha

This section identifies some of the most important strategies in managing Samantha. Some of these needs can be met by Samantha herself and some may be met by her colleagues or management. Go through this list to identify the most important current needs, and use it to build a personal management plan.

Samantha needs:

- Take the time to smell a few more roses.
 - The freedom to change out-dated rules.
 - Options and alternatives before having to make decisions.
 - To have authority equal to responsibility.
 - Help with planning and preparation.
 - To be aware of her frenetic work pace and recognise the effect this may have on others.
 - Only the minimum of social chit-chat around her.
 - Tasks which require thought, planning, but most of all action.
 - Help in restraining the allocation of blame.
 - A manager who communicates clearly and precisely, yet allows her room to manoeuvre.
-

Personal Notes

Management

Motivating Samantha

It has often been said that it is not possible to motivate anyone - only to provide the environment in which they will motivate themselves. Here are some suggestions which can help to provide motivation for Samantha. With her agreement, build the most important ones into her Performance Management System and Key Result Areas for maximum motivation.

Samantha is motivated by:

- Discovering and exploiting competitive weaknesses.
 - Career prospects that appear unlimited.
 - Working towards targets, goals and objectives.
 - Freedom from constraints and supervision.
 - A friendly work environment.
 - Having large mountains to climb.
 - New principles and imaginative concepts.
 - Being able to take control of situations.
 - Setting stretching goals for herself and others to achieve.
 - Being consulted, and having her views implemented.
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Personal Notes

Management Style

There are many different approaches to management, most of which have different situational applications. This section identifies Samantha's natural management approach and offers clues to her management style, highlighting both gifts and possible hindrances that can be further explored.

In managing others, Samantha may tend to:

- Want to be the best.
 - Pay lip-service to, or completely ignore, both positive and negative feedback.
 - Take on too much and over extend herself.
 - Be viewed by the team as always high profile.
 - Leave people drowning in her wake.
 - Delegate administration and concentrate on outcomes.
 - Prompt people who naturally work at a slower pace.
 - See drawbacks simply as challenges to overcome.
 - Give the impression that she is expert at everything.
 - Exert power over the group - be the outright winner.
-

Personal Notes

Effective Selling Chapter

Effective selling has three main requirements:

First, the salesperson must understand him or herself, and how to build on strengths and develop any areas of weakness, aware of how different customers perceive him or her.

Secondly, the salesperson must understand others - particularly customers - who are different. Customers will often have opposing needs, expectations, desires and motivations than those of the salesperson. These distinctions need to be appreciated and respected.

Thirdly, the salesperson must learn to adapt his or her behaviour to relate to, connect effectively with, and influence, the customer.

This chapter is designed to support the development of each of these requirements at each stage of the sales process.

The model below illustrates the conceptual overview of each of these different stages and the corresponding sections explored in this chapter.

Use the Effective Selling Chapter to develop strategies for improved customer relationships, greater self-understanding and more & greater sales.



Selling Style Overview

These statements provide a broad understanding of Samantha's selling style. Use this section to gain a better understanding of her approaches to her customer relationships.

Selling Style Overview

Seen by most of her customers as determined and energetic, Samantha can rise to meet most sales challenges. Samantha possesses determination and perseverance, which she views as essential to succeed in the sale. These are qualities which she also values highly in others. Samantha is particularly enthusiastic about helping customers feel good about themselves and her products and services. She is extremely proficient in networking strategies that generate new prospects.

Samantha's certainty in her views may help some customers make their decision, though may also leave some questions unanswered for them. She likes to lead rather than manage day-to-day aspects of the sales process. She should seek out and take notice of feedback from her customers. Visualising future sales opportunities that seem impossible now, she may well see them come to fruition sooner than could realistically be expected by others. Samantha has the knack to get people to act on her advice.

Despite occasional setbacks, she usually manages to maintain a positive outlook towards her customers. Because she is so interested in possibilities beyond the sale, she prefers to keep lots of options open. Her authoritative tone may cause some prospects and customers to find her aloof or even intimidating. She finds most satisfaction from working with customers in sales projects that allow her to utilise her creative and interpersonal skills. She can be intolerant of customers who appear slower in the uptake than she might have expected.

Personal Notes

Before The Sale Begins

The sale begins long before the formal sales process starts and continues long after it ends. Here are some of the key ideas that Samantha needs to be aware of in the initial stages when planning and approaching the customer.

Samantha's key strengths before the sale begins:

- Gains appointments that others may find difficult to make.
- Balances task and people issues in account planning.
- Is clear about the outcomes she plans to achieve.
- Is tough, thorough, strong-willed and persevering.
- Demonstrates an intuitive and optimistic sales approach.
- Initiates and controls sales activities.

Before the sale begins Samantha could:

- Be less critical of the customer's position if she disagrees with it.
- Listen carefully, slow down, and seek to adapt and connect systematically.
- Concentrate on building trust and fostering relationships.
- Take a flexible approach, without pre-judging outcomes.
- Be less inclined to overstate customer potential.
- Consider a greater variety of possible outcomes for the sale.



Personal Notes

Identifying Needs

In identifying needs, the goal is to find out what the customer's real problems are. Here is an overview and some advice relating to how Samantha may identify customer needs.

Samantha's key strengths in identifying sales needs:

- Quickly bridges the customer's needs to the product or service.
- Expands customer's awareness of their needs.
- Shows strong relating skills.
- Applies her intuition to the assessment of her customer's needs.
- Can use a direct questioning style to progress quickly.
- Concise and incisive communicator.

When identifying needs Samantha could:

- Regularly ask open and encouraging questions.
- Probe more and assume less.
- Take care not to act too quickly.
- Make fewer assumptions about knowing what's best for her customer.
- Avoid attempting to reach agreement too quickly.
- Show greater willingness to seek advice and help from others.



Personal Notes

Proposing

Having identified the customer's needs, the proposing phase should close the gap between their needs and the current situation. Here are some of the keys for Samantha to develop a powerful and effective proposing style.

Samantha's key strengths in proposing:

- Maintains her high standards in telling it like it is.
- Readily paints word pictures that illustrate the potential.
- Can display high levels of energy when proposing.
- Shows absolute conviction in her offer.
- Makes confident presentations that can generate positive outcomes.
- Can combine a logical proposal with empathy in understanding her customer's needs.

When proposing Samantha could:

- Delay pushing for a final conclusion about the solution.
- Occasionally "Ask" rather than "Tell" when proposing.
- Take care not to enforce her will on the process.
- Describe, rather than overstate, the benefits to the customer.
- Continually look for non-verbal clues regarding the customer's buy-in to the proposal.
- Consider immediate needs in tandem with future possibilities.



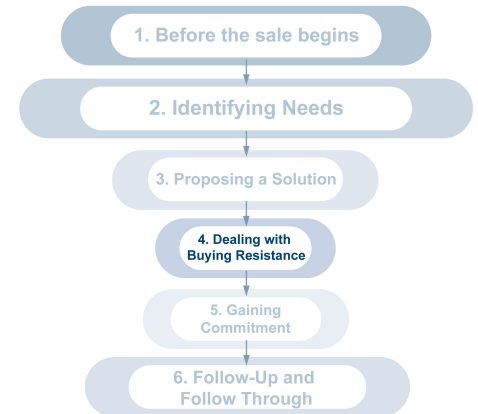
Personal Notes

Handling Buying Resistance

If the customer relationship has been built effectively, buying resistance should be low. However, this section suggests strategies for Samantha to deal effectively with buying resistance.

Samantha's key strengths in dealing with buying resistance:

- Takes personal responsibility to handle objections and progress the sale.
- Appeals to logical and emotional motives when responding to the customer.
- Satisfies most objections through use of her solid knowledge base.
- Enjoys the challenge of converting concern to conviction.
- Maintains clarity of thought and analysis throughout.
- Is confident that a positive outcome can be found.



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When dealing with buying resistance Samantha could:

- Appreciate, and adapt to, the seriousness of a customer's concern where it varies from her own.
- Be less controlling to avoid being seen as arrogant.
- Listen for, and get to the root of, implied or hidden objections.
- Consider the level of trust that exists before answering difficult questions.
- Provide more detailed information than she may consider necessary.
- Try to use one mouth closed and two ears in proportion!

Gaining Commitment

The close should be the natural progression of the sale, not the conflict at the end! When your customer trusts you, is clear about what they are buying and needs what you have to sell, you are ready to propose commitment. Here are the strengths and suggestions for development in Samantha's closing style.

Samantha's key strengths in gaining commitment to the sale:

- Demonstrates an eagerness to achieve a speedy resolution.
- Is an exciting and persistent closer.
- Negotiates pre-conceived outcomes with conviction.
- Enthusiastically and assertively leads customers to the sale conclusion.
- Keeps the process moving.
- Exhibits fast-paced and dynamic negotiating skills.



When gaining commitment Samantha could:

- Seek clarification even when she thinks it may not be necessary.
- Concede smaller elements of the sale if necessary and where possible.
- Remember to recap on customer needs before offering a "best-fit".
- Ask more questions.
- Make an effort to appear less spontaneous and assertive.
- Resist the urge to quickly challenge views that differ from her own.

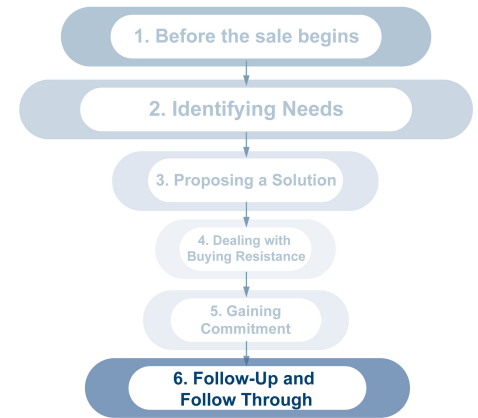
Personal Notes

Follow-up and Follow Through

It is your job, having built a relationship with your customer, to continue that relationship and to be of service to your customer beyond the initial sale. Here are some ideas which Samantha can use to support, inform and follow-up with the customer.

Samantha's key strengths in sales follow-up and follow through:

- Maintains a focus on future wants throughout the support phase.
- Remains keenly aware of new development opportunities.
- Strongly commits to the value of the product or service.
- Will take action quickly to resolve service issues.
- Usually adapts the customer's expectation to her preferred process.
- Sees people and ideas as the key to success in sales support.



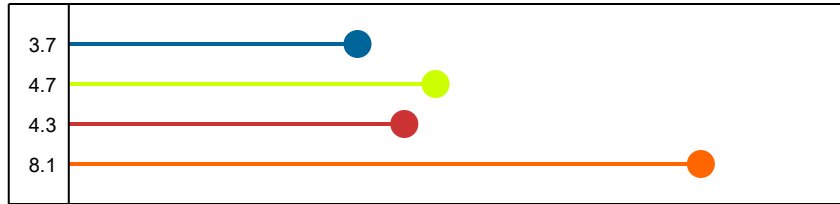
Personal Notes

When following-up and following through Samantha could:

- Consider the potential consequences of bending the rules to meet a customer's need.
- Make use of service level agreements to clarify business opportunities.
- Curb a desire to "hit and run" with repeat business or servicing commitments.
- Finish one project before starting the next.
- Keep in touch with the customer, even without the certainty of new business arising.
- Be particularly sensitive to differing customer needs.

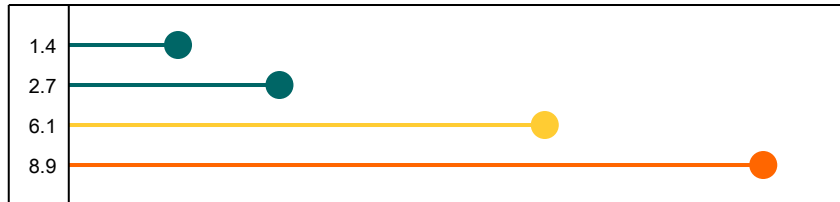
Sales Preference Indicators

Before The Sale Begins



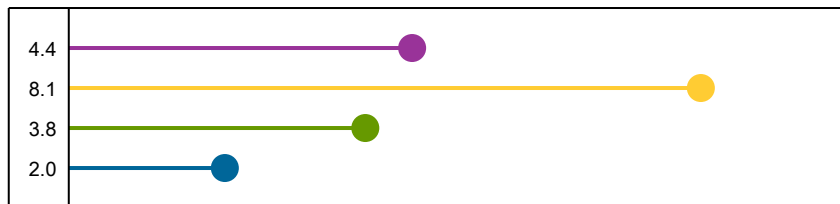
- Researching
- Building Trust
- Clear Objectives
- Getting Appointments

Identifying Needs



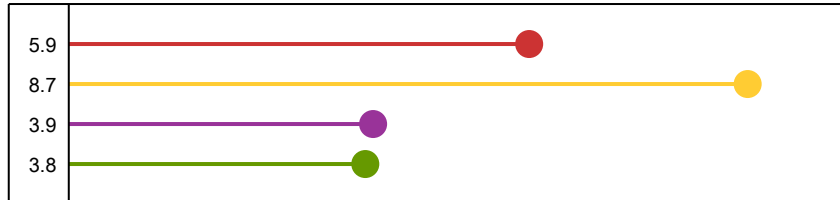
- Listening
- Questioning
- Encouraging
- Creating Opportunities

Proposing



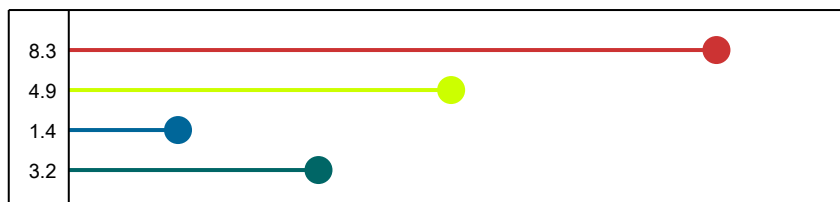
- Focused & Relevant
- Enthusiastic Presentation
- Shows Understanding of Needs
- Organisation & Accuracy

Handling Buying Resistance



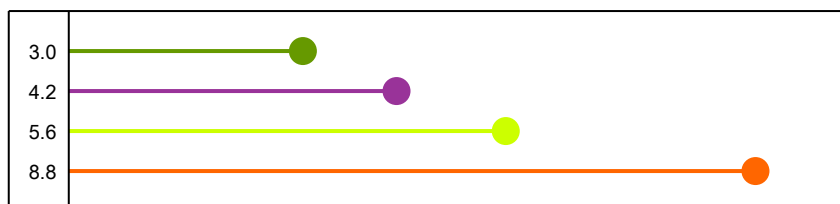
- Direct Handling of Objections
- Persuasion
- Clarifying Details
- Meeting Concerns

Gaining Commitment



- Closing
- Flexibility
- Minimising Risks
- Meeting Clients' Needs

Follow-up and Follow Through



- Maintains Contact
- Account Planning
- Relationship Maintenance
- Developing the Account

Personal Achievement Chapter

At its best, life is a rewarding journey of personal exploration and growth.

This chapter is designed to focus on several highly important aspects of personal development. Using the guidance suggested in these pages can lead to exciting changes and can have a profound impact on success.

The sections will help Samantha define her life's purpose, set her goals and organize her time and life to achieve them. It offers suggestions on how she can tap into her natural creativity, and unleash further creative potential from deeper aspects of her personality, to overcome any obstacle.

Finally, it gives powerful suggestions for Samantha to understand and enhance her preferred learning styles.

When applied, the ideas contained in this profile can provide insights and support to life's journey of development.

Living on Purpose

Having a sense of purpose and worthy goals are important to building a strong foundation for a successful life. Here are some of the things Samantha should be aware of in setting goals and defining her purpose.

Living on Purpose

One of Samantha's natural abilities, in projects, is to set clear objectives. Because of her need for a challenge, she may lose interest and move on to the next task, once a job becomes routine. The simple solution may appeal to her. Nonetheless, desire for quick answers may occasionally result in certain essential detail being omitted from the plan.

Whilst persistent in pursuing her goals, she is easily diverted by bigger challenges that she will perceive to be more exciting. Samantha sees the big picture and can articulate it to others to ensure the vision becomes a reality. She sets clear goals, usually undeterred by any possibility of failure or rejection. She has the ability to garner the support of others around the common cause. She is excited by goals that offer big-picture rewards.

Samantha thrives on excitement and stimulation. She readily takes on tough challenges that stretch her and those working with her! Self-confidence assists in driving self and others in the pursuit of a target. Her strong intuitive drive may mean she is more interested in creating solutions to problems than in seeing these solutions through to fruition, often preferring to let others complete the project. Naturally intuitive, Samantha seeks to recognise unusual opportunities arising during the planning process. Samantha can work towards her results equally well either on her own or in a team environment.

Personal Notes

Time and Life Management

Benjamin Franklin said "Dost thou love life? Then do not squander time, for that is the stuff life is made of". This section contains some strategies that Samantha can use to become more effective in the area of time and life management. Choose the most significant ones and apply them every day for high levels of effectiveness.

In managing her time, Samantha,

Regularly considers she has too much to do.

Thrives on involvement in a variety of interests, and can switch from task to task.

Enjoys meetings which she can direct and control.

Seizes opportunities quickly, but may underestimate the work involved.

Often works late and at weekends.

Usually works first on the urgent and immediate.

Suggested Action For Development

→ Involve others and delegate more than is comfortable.

→ Finish a task and tidy up before moving to the next.

→ Experiment by allowing everyone to participate fully.

→ Work with others to more accurately evaluate time required at outset.

→ Consider possible negative impact on health, family and friends.

→ Take time to assess longer term benefits.

Personal Notes

Personal Creativity

Creativity has been defined as seeing the same thing as someone else but thinking something different. Different people have different creative strengths. This section identifies some of Samantha's creative characteristics and how she can build on them.

In her creativity, Samantha,

Suggested Action For Development

Is determined to find the right solution to a problem.	→	Always remember to consider those affected.
Is generally convinced her own ideas are best.	→	Allows others to be involved in the convincing.
Turns creative ideas into action.	→	Ask 'could delay be appropriate here?'
Provides a constant stream of ideas.	→	Write them down or they may get lost.
Her agile mind is rarely idle.	→	Keep asking "what am I trying to accomplish?".
Has ideas that are sometimes seen as rather "off-the-wall".	→	Use this talent, but sharing perhaps with less frequency.

Personal Notes

Lifelong Learning

Continual learning is a key part of personal development and growth. This section identifies several ideas Samantha can use to learn more effectively. Use these statements to map out a learning strategy and to create the environment for optimum personal growth.

Samantha's preferred learning style is supported when she:

- Has few restrictions which limit her scope.
- Has new experiences she can discuss with others.
- Can focus on a specific task and outcomes rather than theorising about the process.
- Engages in fast, spontaneous action.
- Involves herself in short, sharp sessions.
- Explores several different possibilities.

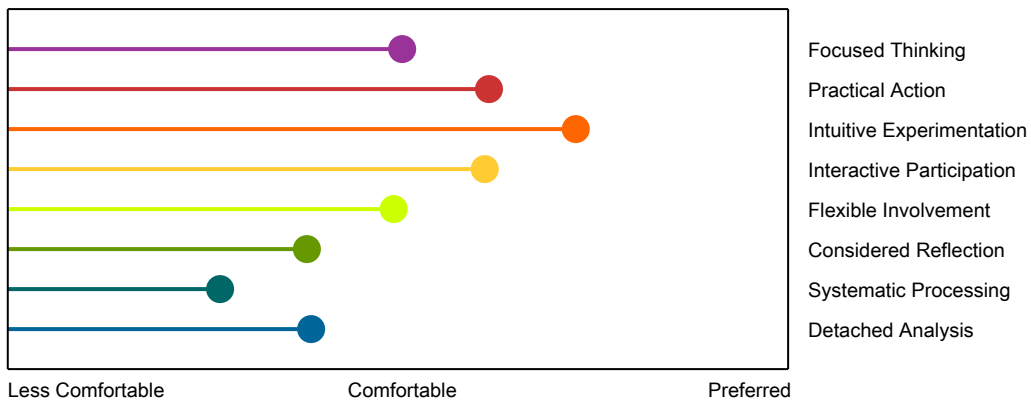
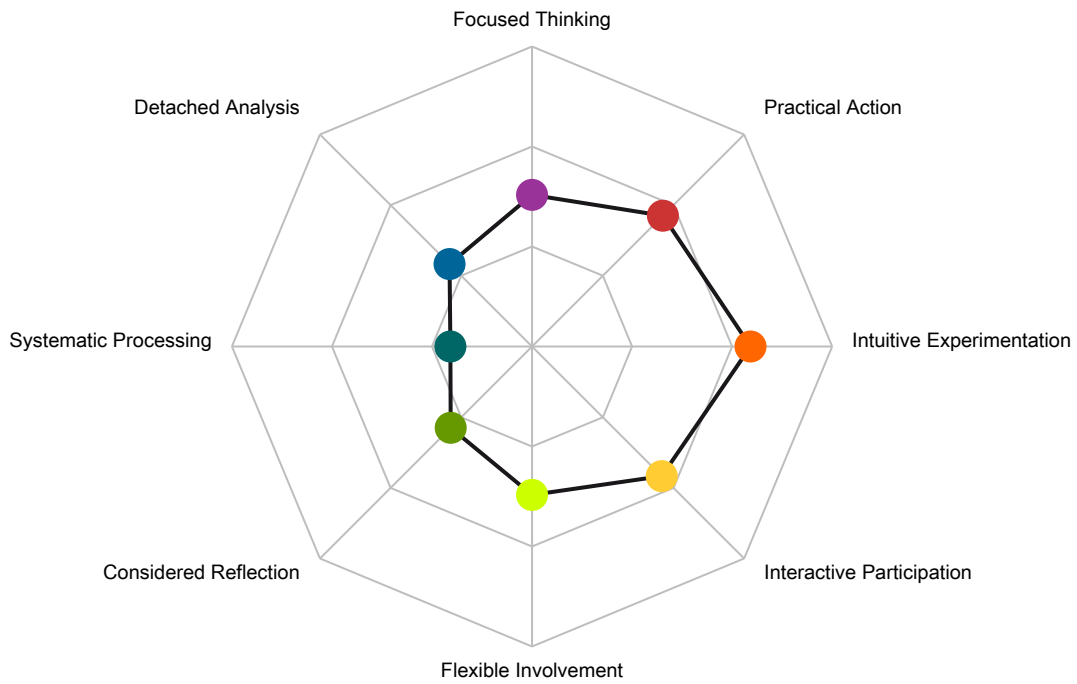
Samantha can stretch in learning by:

- Trusting an established process and not trying to change it for change's sake.
 - Using more time to structure her thoughts.
 - Trying to stand back and observe dispassionately.
 - Setting aside time to study the problem in depth.
 - Keeping on practising until a feeling of perfection is achieved.
 - Looking, before she leaps to conclusions.
-

Personal Notes

Learning Styles

13 May 2015



Interview Questions

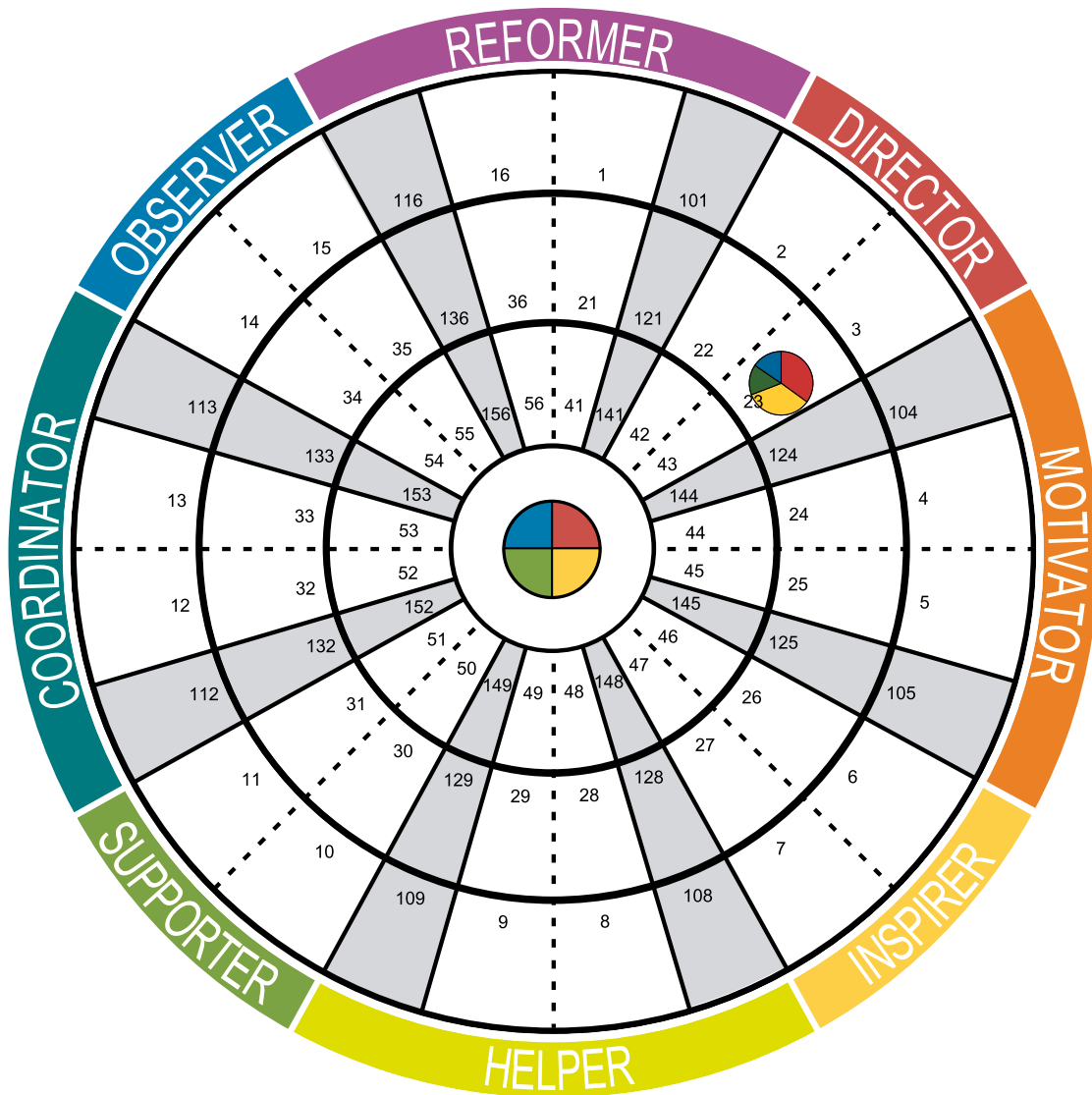
This section lists several questions which can be used in interviewing Samantha Bluhm. The questions can be used as they appear here, or can be adapted to suit the interviewer's own style or needs. The questions are raised by considering issues Samantha may be less comfortable with - those development areas in which she may have fewer strengths. Some or all of these topics should be used along with other questions which may be job specific. Using them will help establish the level of Samantha's self-awareness and personal growth.

Interview Questions:

- How good a listener are you?
 - How do you go about making people feel at ease in your company?
 - How do you feel about working in a supporting role?
 - As someone who takes a "let's do it now" approach, when do you perceive the need to take a more relaxed approach to situations?
 - How would you react to a constructive, but negative appraisal?
 - How do you identify someone's need that may differ from your own?
 - How would you react to a mistake you made?
 - What do you do to relax?
 - How do you organise your life away from work?
 - How would you avoid imposing a subjective idea of yours upon others?
-

Personal Notes

The Insights Discovery® 72 Type Wheel

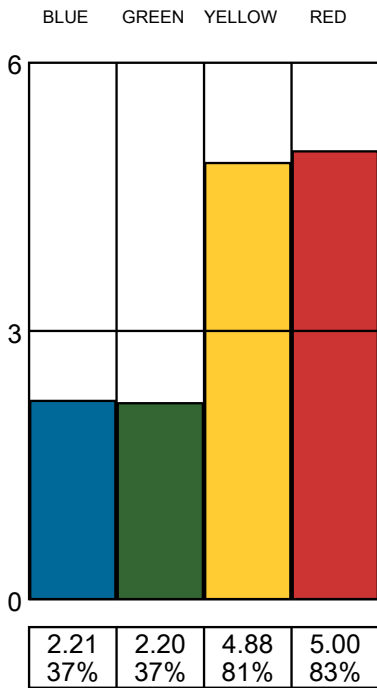


Conscious Wheel Position
23: Motivating Director (Classic)

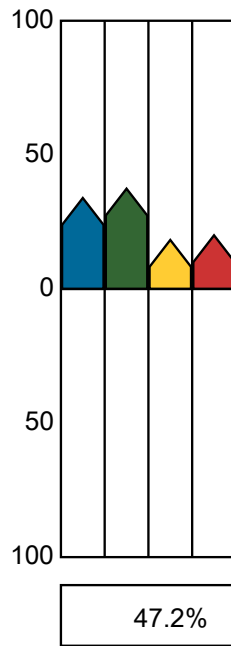
Less Conscious Wheel Position
23: Motivating Director (Classic)

The Insights Discovery® Colour Dynamics

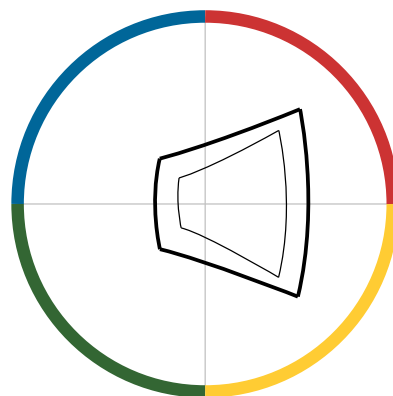
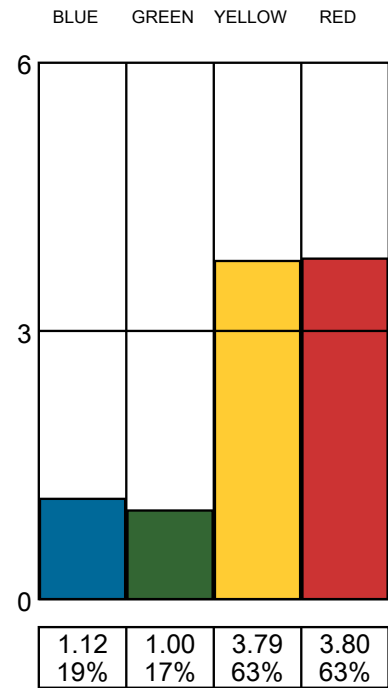
Persona (Conscious)



Preference Flow



Persona (Less Conscious)



— Conscious
 — Less Conscious



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