



# Sales Report

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**CLAIRE**

## INTRODUCTION

Welcome to C-me Profiling. C-me is a behavioural profiling tool that provides insights into a person's likely preferred way of doing things.

**Your sales report consists of a number of sections that are core to who we are and how we relate to others. In addition, it focuses in on your likely sales strengths and areas for development.**

**A team section is also available that focuses on areas of behaviour linked to high performing teams.**

Your C-me profile gives you information about your preferred ways of doing things expressed in the language of different combinations of four colours. This combination gives each person their unique temperament. We have found that not only is the C-me approach easier to understand, remember and relate to than other profiling systems, but also that it is much easier to use and translate into action. We hope you will find that too.

No profile is carved in stone - and there are no right or wrong profiles. Each combination has its own strengths and weaknesses, like two sides of the same coin. C-me reports are all about stimulating helpful conversations and discussions, and assisting each of us to learn more about ourselves and each other.

We get excellent feedback on the accuracy of our reports. However it is likely that you will not agree with everything that is said. That's normal. However do take the time to check any such statements out with someone who knows you well as sometimes they can reflect characteristics that are true but simply not visible to you.

Hopefully you will find yourself nodding - maybe even smiling - in agreement with most of what you read.

There are many learning, performance and teamwork opportunities here. We hope you will enjoy your report and find it useful.

## OVERVIEW

This section provides a broad outline of your preferred ways of doing things.

Claire's instinct is to pause and consider the implications before implementing decisions. She often prefers to deal with tangibles rather than abstract theories. Service to her colleagues and to the organisation is high on the list of priorities. Considering her own needs should be a higher priority; she is normally occupied looking after others. She builds goodwill across the wider team. She may take time to get to know but will be a trustworthy friend if you make the effort. She may not readily express her opinions in an open meeting preferring a safer environment to do so. Her colleagues see her as dependable and consistent.

Claire is loyal to her close colleagues and takes personal commitments seriously. If a colleague makes a mistake, she will be sympathetic and seek to take collective responsibility. Some colleagues see her as being genuinely concerned about others. Claire responds well to support from her colleagues but may occasionally take criticism to heart. Claire is at her best when the team work together; she may be uncomfortable if conflict breaks out. She will seek to manage by consensus rather than control. If one of her ideas causes conflict she immediately tries to restore the peace. Although she may come across as relaxed, she may be hiding her true feelings as she tries to meet everyone's expectations and needs.

Claire is a caring, considerate colleague. Relationships are important to her and she is regarded as caring, warm and compassionate. Presentations to groups will be carefully planned; she likes to be sure of her work. After leaving a meeting, she may sometimes feel she should have said more and made her points more eloquently. Generally she likes to work within structures and schedules and thinks this will benefit others as well. Occasionally troubled by self-doubt, she may not adequately promote her own abilities. Though colleagues really value her role in the team; she occasionally has doubts about her own abilities. Because she likes to organise her work at her own pace, she dislikes interruptions once she has started.

### Notes

Please tick or highlight the statements that you really like, cross the statements that are just not you and add any other comments you would like to make.

## STRENGTHS

These are some of the key strengths a person with your colour preference may have.

- Non-judgemental
- Involves others in the decision making process
- Works away quietly in the background
- Polite and diplomatic
- Can see both sides of an argument
- Conscientious
- Finishes what she starts
- Amiable and patient

### Notes

Select the three key strengths that you think best describe you, add any you think may have been missed.

## POSSIBLE AREAS FOR DEVELOPMENT

These are some areas for development that someone with your preferences may have. You may well have addressed these areas in your development already, you may still need to work on some of them or you may just be becoming aware that others can sometimes see these in you.

- Checks too often to ensure agreement
- Reluctant to confront more forthright colleagues
- Can become stubborn under pressure
- Her diplomatic language may sound like a lack of conviction
- May become over-loaded with work
- May be reluctant to try new approaches
- Sticks rigidly to traditional ways
- Can struggle to make a final decision

### Turn Weaknesses into a development plan

1. Select 2 or 3 points that you feel most apply to you & impact your performance
2. Select situations where these were relevant
3. Identify options for change
4. Consult colleagues and make a development plan

## VALUE TO THE TEAM

Effective teamworking lies at the heart of most successful organisations. Teamwork is the fusion of a host of skills and qualities that each person brings to the team. Your particular value to the team may lie in areas identified below.

- Finishes one task before moving on to the next
- Acts as the diplomat in a team environment
- Offers support and loyalty
- Assumes a coordinating role
- Establishes the way to tackle the challenge
- Supports others in a quiet and unassuming way
- Genuinely cares for the team
- Focuses on team issues

**You will get best value from this section by sharing it with other members of your team and getting their feedback.**

## BLIND SPOTS

Blind Spots are the aspects of your behaviour you may be less aware of, but that your colleagues may see in team situations. These are the behaviours that are more likely to lead to conflict with colleagues.

Claire needs to work harder to stay engaged in conversations, especially when they are free flowing, idea generating sessions. If she knows her view will be vigorously challenged, she may not venture it at all. Sometimes she should just make a decision and get on with it. She may feel unappreciated because more vocal and self-promoting colleagues received the praise. She may have spent so long getting her thoughts into the right order that she missed the chance to contribute. Her need to value her colleagues and their comments can be seen as a lack of conviction for her own ideas. The team should be judged on their overall performance. This doesn't mean that, occasionally, individuals that don't pull their weight, should not be confronted. Bottling up hurt feelings will not help her colleagues understand her position.

Claire could at times ask for help more quickly instead of becoming overloaded. Sometimes she just gets on with her job rather than expressing the frustration her colleagues are causing; they may never know if she doesn't say. Robust debates are part and parcel of a decision-making process. Articulating her thoughts as they come into her mind is not her style; practicing may help her appreciate those that do. She may withdraw into her shell if she feels someone is being overbearing or autocratic. Being of service to colleagues is all very well: sometimes they just want her to tell it like it is. She may feel de-motivated because the business environment is turbulent and disturbs her sense of order and need for stability. Tough decisions are part of life, everyone has to make them from time to time.

### Notes

Consult the people close to you and get their input into which of these statements you should focus on as development points.

## EFFECTIVE COMMUNICATION

The following phrases describe strategies for communication with Claire that she may prefer.

- Listen carefully to what she says
- Carefully cover all the options
- Be systematic and orderly
- Ask how she would like the process to work
- Let her progress at her relaxed pace
- Take time to double check
- Provide recognition for loyalty
- Allow time to explain the details

### Notes

Select three or four statements to share to help your colleagues communicate with you effectively.

## INEFFECTIVE COMMUNICATION

These phrases describe the communication strategies that are probably least preferred by Claire

- Be overly competitive
- Split her off from her team
- Question her sincerity
- Switch her from team to team
- Expect anything other than careful consideration for any decision
- Push her into presenting last minute ideas
- Disrupt the harmony within the team
- Adopt a pushy or abrasive style

### Notes

Select three or four statements that are ineffective ways to communicate with you, to help your colleagues understand your preferences.

## SALES CONTRIBUTION

When operating well, these are the sales strengths you may most naturally bring to a team.

- Dedicated to the team
- Stays late until the job is done
- Peacemaker; dislikes conflict
- In this for the long haul
- Prefers to be part of a team
- Practical and reliable
- Takes a balanced view
- Works away quietly in the background

### Notes

Which of these strengths are most important in your sales context? Think about your clients, your product and the rest of your team.

How can I maximise these strengths when I am needing to influence people?

## SALES WEAKNESSES

On a bad day, these are the things that might not go so well in the sales process. These are also indicators of areas where it may be helpful to bring in others on your team.

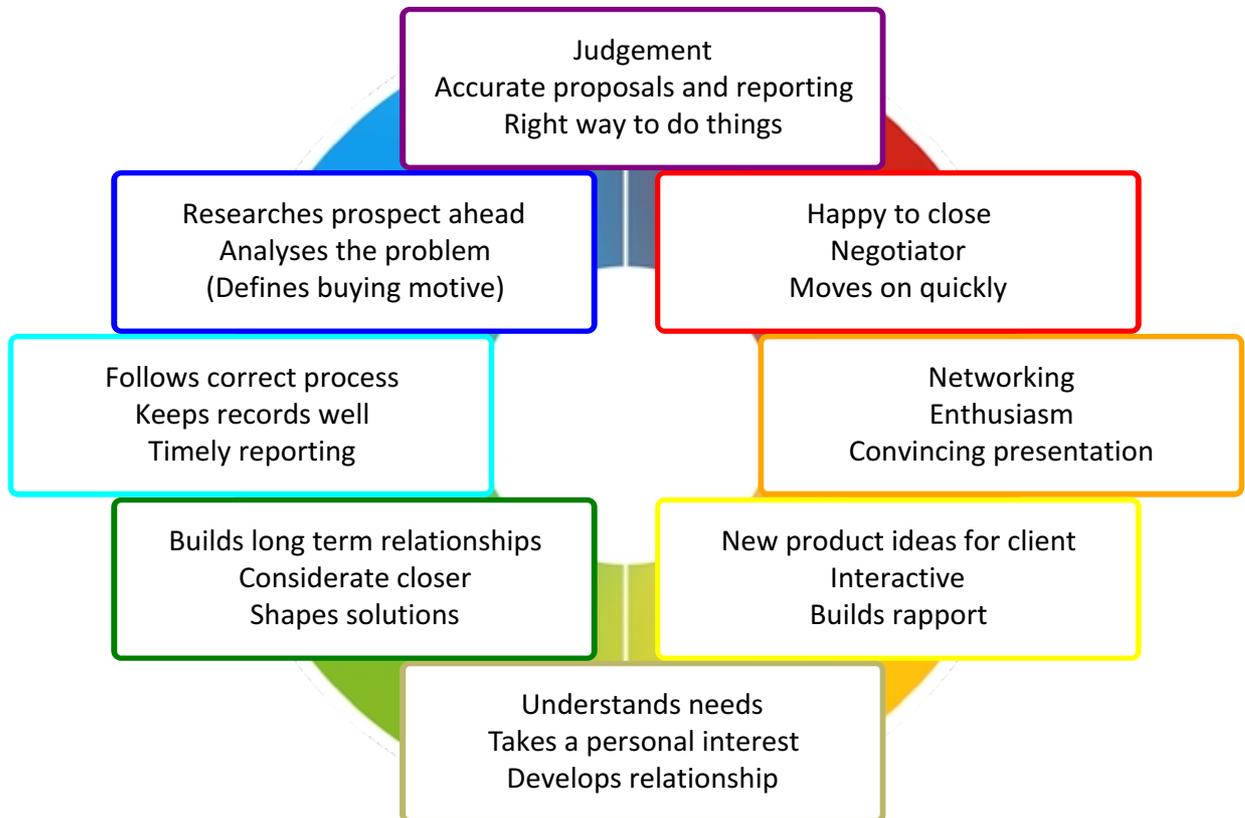
- Share responsibilities amongst the team instead of trying to do it all
- Move swiftly to a decision once the facts have been considered
- Give a clear and forthright summary
- Put emotion to one side; business is business
- Cut yourself some slack; mistakes are a learning experience
- Ask more closing questions
- Keep a clear purpose in mind
- Learn to say no; keep workload manageable

### Turn this into a sales development plan

1. Which of these areas most impact your sales performance (bear in mind the natural style of your clients and how they prefer to operate).
2. What can you do to work on these areas?
3. Are there areas you can or should delegate to others in your team for whom these are areas of strength?

## SALES TENDENCY PREDICTOR

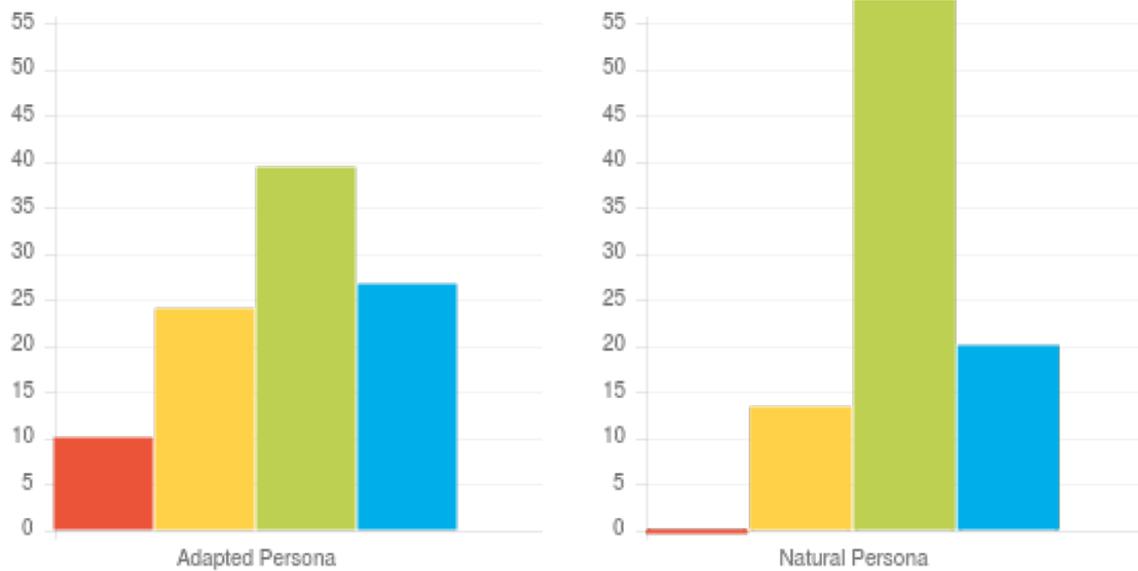
### VALUE TO THE TEAM



Compare this diagram with your wheel position on the next page.

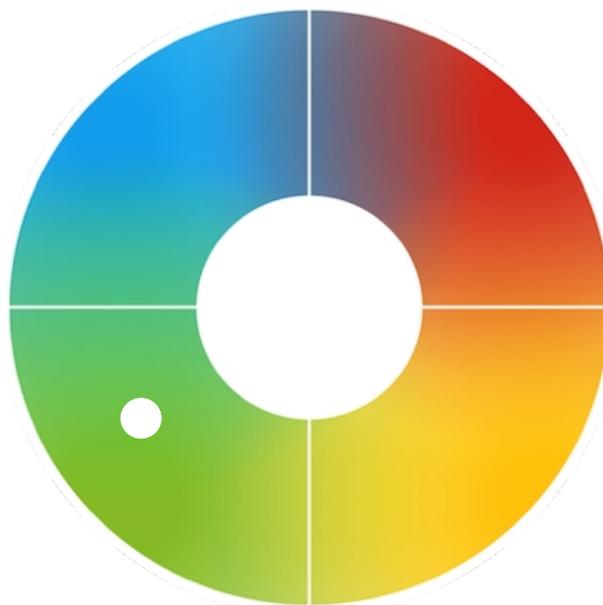
The wheel position is a summary of your colour combination and gives an indication of your natural approach - the way you are most likely to operate in a sales team.

1. What kind of sales does this style suit best?
2. What kind of product?
3. How do my current clients operate?
4. What gaps does this leave in your sales process or team? Who else do you need?
5. Which set of behaviours would my customer most prefer? How can I adapt?



## YOUR PLACE ON THE WHEEL

To help show how your colour preferences fit with your colleagues, we map your position on a Colour Wheel. The closer your position is to colleagues, the more aspects of personality you have in common. The further you are from a colleague, the more you may differ in your perception of the "right" way to do things. Those on the opposite side of the wheel may be more difficult to understand.



## OVERVIEW OF COLOURS

**Logical and analytical**  
**Enjoys problem solving**  
**Needs time for reflection**  
**Realistic**  
**Sorts out the details**  
**Strong sense of duty**  
**Structured and disciplined**

**Bold and determined**  
**Confident and optimistic**  
**Enjoys stretching goals**  
**Leads from the front**  
**Sets a winning mentality**  
**Thinks big**  
**Direct and to the point**

**Considerate and caring**  
**Genuine concern for colleagues**  
**Avoids conflict**  
**Involves others in decisions**  
**Respects others values**  
**Supportive and loyal**  
**Works for a democratic solution**

**Free spirited**  
**Friendly and optimistic**  
**Generous and open-minded**  
**Inspirational and visionary**  
**Looks on the bright side**  
**Positive outlook**  
**Spontaneous and imaginative**

## NEXT STEPS

We hope you found your C-me Profile insightful and thought provoking and that it has helped to increase self-awareness and how you may be perceived by those around you, whether that be in a professional or personal context.

This increased awareness may help you understand how you behave, or may be perceived to behave, in different situations. We hope your profile helps you to increase the value you bring to a relationship, to a team or organisation. You may find you get most value from this report by sharing with those close to you in a work or personal context. It provides a useful foundation if you are considering undergoing personal coaching to improve your performance or value to an organisation.

There are many ways you can use this profile. It is not the end, but the beginning of the value it can bring you. It is the 'departure lounge' rather than the 'arrivals hall'.

## Additional report elements:

We offer an enhanced High Performance report including sections focused on the behaviours of High Performing Teams.

## C-me Applied

Having individual coaching or team workshops which explain and apply C-me profiling increases the benefit gained from our reports exponentially. All our coaches and facilitators are accredited, and are experienced in working with a range of organisations and teams.

The report provides a useful foundation for both personal coaching and team development work to improve your performance or value to an organisation.

We believe that having the reports applied in context via a workshop or coaching session exponentially increases their value.

The *C-me Profiling Applied* team would love to help you apply your learning to enhance your particular team context.

Please contact us via [contact@colour-profiling.com](mailto:contact@colour-profiling.com) or 01225 721999 for more information.

Website: [www.colour-profiling.com](http://www.colour-profiling.com)