



**Discovery** Insights®

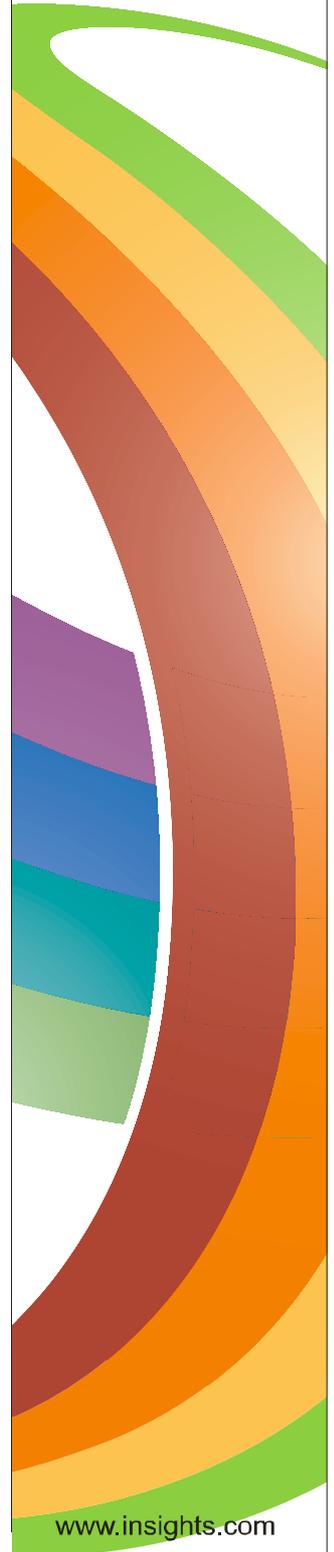
**Yessica Herrera Fuentes**  
**21/04/2008**

## **Personal Profile**

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



**Insights®**



# Contents

<b>Introduction</b>	<b>5</b>
<b>Overview</b>	<b>6</b>
Personal Style	6
Interacting with Others	6
Decision Making	7
<b>Key Strengths &amp; Weaknesses</b>	<b>8</b>
Strengths	8
Possible Weaknesses	9
<b>Value to the Team</b>	<b>10</b>
<b>Communication</b>	<b>11</b>
Effective Communications	11
Barriers to Effective Communication	12
<b>Possible Blind Spots</b>	<b>13</b>
<b>Opposite Type</b>	<b>14</b>
Communication with Yessica's Opposite Type	15
<b>Suggestions for Development</b>	<b>16</b>
<b>Management</b>	<b>17</b>
Creating the Ideal Environment	17
Managing Yessica	18
Motivating Yessica	19
<b>Management Style</b>	<b>20</b>
<b>Effective Selling Chapter</b>	<b>21</b>
<b>Selling Style Overview</b>	<b>22</b>
<b>Before The Sale Begins</b>	<b>23</b>
<b>Identifying Needs</b>	<b>24</b>
<b>Proposing</b>	<b>25</b>
<b>Handling Buying Resistance</b>	<b>26</b>

<b>Gaining Commitment</b>	<b>27</b>
<b>Follow-up and Follow Through</b>	<b>28</b>
<b>Sales Preference Indicators</b>	<b>29</b>
<b>Personal Achievement Chapter</b>	<b>30</b>
<b>Living on Purpose</b>	<b>31</b>
<b>Time and Life Management</b>	<b>32</b>
<b>Personal Creativity</b>	<b>33</b>
<b>Lifelong Learning</b>	<b>34</b>
<b>Learning Styles</b>	<b>35</b>
<b>Interview Questions</b>	<b>36</b>
<b>The Insights Wheel</b>	<b>37</b>
<b>Insights Colour Dynamics</b>	<b>38</b>
<b>Jungian Preferences</b>	<b>39</b>

## Introduction

*This Insights Discovery profile is based on Yessica Herrera Fuentes's responses to the Insights Preference Evaluator which was completed on 21/04/2008.*

*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 Yessica's work style. Use this section to gain a better understanding of her approaches to her activities, relationships and decisions.*

## Personal Style

Yessica displays fierce loyalty to and for people who report to her. She looks for the good in every situation. Due to her sociable, friendly and warm-hearted demeanour, she is best employed in providing practical service to others. She is comfortable letting others manage the more technical aspects of a project so she can devote her full energies to creating a co-operative, comfortable environment. She should take care to include the practical details in her projects and continually try to look at situations from an objective viewpoint rather than just her own perception.

She may have had personal experience of the view that worthwhile success comes only after suffering significant misfortune. She may lose interest and move on to the next thing, once a job becomes routine or dull. Yessica is sympathetic, empathic and affable. Routine is the real bad news for her, and it may sap her energy. She is used to doing several things at once, but others may view some of this as superficial activity.

Yessica can combine social expertise within her normally assertive behaviour. She is motivated by approval and reacts unfavourably to indifference or rejection from others. Yessica may generate more ideas, possibilities and plans in one day than others might manage in a month! Yessica enjoys work that provides variety as she is quick and resourceful and can turn her attention to many things. Her original thinking generates a constant stream of ideas. At her best in jobs which deal with people and situations that require co-operative working, she dislikes impersonal tasks and work demanding factual accuracy, unless she can be free to include the people factor.

She is prepared to attempt almost anything, but her work needs to be active rather than theoretical. Her life will tend to be a series of initiated, but unfinished projects. Socially adept, even-tempered and tireless in her efforts to bring about peace and well-being, she tends to hold the perfect relationship as the ideal. She may become pessimistic and gloomy when she is thwarted or fails to see ways to make the important changes in her life. When an inspiration materialises, she will throw herself into it completely.

As she puts as much energy into maintaining personal relationships than into maintaining tasks, Yessica likes to keep a wide assortment of relationships alive and kicking. She likes people and tends to be aware of and appreciate a person's more admirable qualities. Yessica is team-centred, thorough and articulate. She is a good improviser who will go to great lengths to please others. She is bored by facts, details and repetitive activities, especially those not relevant to her current areas of interest.

## Interacting with Others

Remarkably insightful and perceptive, Yessica cares about the development of others. Looking for perfection in a relationship can result in her sensing a vague dissatisfaction with the reality of the way things are. She may dislike and even avoid tasks which require attention to detail or inordinate paperwork. She is motivated to help other people in what she sees as real and practical ways through direct action and co-operation. Her major goal is to create and maintain good feeling and harmony among the people she relates to.

She prefers creating a busy and exciting world around her. She is at her best in co-operative roles that deal with people and allow her to air her views. She does not appreciate critical comments about her personal qualities as she sees these comments as personal attacks on her integrity. Yessica probably prefers more relaxed social interaction. Do not assume this to be an indication that she is not serious about important issues. She is a particularly good communicator and uses her gift of verbal expression often and effectively.

She values harmonious human contacts and works well in jobs dealing with people. As she is highly articulate with a quick sense of humour she is often the life and soul of the party. Her ability to empower others is one of her most impressive qualities. She radiates sympathy and understanding to all by nurturing and supporting. She prefers a stimulating life of co-operation and harmony.

## **Decision Making**

Yessica's natural curiosity for new ideas will bring new and fresh ways of thinking to the group. Her occasional failure to face up to disagreeable facts can mean that problems are sometimes ignored rather than solutions sought. She has the ability to appear to listen to other people's viewpoints but may not necessarily be hearing or intending to action them. Her direct, sometimes erratic approach tends to work against her being totally consistent on a day to day basis. She may choose to change her decisions if it turns out that someone may be adversely affected by them.

She is likely to decide in favour of the solution that brings the highest level of approval from others. She needs to learn to consciously delay making decisions until she has considered more information as she may have overlooked sounder alternatives. Her slogan might be "Act now pay later" and her perceptions of life are based on the impact her decisions have on those around her. In her attempts to please others she may make promises she cannot fulfil. People occasionally see Yessica making decisions that appear to fly in the face of logic.

She prefers moderate to slight risk in decision-making. She may get bored quickly and tend to ignore significant detail in her desire to move on to more exciting things. Others may see her decisions as unrealistic in certain circumstances. Highly technical or factual information may appear dry and uninspiring to her and may not receive her full attention. She prefers tasks or projects which allow flexibility of scheduling.

## **Personal Notes**

# Key Strengths & Weaknesses

## Strengths

*This section identifies the key strengths which Yessica brings to the organisation. Yessica 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.*

### **Yessica's key strengths:**

-  Perceptive and innovative.
-  Accommodating and will provide help where needed.
-  Seeks variety in both tasks and relationships.
-  Outwardly directed energy ensures a fast friendly pace.
-  Willing to be involved in most activities.
-  Perceptive and empathetic with others.
-  Sees innovation as a necessity.
-  Builds relationships quickly and effectively.
-  Articulate and active in communication.
-  Adaptable and adventurous.

### **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. Yessica's responses to the Evaluator have suggested these areas as possible weaknesses.*

### **Yessica's possible weaknesses:**

-  Easily distracted from the routine.
-  Answers the question before it has been asked.
-  Can appear insincere.
-  Takes losing as a personal failing.
-  May hold grudges and tell you about them!
-  Finds it difficult to concentrate on the detail for long periods.
-  De-motivated by routine tasks.
-  May not dot all the “i's” and cross all the “t's”.
-  Vocally judgmental and critical.
-  Generally speaking, she is speaking generally!

### **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 Yessica brings, and make the most important items on the list available to other team members.*

## **As a team member, Yessica:**

-  Can organise the social calendar.
-  Boosts self-esteem in others.
-  Is seen as a positive team player.
-  Maintains forward momentum.
-  Leads by personal example.
-  Creates considerable activity.
-  Strengthens the bonding process by being responsive and perceptive.
-  Generates a prolific number of ideas.
-  Has strong personal and interpersonal skills.
-  Displays a strong people-orientation.

## **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 Yessica. Identify the most important statements and make them available to colleagues.*

### Strategies for communicating with Yessica:

-  “Temper” her optimism with realism.
-  Generate inspiration by recalling past successes.
-  Be spontaneous and harmonious.
-  Adapt to sudden changes in direction.
-  Stroke her ego if appropriate.
-  Use an easy-going and fun approach.
-  Use colourful and bold language in conversing.
-  Show concern for her opinions and be willing to discuss personal matters.
-  Maintain a positive and open stance.
-  Be aware of her social interests.
-  Recognise both her and her achievements.
-  Keep the conversation lively.

### Personal Notes

# Communication

## **Barriers to Effective Communication**

*Certain strategies will be less effective when communicating with Yessica. 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 Yessica, DO NOT:**

-  Forget to offer praise and recognition when it is due.
-  Make your lack of interest in her “problems” too obvious.
-  Inhibit or restrict “networking” opportunities.
-  Dream with her - unless you can spare the time!
-  Insist on cumbersome reporting procedures.
-  Stick rigidly to business issues.
-  Talk with her using a low-key voice tone.
-  Talk slowly, mumble or whisper.
-  Say “any time will do”.
-  Involve her in formal, lengthy or tedious meetings.
-  Dampen her enthusiastic energy with negative inputs.
-  Attempt to impose too much structure and formality.

### **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.*

### **Yessica’s possible Blind Spots:**

Yessica's reluctance to see one thing through stems in part from a concern that in so doing she may be missing other, more appealing opportunities. She would do better if she sought the advice of more practical people to find out how workable and useful her ideas are. Sometimes she talks and thinks so quickly, and so much, that others have the impression they have not been required to contribute. She should learn how to accept and deal with conflict as a necessary part of bettering her relationships with others. She could learn to protect herself against closed-mindedness by waiting a few seconds more before speaking, giving others the chance to offer input.

Yessica's responses in defence of people can be illogical to the point that she appears irrational. She may sometimes come across to others as somewhat boastful and selfish. While she can be charming, funny and entertaining, occasionally she gives the impression of insincerity. She finds it hard to face conflict and will be tempted to run away from or ignore problems rather than seek the tough solutions. She should try to suppress her automatic good feeling towards people who treat her well, applying a cooler perception to the reality of the situation.

She may jump to conclusions without gathering all the necessary information or taking the time to really understand the situation. She responds well to praise, but is easily hurt by negative criticism, which makes her appear over-sensitive to some others. She has a short fuse and when pushed may become loud, rigid and domineering, bringing a high level of stress to the team or her peers.

### **Personal Notes**

## Opposite Type

*The description in this section is based on Yessica'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:**

Yessica's opposite Insights type is the Observer, Jung's "Introverted Thinking" type.

Observers are precise, cautious and disciplined and are painstaking and conscientious in work that requires attention and accuracy. They are objective thinkers, concerned with the right answer and will avoid making quick decisions. Yessica may see the Observer as hesitating to acknowledge a mistake or as becoming immersed in researching for data to support an isolated view.

Observers tend not to trust strangers and will worry about outcomes, their reputation and their job. They are reticent about expressing their feelings and Yessica will often see the Observer as unresponsive, cool and uncaring. Observers draw conclusions based on factual data. They may be slow at producing results, as gathering data is the stimulating part of the job for them.

Observers like to make rules based on their own standards and apply those rules to daily life. Yessica may find herself at odds with Observers due to their private nature and lack of enthusiasm for social events. Introverted analysis may prevent the Observer from expressing thoughts as readily as Yessica would wish.

### **Personal Notes**

# Opposite Type

## Communication with Yessica's Opposite Type

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

### **Yessica Herrera Fuentes: How you can meet the needs of your Opposite Type:**

-  Focus on the task at hand.
-  Encourage her to consider flexibility and change.
-  Take your time getting to know her if you want critical feedback.
-  Use logical and rational questions and arguments.
-  Remember her quiet demeanour and ask for her views.
-  Persuade using logic not emotion.

### **Yessica Herrera Fuentes: When dealing with your opposite type DO NOT:**

-  Speak in generalities.
-  Try to pin the blame on her.
-  Touch her body or her belongings.
-  Waste her time with irrelevancies.
-  Assume that hesitation implies a lack of knowledge.
-  Get too excited or emotional.

### **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 Yessica's development. Identify the most important areas which have not yet been addressed. These can then be incorporated into a personal development plan.*

## **Yessica may benefit from:**

-  Analysing procedures to identify overlaps and possible conflict.
-  Withholding her opinions.
-  Recognising that she tends to manipulate people in “their” best interests.
-  Realising that some others are not as quick as she is.
-  Greater realism, keeping to the point and avoiding constant changes.
-  Slowing down and thinking things through.
-  Seeking to understand other peoples theories, hypothesis and explanations.
-  Reaching decisions only after weighing up all the alternatives.
-  Working alone in a concentrated mode for extended periods.
-  Monitoring the in/out process flow of the department or office she works in.

## **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 Yessica's ideal environment and her current one and to identify any possible frustrations.*

### **Yessica's Ideal Environment is one in which:**

-  There is little distinction between work and play.
-  Her natural creativity is given room to flourish.
-  Regular feedback and encouragement is given.
-  There is ample opportunity to express ideas.
-  Meetings are rather informal gatherings.
-  There are few "heavy" interruptions to dampen the atmosphere.
-  She can question the rules and the traditional ways of doing things.
-  There are opportunities to socialise with colleagues in and out of work.
-  Bright, motivational, inspirational posters and prints abound.
-  A flexible approach is taken to the specification of hours and days worked.

### **Personal Notes**

# Management

## Managing Yessica

*This section identifies some of the most important strategies in managing Yessica. Some of these needs can be met by Yessica 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.*

### **Yessica needs:**

-  To be brought down to earth every now and again.
-  To give more weight to facts when making decisions.
-  More frequent evaluation and appraisal.
-  To be more precise when delegating.
-  Meetings with strict agendas and timetables.
-  To hit the most balls in the shortest amount of time.
-  Occasional performance reviews and a sharp shock to maintain her focus.
-  To be allowed to express her emotions - how she feels is important to her.
-  Some social prestige within the role.
-  Established support systems and procedures.

### **Personal Notes**

# Management

## Motivating Yessica

*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 Yessica. With her agreement, build the most important ones into her Performance Management System and Key Result Areas for maximum motivation.*

### **Yessica is motivated by:**

-  Tasks which necessitate “group” involvement.
-  New principles and imaginative concepts.
-  Knowing she has the approval of others.
-  Rewards that reflect her immediate needs.
-  Special task “teams” to interact with.
-  Authority to match her responsibilities.
-  The availability of support staff to assist with some of the “paperwork”.
-  Freedom to articulate wild ideas.
-  The prospect of working for the common good.
-  Challenge and competition.

### **Personal Notes**

# Management Style

*There are many different approaches to management, most of which have different situational applications. This section identifies Yessica'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, Yessica may tend to:***

-  Find it difficult to prioritise tasks.
-  Provide “life force” and energy to the team.
-  Become too involved in others personal problems.
-  Be inconsistent in delegation.
-  Exhibit a high level of job satisfaction.
-  Use “gut feel” effectively in processing information.
-  Be articulate, verbally expressive and animated.
-  Inspire others with her forward-looking orientation.
-  Lead from the front in a “follow me” style.
-  Generate recurring crises through failing to comprehensively plan and organise resources.

## ***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 Yessica's selling style. Use this section to gain a better understanding of her approaches to her customer relationships.*

Yessica creates an air of good feeling in most customer related situations. Usually highly persuasive during the presentation, she will wish to withdraw quickly from confrontation if provoked by the customer. She tends to use her emotions to good effect during relationship building, and will open up with customers early in the sales process. Organisation and attention to detail may not be her forte, and some customers may become frustrated by the time she takes to complete written work. As she tends to share many of her customer's emotions, she could try staying more detached to ensure better objective outcomes are obtained.

She will ask good questions, but will sometimes forget to wait for the answer! She will juggle lots of sales opportunities simultaneously, but may lose track as to which project is at what stage. She influences the setting of new trends and regards being appreciated by key people as an important motivator. She requires a continually changing sales environment in order to maintain focus and enjoys the power and status success brings. She is perfectly prepared to adapt her conversation to suit the needs of the customer.

She likes to be out and about doing things with customers, and may save time ultimately by taking a few moments to think through her actions. In a selling environment, she will tend to avoid conflict rather than engage it with practical solutions. She can be vocal about people issues that concern her and can be a true customer's "champion".

### **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 Yessica needs to be aware of in the initial stages when planning and approaching the customer.*

### **Yessica's key strengths before the sale begins:**

-  Enjoys meeting new customers and building relationships.
-  Demonstrates an intuitive and optimistic sales approach.
-  Builds connections and long-term relationships through the sales process.
-  Has a natural charm, which customers will warm to on first meeting.
-  Is responsive to requests for help.
-  Adopts a positive mental attitude.

### **Before the sale begins Yessica could:**

-  Set clear and achievable "early stage" objectives.
-  Schedule adequate pre-call time for account planning.
-  Bring more discipline and structure to her time management.
-  Avoid becoming involved in too many activities - appreciate taking time out for self.
-  Remain focused on the task.
-  Trust her gifts of creativity in getting a "lost" sale back on track.

### **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 Yessica may identify customer needs.*

## **Yessica's key strengths in identifying sales needs:**

-  Builds trust and rapport by putting her customers first.
-  Looks for the good and the opportunities in the people and events her customer describes.
-  Generates a fast pace for the interaction.
-  Applies her intuition to the assessment of her customer's needs.
-  Uses humour and sociability to create an open environment.
-  Recognises and adapts well to the customer's buying style.

## **When identifying needs Yessica could:**

-  Be organised in note-taking.
-  Rely more on her customers' needs based on their past experience - not her own.
-  Be careful to allow the customer time to complete their sentences before answering.
-  Spend less time with people who aren't key decision-makers.
-  Pay greater attention to important detail that may, at first, seem less significant.
-  Refrain from offering answers to questions she has yet to be asked.

## **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 Yessica to develop a powerful and effective proposing style.*

## ***Yessica's key strengths in proposing:***

-  Is always willing to consider the unconventional solution.
-  Knows the appropriate pace and response.
-  Produces highly creative proposals.
-  Understands the customer's values set, and proposes accordingly.
-  Motivates her customers to dream big dreams!
-  Has spontaneous and lively presentational skills.

## ***When proposing Yessica could:***

-  Be sure to moderate the areas of potential risk.
-  Ensure she is fully knowledgeable about every aspect of her product.
-  Heighten the authority of her delivery.
-  Describe, rather than overstate, the benefits to the customer.
-  Limit the options that she presents.
-  Check for the customer's appreciation of the process at regular intervals.

## ***Personal Notes***

# Handling Buying Resistance

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

## ***Yessica's key strengths in dealing with buying resistance:***

-  Disarms potential aggression with her sociable and considerate manner.
-  Is confident that a positive outcome can be found.
-  Uses charm to put people at ease.
-  Readily displays her desire to serve the customer.
-  Is constantly alert to customer concerns.
-  Avoids rebuttals by using her strong people skills.

## ***When dealing with buying resistance Yessica could:***

-  Pause and reflect before moving to handle the objection.
-  Avoid glossing over customer concerns in an effort to close quickly.
-  Provide more detailed information than she may consider necessary.
-  Avoid the temptation to reach conclusions too quickly.
-  Conceal her deeper feelings if vigorously challenged.
-  Resist the temptation to leap in with solutions.

## ***Personal Notes***

# 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 Yessica's closing style.*

## **Yessica's key strengths in gaining commitment to the sale:**

-  Wins the sale through infectious enthusiasm.
-  Prefers a softer and harmonious approach.
-  Is enthusiastic and persistent in closing.
-  Brings comfort to her prospective customers during the decision-making process.
-  Exhibits fast-paced and dynamic negotiating skills.
-  Closes sales with a positive expectation.

## **When gaining commitment Yessica could:**

-  Rein in her natural enthusiasm for supporting one proposed solution over another.
-  Give practical as well as emotional reasons to buy.
-  Review what has been agreed before progressing.
-  Be aware that simply asking for the order does not put undue pressure on the customer.
-  Respect that certain customers need more time to reflect before deciding.
-  Ask more questions.

## **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 Yessica can use to support, inform and follow-up with the customer.*

## **Yessica's key strengths in sales follow-up and follow through:**

-  Is good at creating a referral flow as a result of positive customer contact.
-  Enjoys regular face-to-face customer updates where possible.
-  Attains extra business through friendly referrals.
-  Will go the extra mile in ensuring total customer satisfaction.
-  Seeks commitment through gaining consensus rather than asserting the facts.
-  Excites the customer with her products or services.

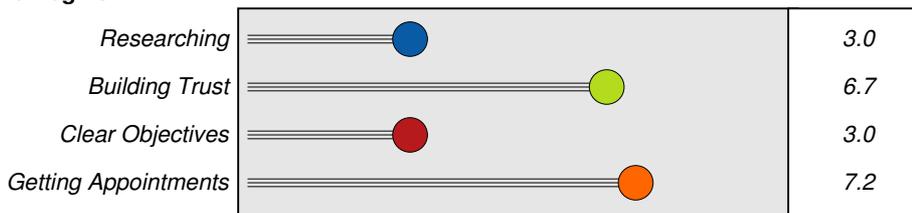
## **When following-up and following through Yessica could:**

-  Plan more regular visits into her diary.
-  Be aware of a tendency to deal with likeable customers rather than difficult ones.
-  Spend less time worrying about a business relationship that has gone wrong.
-  Discipline herself to attend regular reviews with a prepared agenda.
-  Confirm the details of the sale with the customer.
-  Ensure all the relevant paperwork is accurately completed before moving on.

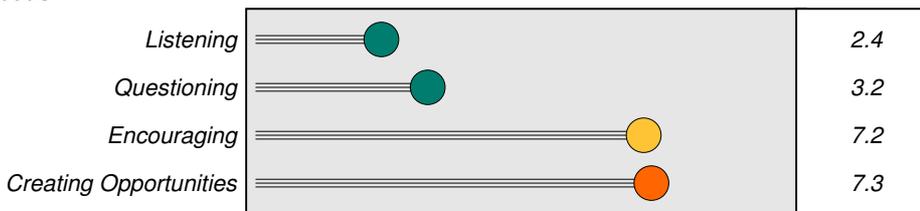
## **Personal Notes**

# Sales Preference Indicators

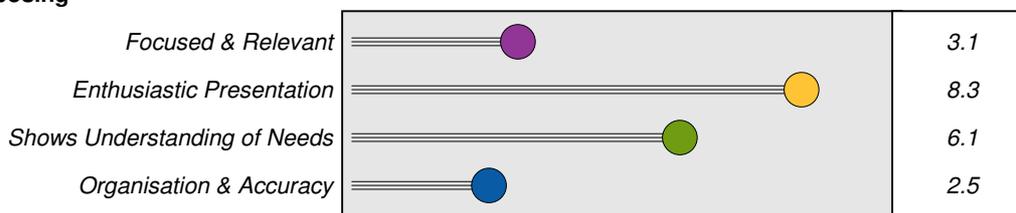
## Before The Sale Begins



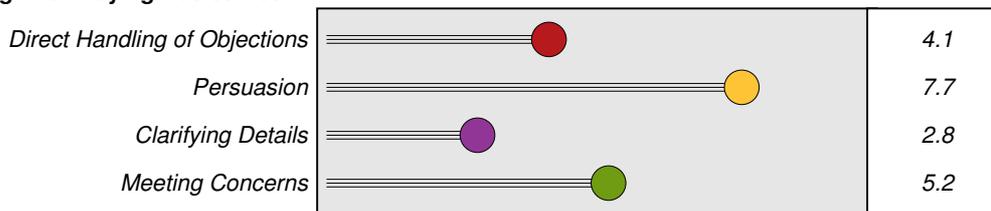
## Identifying Needs



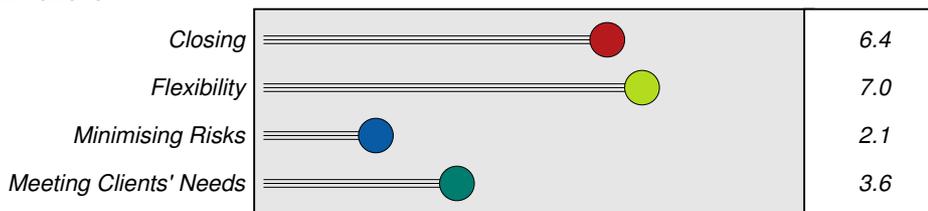
## Proposing



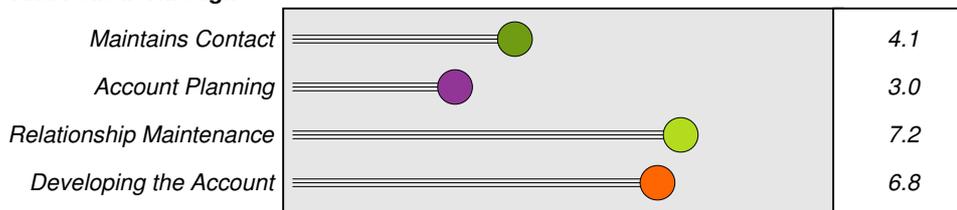
## Dealing With Buying Resistance



## Gaining Commitment



## Follow-up And Follow Through



## 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 Yessica 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 Yessica 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 Yessica should be aware of in setting goals and defining her purpose.*

## **Living on purpose**

In her pursuit of her ambitions, Yessica will actively involve others on the principle that many hands make light work. Her driving manner helps in the setting, and achieving of, high performance standards for both herself and her colleagues. She will meet deadlines by creatively seeking to eliminate non-essential steps in the process. Her natural curiosity may tend to divert her from her original path. She should try above all to stick to her agreed agenda. Because of a desire to openly share her goals, she may find herself influenced - positively or negatively - by others' opinions.

She is strongly aware of a need to make a significant contribution. Her goals will be high on creativity but sometimes low on practicality. She may lose heart if her personal goals are severely questioned by others whom she respects. Whilst few challenges appear as too daunting to her, she may find it hard to prepare as thoroughly as she might. Yessica's goals are a result of her strong self-motivation and desire to succeed.

Often charming and persuasive, she is able to harness the support of others in achieving her objectives. Radiating a desire to be of assistance to others, Yessica sometimes helps other people to achieve their goals even at the expense of her own. Yessica's strong commitment to team performance will be evident in the collective emphasis of her aspirations.

## **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 Yessica 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, Yessica,**

-  May allow too much time for people issues.
-  Will be positive about what can be achieved.
-  Will seek opportunities for team work and involvement.
-  Is capable of adopting a number of projects simultaneously.
-  Has difficulty concentrating on one topic for long periods.
-  Is quick to identify new opportunities.

## **Suggested Action For Development**

*Should prioritise her own tasks beforehand.*

*Practice erring on the side of caution when agreeing deadlines.*

*Define and protect personal time for both action and reflection.*

*Ensure that adequate time is allowed to see each project through.*

*Be sure to see one task through to completion.*

*Talk a little less about the visioning and get on with process!*

## **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 Yessica's creative characteristics and how she can build on them.*

## ***In her creativity, Yessica,***

-  May embellish the facts for effect.
-  Her agile mind is rarely idle.
-  Displays optimism which suggests nothing is impossible.
-  Expresses the lighter side of life.
-  Has visions, and dreams dreams.
-  Wears her heart on her sleeve, when discussing options.

## ***Suggested Action For Development***

*Remember some people do not believe the spoken word, particularly when it's exaggerated!  
Keep asking "what am I trying to accomplish?".  
Take care not to become disillusioned when reality dawns.  
  
Translate the enjoyment into action.  
  
Present in a way which has objectivity for others.  
Consider that others may prefer less expression of emotion or feeling.*

## ***Personal Notes***

# Lifelong Learning

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

## ***Yessica's preferred learning style is supported when she:***

-  Has few restrictions which limit her scope.
-  Is able to exchange views with others.
-  Seeks a range of views to cement her understanding.
-  Can have a relaxed and open relationship with others.
-  Can consider options from a number of different sources.
-  Is able to absorb herself in an activity or challenging new subject where she can learn by doing without too much supervision.

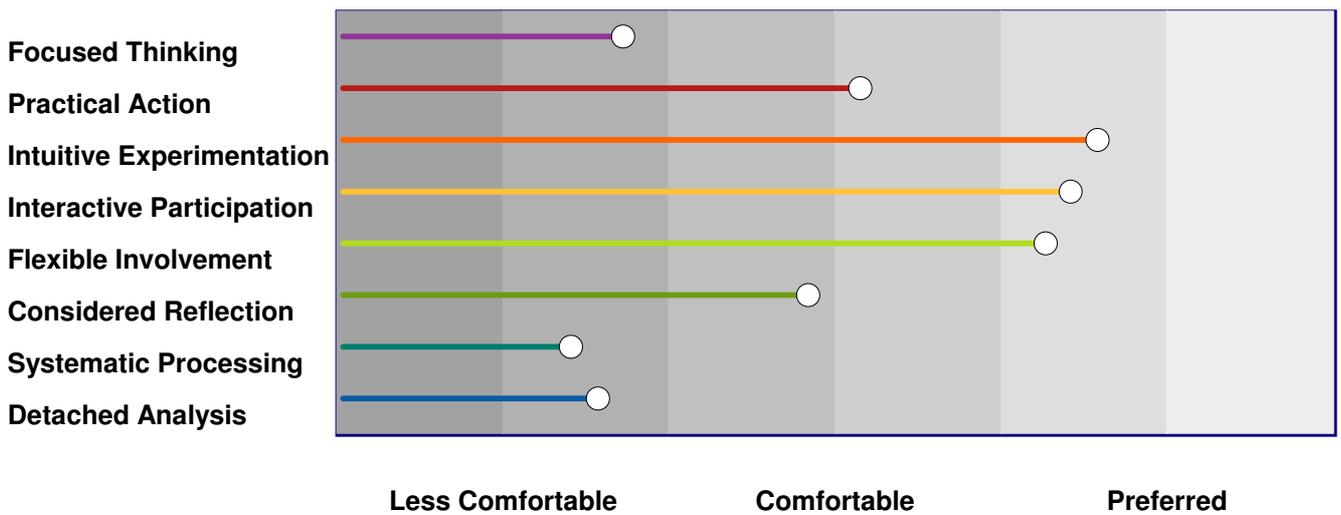
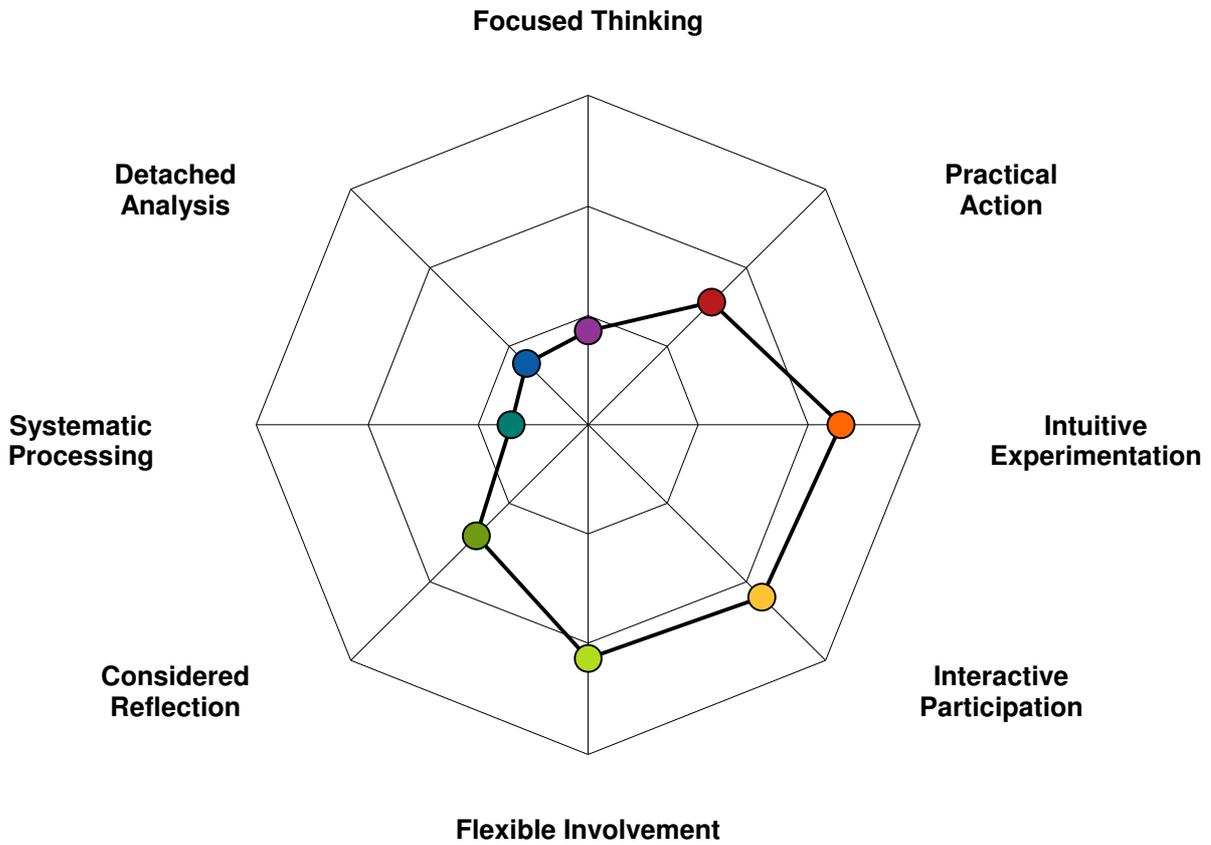
## ***Yessica can stretch in learning by:***

-  Relating seemingly abstract knowledge to practical application.
-  Looking at a learning map more often.
-  Reading and reflecting alone.
-  Focusing more on the "here-and-now".
-  Understanding the importance of self-discipline in gaining a thorough understanding of the subject - if something is worth learning, it's worth mastering well.
-  Allowing time for preparation, structure and review.

## ***Personal Notes***

# Learning Styles

**Yessica Herrera Fuentes**  
 21/04/2008



# Interview Questions

*This section lists several questions which can be used in interviewing Yessica Herrera Fuentes. 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 Yessica 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 Yessica's self-awareness and personal growth.*

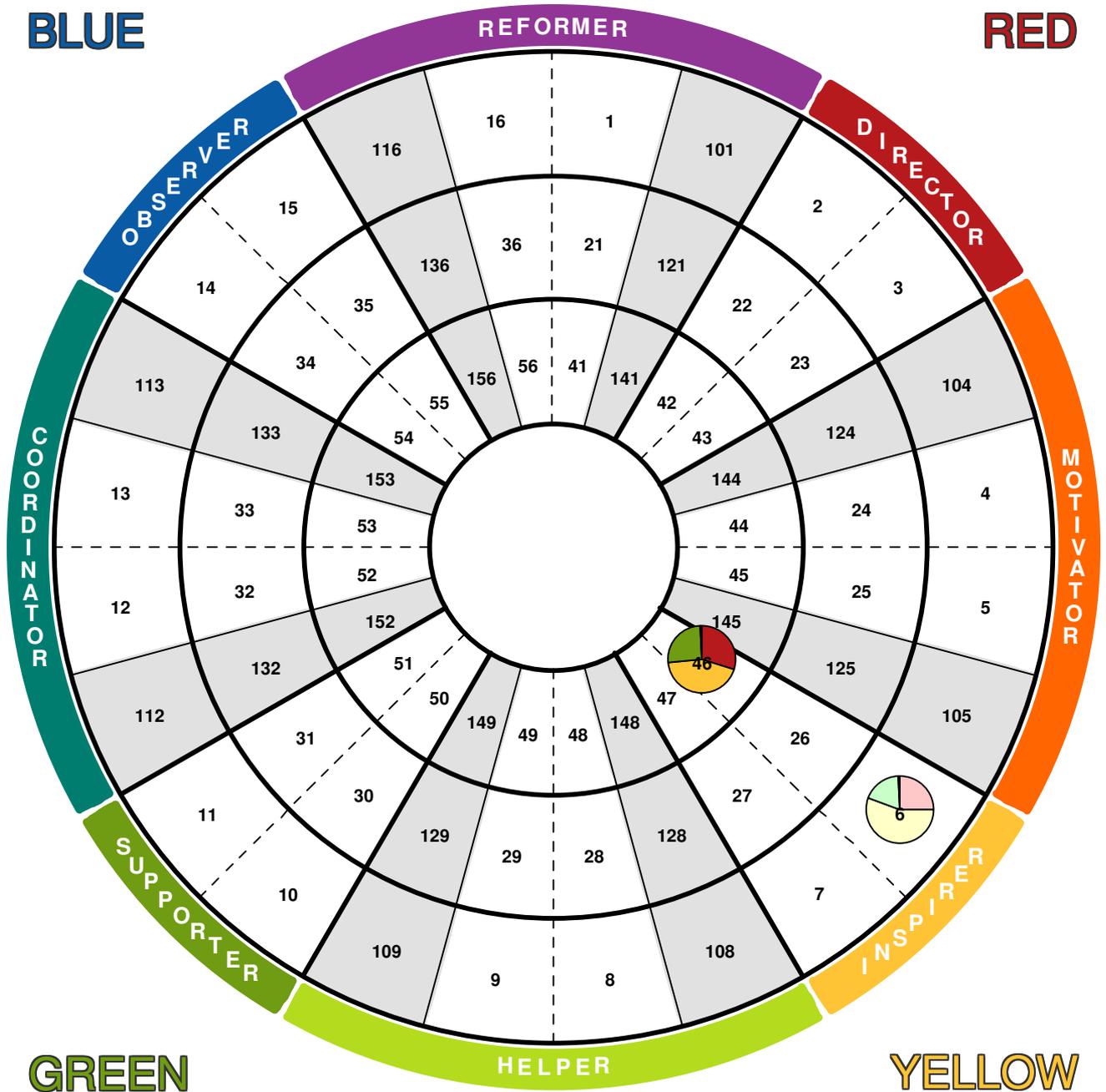
## **Interview Questions:**

-  How many differing strategies do you consider in seeking acceptable outcomes for an important problem?
-  What merits can you see in keeping your opinions to yourself?
-  How do you react to a "failure"?
-  How would you relate to unassuming, quiet, thoughtful people?
-  When do you most appreciate another's point of view?
-  Tell me about the positive sides of your last boss.
-  Under what circumstances might you formally recognise a good contribution from a team member?
-  How do you persuade someone who may not share your particular view?
-  Why is it important to ask searching and probing questions?
-  How good a listener are you?

## **Personal Notes**

# The Insights Wheel

Yessica Herrera Fuentes  
21/04/2008



**Conscious Wheel Position**

46: Motivating Inspirer (Accommodating)

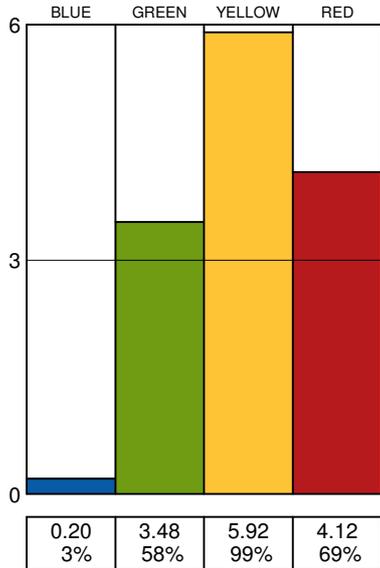
**Personal (Less Conscious) Wheel Position**

6: Motivating Inspirer (Focused)

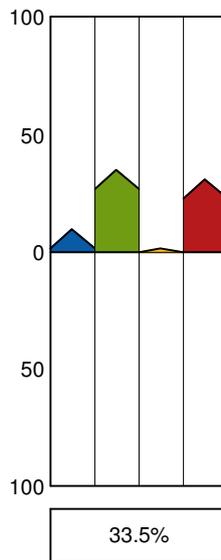
# Insights Colour Dynamics

**Yessica Herrera Fuentes**  
21/04/2008

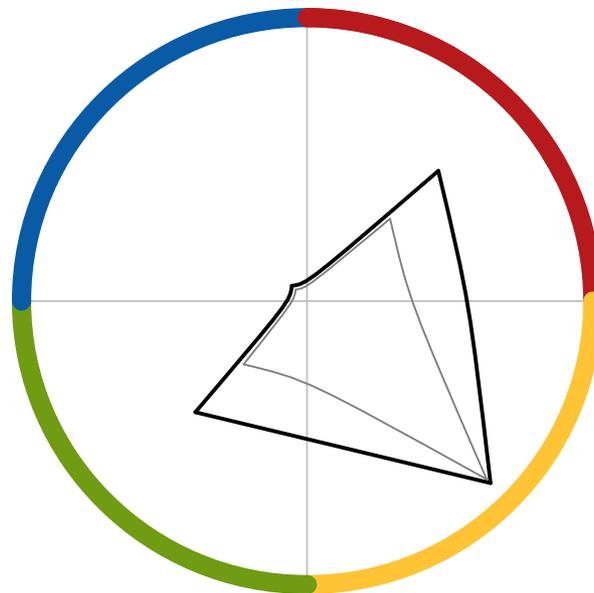
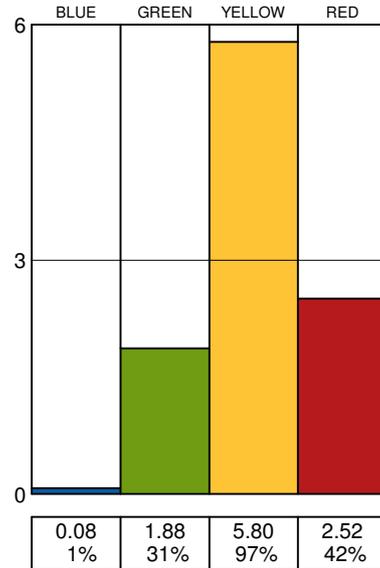
**Persona (Conscious)**



**Preference Flow**



**Persona (Less Conscious)**

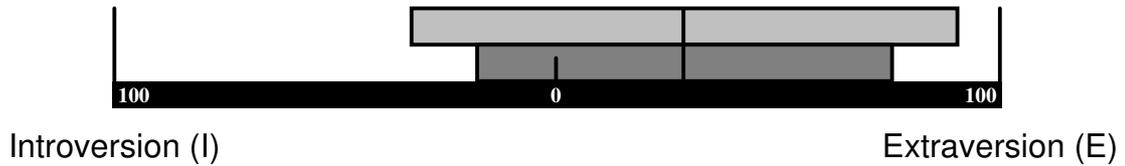


(Conscious) — (Less Conscious)

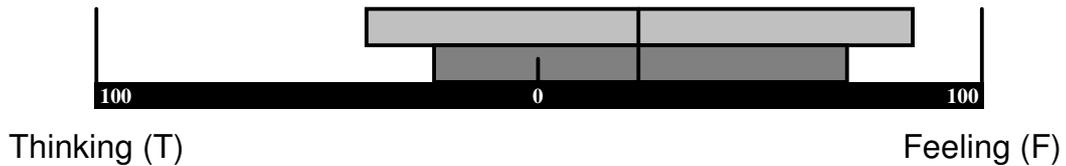
# Jungian Preferences

**Yessica Herrera Fuentes**  
 21/04/2008

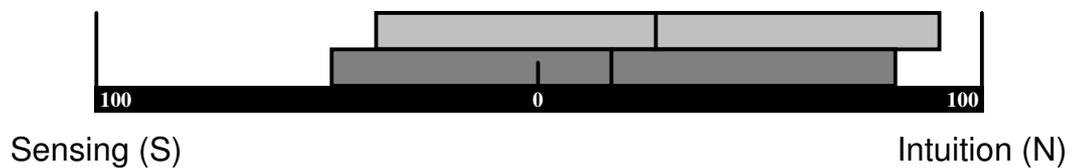
## **Attitude/Orientation:**



## **Rational (Judging) Functions:**



## **Irrational (Perceiving) Functions:**



(Conscious)   (Less Conscious)