

# Social Style™ ASSESSMENT

- ✓ Discover your best approach to persuasion
- ✓ Build more effective Client Relationships
- ✓ Identify your selling strengths



**SALES TRAINING EXPERTS™**

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Analytical	Driver	Amiable	Expressive
<p>Characteristics:</p> <ul style="list-style-type: none"> <li>• Serious</li> <li>• Mull matters over</li> <li>• Indecisive</li> <li>• Persistent</li> <li>• Asks lots of questions</li> <li>• Attention to detail.</li> </ul>	<p>Characteristics:</p> <ul style="list-style-type: none"> <li>• Task orientated</li> <li>• Clearly defined goals</li> <li>• Committed</li> <li>• Determined</li> <li>• Risk taker</li> <li>• Efficient</li> </ul>	<p>Characteristics:</p> <ul style="list-style-type: none"> <li>• Loyal</li> <li>• Personable</li> <li>• Patient</li> <li>• Risk Adverse</li> <li>• Non-Confrontational</li> <li>• Enjoys company</li> </ul>	<p>Characteristics:</p> <ul style="list-style-type: none"> <li>• People orientated</li> <li>• Centre of attention</li> <li>• Positive</li> <li>• Talkative</li> <li>• Enthusiastic</li> <li>• Dramatic</li> </ul>
<p>In conflict:</p> <ul style="list-style-type: none"> <li>• Whining</li> <li>• Sarcastic</li> <li>• Negative</li> </ul>	<p>In conflict:</p> <ul style="list-style-type: none"> <li>• Aggressive</li> <li>• Rude</li> <li>• Abrupt</li> </ul>	<p>In conflict:</p> <ul style="list-style-type: none"> <li>• Likely to be " passive"</li> <li>• Lack conviction</li> <li>• Avoidance</li> </ul>	<p>In conflict:</p> <ul style="list-style-type: none"> <li>• Unpredictable</li> <li>• Emotional</li> </ul>
<p>Solution:</p> <ul style="list-style-type: none"> <li>• Keep to the facts</li> <li>• Don't agree with them</li> <li>• Listen attentively</li> </ul>	<p>Solution:</p> <ul style="list-style-type: none"> <li>• Be assertive</li> <li>• Be firm</li> <li>• Have a solution</li> <li>• Listen.</li> </ul>	<p>Solution:</p> <ul style="list-style-type: none"> <li>• Reassure</li> <li>• Support</li> <li>• Confirm commitment</li> </ul>	<p>Solution:</p> <ul style="list-style-type: none"> <li>• Time for composure</li> <li>• Ask questions</li> <li>• Problem solve</li> </ul>
Basic Need: To be correct	Basic Need: To be in control	Basic Need: Security	Basic Need: Recognition



# Take the Assessment...

<b>GO ALONG.....TAKE CHARGE</b>	<b>COLD.....WARM</b>
<b>D C B A</b>	<b>1 2 3 4</b>
<b>QUIET.....TALKATIVE</b>	<b>CALM.....EXCITABLE</b>
<b>D C B A</b>	<b>1 2 3 4</b>
<b>SUPPORTIVE.....CHALLENGING</b>	<b>RESERVED.....ANIMATED</b>
<b>D C B A</b>	<b>1 2 3 4</b>
<b>COMPLIANT.....DOMINANT</b>	<b>TASK ORIENTED.....PEOPLE ORIENTED</b>
<b>D C B A</b>	<b>1 2 3 4</b>
<b>ASK QUESTIONS.....MAKES STATEMENTS</b>	<b>EYES SERIOUS.....EYES FRIENDLY</b>
<b>D C B A</b>	<b>1 2 3 4</b>
<b>CO OPERATIVE.....COMPETITIVE</b>	<b>TALKS ONLY BUSINESS...PERSONAL FEELINGS</b>
<b>D C B A</b>	<b>1 2 3 4</b>
<b>INTROVERTED.....EXTRAVERTED</b>	<b>RESERVED.....OUTGOING</b>
<b>D C B A</b>	<b>1 2 3 4</b>
<b>SLOW STUDIED.....FAST PACED</b>	<b>WANTS/USES FACTS....WANTS/USES OPIONIONS</b>
<b>D C B A</b>	<b>1 2 3 4</b>
<b>LOW-ASSERTIVE.....HIGH-ASSERTIVE</b>	<b>NOT EMOTIONALS.....EMOTIONAL</b>
<b>D C B A</b>	<b>1 2 3 4</b>
<b>CONSTRAINED.....OPEN</b>	<b>LOW RESPONSIVENESS....HIGH RESPONSIVENESS</b>
<b>D C B A</b>	<b>1 2 3 4</b>

Please answer the questions above. Once completed, score yourself on the next page.

**Want to know what your colleague, client or friends' Social Style?**

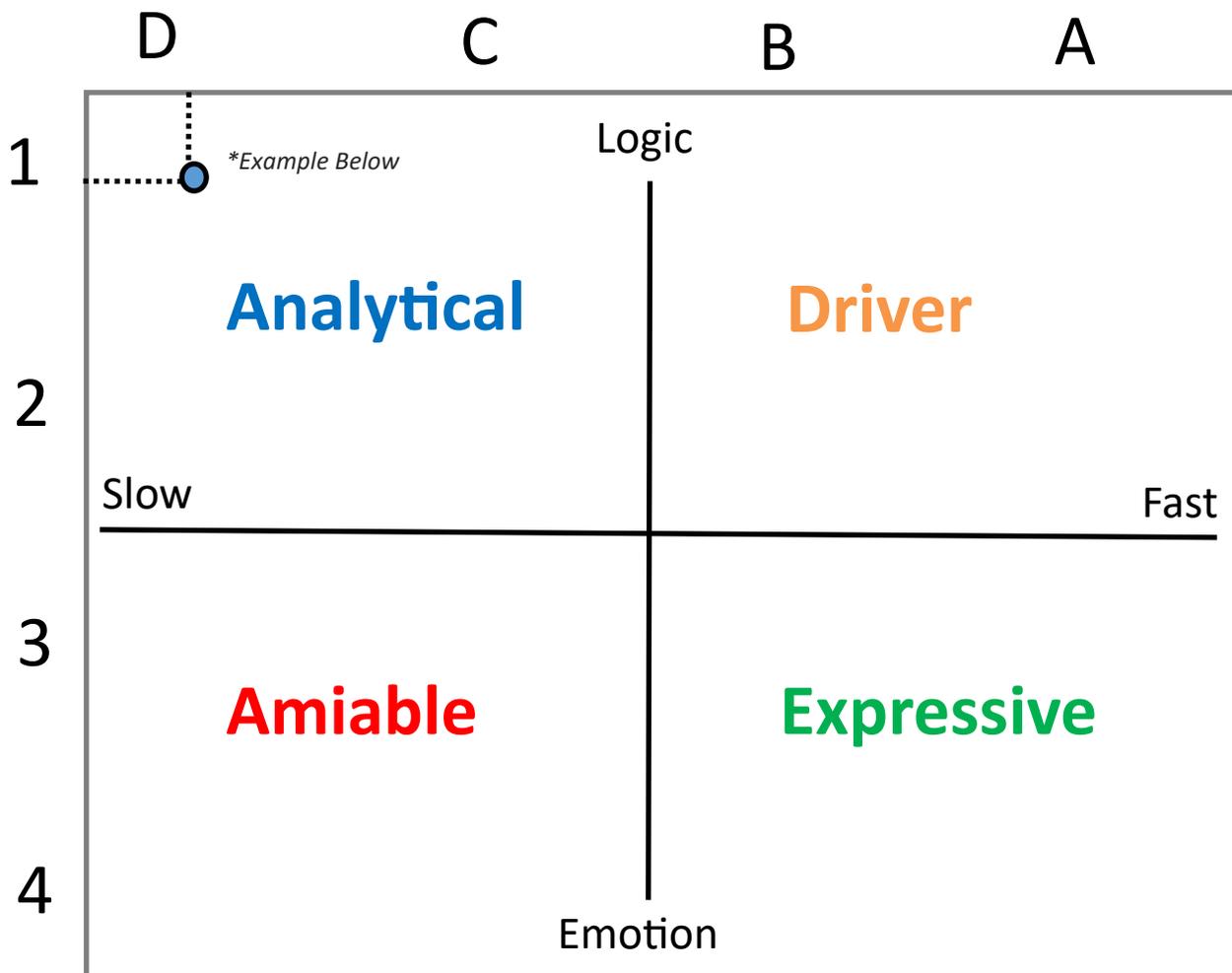
*Ask them to complete the assessment and you can compare your results.*

**Interested in a Sales Training Program for your team that uses this Social Style Psychometric model?**

*Contact Sales Training Experts @ 1-877-353-7253 or*

[info@salestrainingexperts.ca](mailto:info@salestrainingexperts.ca)

This Social Style Assessment is intended to create self awareness through discussion, and self-reflection. The accuracy of this assessment, like all assessments is highly variable depending on education, language and the past experiences of the assessment taker. Sales Training Experts is a licensed Psychometric Assessment provider, and offers assessments that are considered more reliable and valid for a fee. Contact us for details. 1-877-353-7253



To determine whether you see your own Social Style as Amiable, Analytical, Driver or Expressive, total the number of times that each letter and number is circled and then follow the instruction below.

D \_\_\_\_\_ C \_\_\_\_\_ B \_\_\_\_\_ A \_\_\_\_\_  
 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_

The largest number of letters and numbers transferred from the table above represent an approximation of your social style (as a self perception) by verbal and non-verbal behavior. (\*e.g.: mostly D's and mostly 1's makes you D1 or Analytical Social Style)

Use the Social Style Matrix above to determine your 'self-profile'. (\*e.g.: D1 on the matrix means you believe you are an Analytical Social Style.)

Refer to the material presented in your upcoming session entitled 'Social Style Descriptions' to see if you still believe this is true of your behaviors – would colleagues, friends and family agree?

# Clients & References

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*Excellent training for sales staff and sales managers. They quickly understood our business needs as well as the learning needs of our sales consultants. Excellent presentations, quality learning materials and professional sales workbooks and tools. I would definitely recommend Sales Training Experts.*

**Ellen Stoddard, VP Shannex**

*I've engaged the services of the Sales Training Experts team for many years in my publishing career. In addition to providing **solid sales training**, the company has aided in recruiting individuals with proven sales attributes that drive tangible results and reduce turnover. Would recommend giving them a call.*

**Shawn Woodford, Publisher and General Manager  
Yellow Pages Nexthome**



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