



Discflow[®] Sales 2.0 Report

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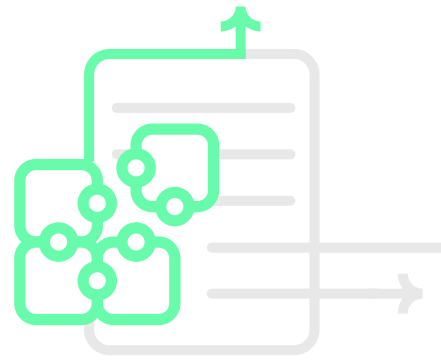
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Introduction

How you communicate, connect, and handle pressure directly shapes how customers experience you; and ultimately whether they buy from you. In sales, understanding your own behaviour is not optional. It is one of the fastest ways to improve performance. When you know how you show up and how you affect others, everything in the sales cycle becomes easier: conversations, influence, and closing.



The Discflow® Sales Report gives you that advantage. Built on the Discflow model, it combines proven DISC behavioural insights with the emotional intelligence (EI) lens needed for real-world selling. Together, they give you a deeper view of what drives your approach, why you respond the way you do, and how those patterns impact your results.

You don't need to change who you are to succeed in sales. What matters is knowing how your natural style lands with different buyers. When you can adapt your approach without losing your authenticity, you communicate more clearly, build trust faster, and create buying journeys that feel confident and natural.

Inside, you'll find practical insights you can apply immediately: how to build rapport quickly, handle pressure moments, adjust to different buying behaviours, and close with confidence and integrity. This report isn't here to put you in a box. It's here to help you sell with more intention, more impact, and more consistency.

This is about amplifying your strengths, sharpening your awareness, and building customer relationships that last.

Guiding Principles

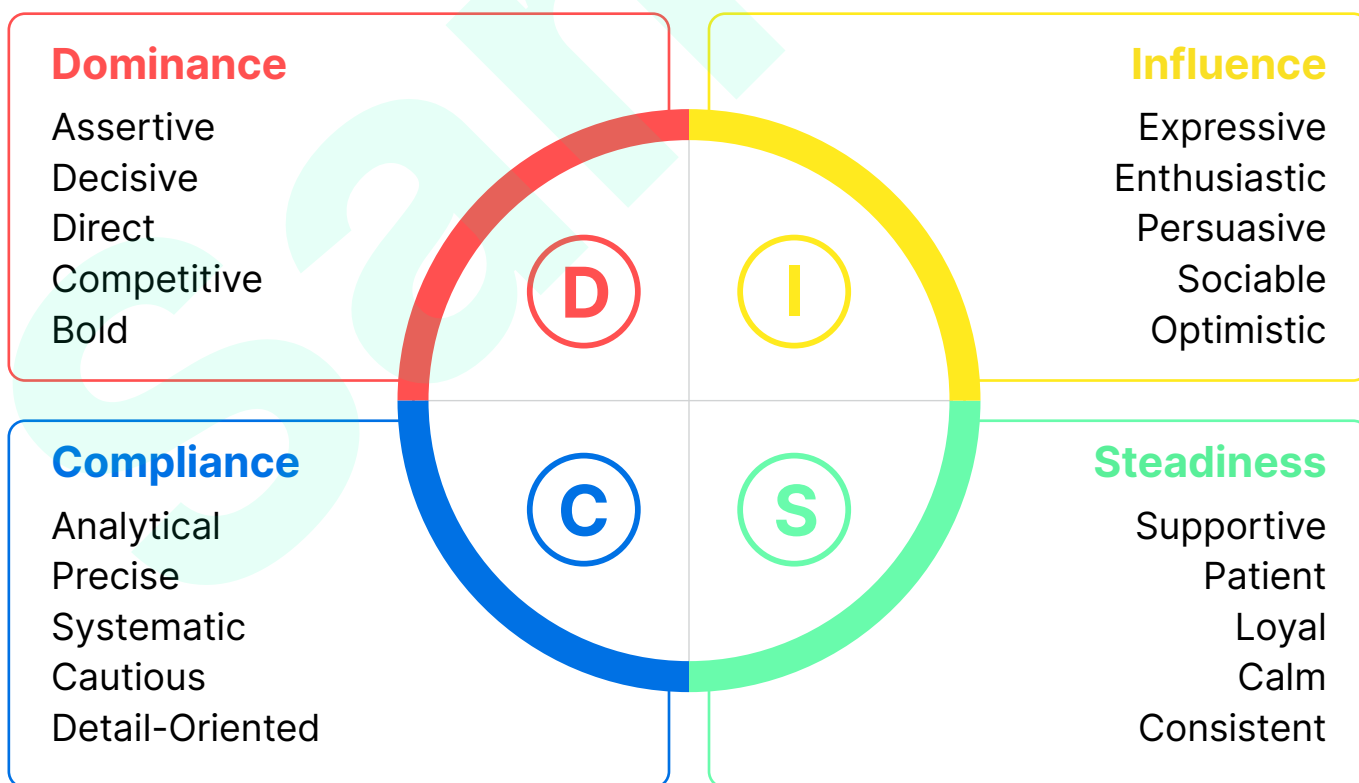
- Every DISC style brings strengths and blind spots. Sales success starts with knowing yours and adapting with intention.
- Behaviour is flexible. You naturally shift across buyers and situations, and EI helps you respond with clarity under pressure.
- Awareness drives performance. When you understand your habits, triggers, and stress responses, you make better decisions in key moments.
- Knowing the buyer is as important as knowing yourself. Reading their cues builds trust and strengthens your influence.
- DISC is a guide, not a script. When DISC and EI work together, you sell with clarity, empathy, and commercial impact.

The DISC Model

The DISC model is a powerful tool for understanding human behaviour, offering valuable insights into how we communicate, make decisions, and interact. It identifies four key behavioural styles—Dominance, Influence, Steadiness, and Compliance—each with unique strengths and challenges.

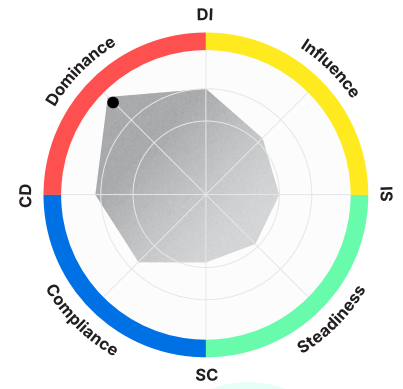
As you explore your report, remember that no one style is better than another. Everyone is a mix of all four, with certain tendencies more prominent than others. Your DISC profile helps you recognise these preferences and understand how they shape your approach to work, relationships, and problem-solving.

More than just self-awareness, DISC helps you appreciate and adapt to the differences in others. By tailoring your communication and approach, you can build stronger relationships, boost collaboration, and increase your effectiveness. Your DISC profile isn't a label but a guide to playing to your strengths and navigating challenges with confidence.



How to Interpret Your Graph

Your DISC results are displayed on a circumplex graph, which visually maps your behavioural preferences across eight distinct styles. The shaded areas on the graph represent the strength of your connection to each style—the further the shading extends from the centre, the stronger your natural inclination toward that behaviour.



The dot on the graph marks your Core Style—the behavioural style you most identified with based on your assessment responses. This indicates the behaviours that feel most instinctive to you and are likely to appear consistently in how you think, communicate, and interact with others.

Closer to the Outside or the Centre

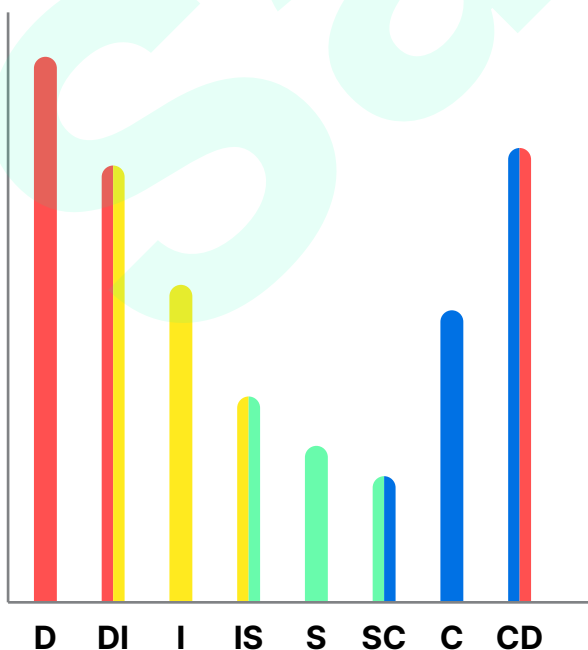
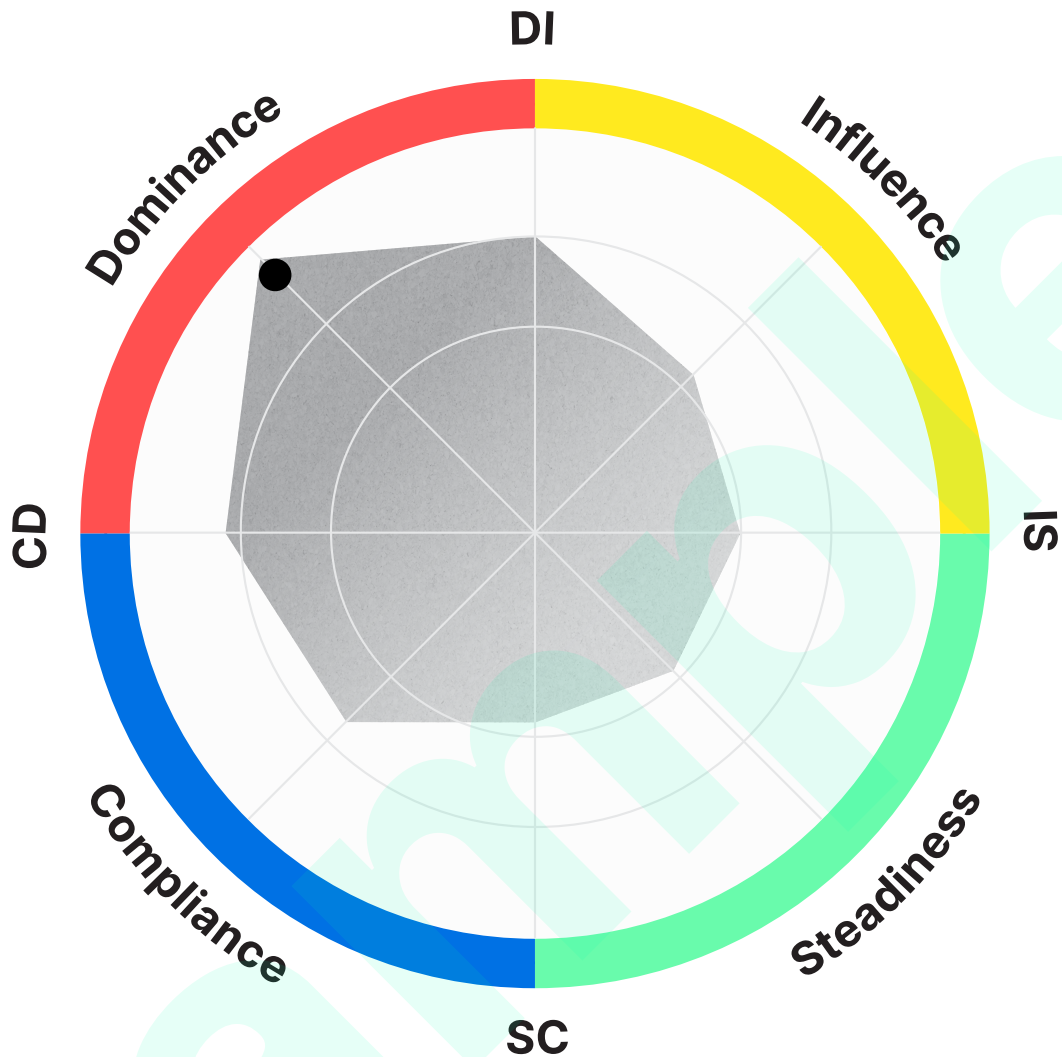
In the DISC model, intensity refers to how strongly you express a particular behavioural style. The closer your dot is to the outer edge of the circle, the more naturally, consistently, and visibly that style is expressed. This means your pace, tone, and decision-making tend to be more pronounced and predictable. Conversely, if your dot is positioned nearer the centre, it reflects a lower intensity. While you still connect with that style, your behaviours may appear more moderate or adaptable, making your preferences less immediately noticeable to others.

It's important to note that DISC intensity does not define or limit you. Rather, it provides meaningful insight into your behavioural tendencies and helps you understand how to better communicate, collaborate, and adjust your approach in different situations.

Unassociated Items

Unassociated Items are statements you prioritised when completing your assessment that don't align with the typical behavioural patterns of your primary DISC style. These items are included to provide a fuller picture of your results, reflect your behavioural complexity and add depth to the interpretation of your profile. The numbers in parentheses represent your rating on a 5-point scale, with only items rated 4 or 5 shown.

DISC Style: Dominance

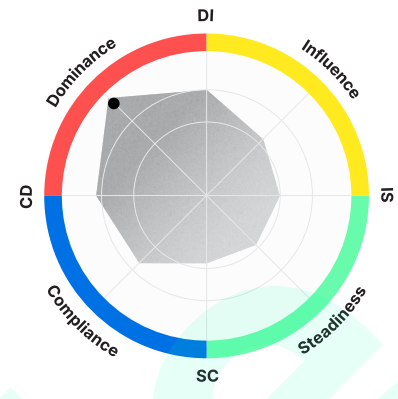


Unassociated Items

- I prefer working with well-established processes. (4)
- I usually identify the possible margins of error when planning. (4)
- I often seek the opinions of others before deciding on matters. (4)
- I see myself as a reserved person. (5)
- I am careful when making decisions. (5)
- I prefer to be seen as thoughtful. (4)
- I work best in a predictable environment. (5)

Your Dominance Style

Sean, you move with confidence and purpose, always seeking the next challenge. You thrive in environments where results matter, goals are clear, and progress is fast. Taking control comes naturally, and you step in when others seem unsure. You trust your instincts, act quickly, and focus on the big picture rather than getting lost in detail. Your ability to push through obstacles makes you someone people look to for direction.



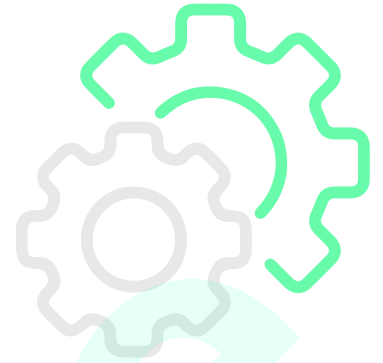
Your decisiveness and ability to take charge are among your greatest strengths. When faced with a challenge, you don't waste time overanalysing—you act. You're direct and assertive, ensuring people know where they stand. Others value your ability to bring clarity to complex situations. You set ambitious goals, push boundaries, and thrive in competitive environments. When leading a project or team, you expect others to match your pace and commitment. Your strong-willed approach can sometimes present challenges. Your focus on efficiency and results may make you appear impatient with those who are more methodical. You might be so driven to reach a goal that you overlook the emotional impact of your directness. While you value competence and decisiveness, not everyone works at your speed. Slowing down to check in and consider different perspectives can help build stronger relationships.

You are motivated by achievement, control, and shaping outcomes. You feel energised when leading a project and ensuring it moves forward on your terms. You enjoy overcoming obstacles and proving what's possible. Winning—whether in business, negotiations, or competition—drives you, and you take pride in succeeding where others hesitate. You prefer fast-moving environments where decisions are quick, and impact is visible. However, inefficiency, indecision, and delays can be frustrating. Environments where people avoid responsibility or hesitate to act may drain you. You struggle with bureaucracy or situations where you lack control. Being micromanaged or stuck in rigid processes can be stressful, as you prefer independence and freedom to execute your ideas.

Your ultimate goal is to achieve success, make an impact, and be recognised for your contributions. You want to be seen as strong, capable, and effective. But your biggest fear is failure—especially public failure. The idea of losing control or appearing ineffective pushes you to work harder, raise your standards, and push yourself further. While this drive fuels your success, taking time to reflect, adjust, and collaborate can lead to even greater long-term results.

Your Behavioural Drivers

Sean, your DISC style is guided by key drivers—core needs, motivations, and underlying influences that shape where you naturally focus your energy. These drivers help explain what fuels you and how you tend to approach work and connect with others. The following three drivers are likely to have a strong influence on your behaviour. Use these insights to better navigate the workplace in a way that plays to your natural strengths.



Results

You are driven by results. For you, success isn't just about effort—it's about outcomes. You set ambitious goals and push yourself to achieve them quickly and efficiently. Whether it's hitting sales targets, leading a high-stakes project, or finding the fastest solution to a problem, you measure success by what gets done. Delays and indecision frustrate you because they slow down progress. You focus on the bigger picture, always looking for the most effective and direct route to success. If there's a challenge in your way, you don't dwell on it—you find a way to push through and win.

Control

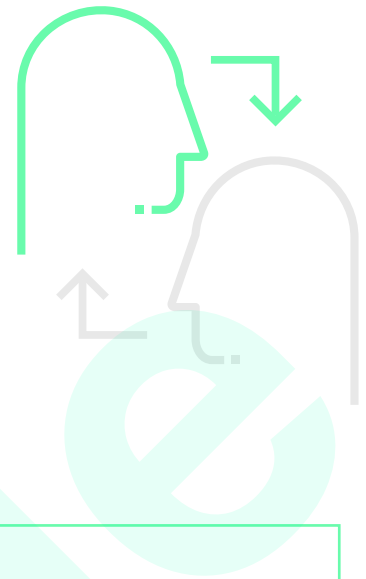
You like to be in control of your environment, your decisions, and your results. Letting things drift or waiting for others to take action is not your style. You prefer to take charge, ensuring things move at the pace and direction you expect. Whether leading a team, managing a project, or making a tough decision, you feel most confident when you have the final say. This doesn't mean you don't value input—you just don't want to be held back by indecision or hesitation. When things feel out of control, you step in, take ownership, and make things happen.

Challenge

You thrive on a challenge. Routine and predictability bore you—you perform at your best when facing tough situations that test your skills and resilience. Whether it's outperforming a competitor, solving a complex issue, or proving something can be done faster and better, you push yourself to succeed where others might hesitate. Obstacles don't discourage you; they motivate you to step up. You enjoy proving your abilities, pushing limits, and driving high performance. If a task is too easy, it doesn't excite you—you need a challenge that pushes you forward and keeps you fully engaged and driven.

Strengths and Limitations

Sean, your DISC style brings unique strengths and challenges in how you approach tasks, collaborate, and navigate the workplace. Your natural abilities help you make decisions, solve problems, and interact with confidence. However, each style also has its challenges if not managed effectively. Understanding both your strengths and areas for growth can help you refine your approach and maximise your effectiveness in different work situations.



Your Strengths

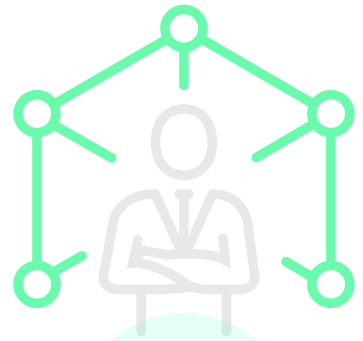
- You take charge and get things done. You don't wait for permission; you take the initiative and drive progress, even when others hesitate.
- You make quick, confident decisions. You don't get stuck in overthinking or endless discussions. You focus on solutions rather than problems and move forward with conviction.
- You embrace challenges. Obstacles don't intimidate you; they motivate you to push harder. You see setbacks as opportunities to prove what's possible.
- You are results focused. You don't measure success by effort alone; you look for tangible outcomes and work relentlessly to achieve them.
- You are direct and assertive. You communicate clearly and leave no room for misunderstanding. People know where they stand with you.

Your Limitations

- You may push too hard. Your high standards and urgency can feel demanding or overwhelming to others, especially those who need more time to process information.
- You can be overly direct. While your honesty is refreshing, your blunt communication style can sometimes come across as intimidating or insensitive.
- You may struggle with collaboration. You prefer to take control, which can make it hard to delegate or allow others to take the lead.
- You can be impatient with detail. You like to focus on the big picture, so slower processes, repetitive tasks, or complex information may frustrate you.
- You may overlook emotions. Because you focus on results, you may not always pick up on the emotional needs of others, which can sometimes impact relationships.

Motivators and Stressors

Sean, understanding what drives and energises you, along with what drains or frustrates you, is essential for creating an environment where you can thrive. By recognising these factors, you can take proactive steps to stay focused, engaged, and productive, ultimately helping you perform effectively in various work settings.



What Motivates You

- **Achieving results**—You are motivated by measurable success. Whether you're hitting targets, driving a project forward, or solving a tough problem, you want to see progress and outcomes.
- **Taking control** – You like to make things happen. Having the authority to make decisions and shape outcomes gives you a sense of confidence and purpose.
- **Competition and challenge** – You enjoy pushing limits, proving what is possible, and outperforming expectations. A little competition keeps you engaged and focused.
- **Efficiency and speed** – You don't like wasting time. You want things to move quickly and effectively, and you appreciate systems and people that keep up with your pace.
- **Independence and autonomy** – You prefer to set your own direction rather than wait for approval. The ability to take initiative without being micromanaged keeps you engaged and driven.

What Stresses You

- **Indecision and hesitation** – You prefer fast, confident decision-making. Long discussions or people who avoid making tough calls can be frustrating.
- **Lack of control** – When you feel restricted, micromanaged, or unable to influence the outcome, you may become impatient or disengaged.
- **Slow progress and inefficiency** – Unnecessary delays, bureaucracy, or repetitive tasks that don't contribute to the bigger picture can drain your energy.
- **Overly emotional responses** – You focus on logic and action, so highly emotional reactions, especially when they interfere with progress, can feel frustrating to navigate.
- **Unclear expectations** – You like to know exactly what is expected so you can deliver results. Vague instructions or shifting priorities without clear direction can cause stress.

Goals and Fears

Sean, your DISC style influences how you approach tasks, set goals, and navigate challenges. Whether you're focused on achievement, collaboration, or stability, your natural tendencies drive you to act and pursue your objectives. However, certain fears or concerns can affect how you handle challenges, especially when situations threaten your sense of control or success. Understanding these tendencies can help you approach obstacles more effectively and stay focused on your goals.



What Drives Your Goals

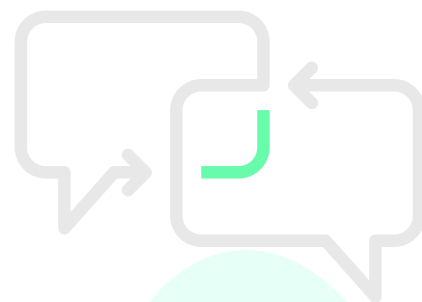
- Achieving success and winning. Whether it's closing a deal, leading a project, or solving a tough challenge, you aim to come out on top and be recognised for your achievements.
- Taking control of outcomes. You prefer to be in the driver's seat, shaping decisions and ensuring things are done the right way.
- Overcoming obstacles. You enjoy tackling difficult challenges that push you to think fast, act decisively, and prove what's possible.
- Driving efficiency and results. You want to eliminate inefficiencies and focus on getting things done quickly and effectively.
- Maintaining forward momentum. Progress is essential to you. You thrive when you see continuous movement toward bigger and better goals.

What You Fear Most

- Failure or underachievement. Falling short of expectations—especially your own—can feel like a setback that damages your confidence and credibility.
- Losing control. Situations in which decisions are taken out of your hands or where you feel powerless can be uncomfortable and frustrating.
- Being perceived as weak. You like to appear strong, capable, and in command. The idea of showing vulnerability or uncertainty can make you uneasy.
- Wasting time on unproductive tasks. You want to focus on what moves the needle. Feeling stuck in unnecessary processes or bureaucracy can be stressful.
- Not being recognised for your contributions. You work hard to achieve results and expect that effort to be acknowledged and valued.

Communication Style

Sean, your DISC style influences how you approach communication, shaping how you interact with others. Whether you are focused on results, building relationships, or ensuring clarity, your approach is tailored to your strengths. While this helps you engage effectively, it may also present challenges when interacting with those who have different communication preferences. Understanding these dynamics can enhance your ability to connect and collaborate with a variety of people.



How You Connect

- You communicate directly and to the point, ensuring clarity and avoiding unnecessary confusion. You appreciate efficiency in conversation and prefer to get straight to the matter at hand.
- You speak with confidence and assertiveness, often challenging ideas or questioning assumptions in pursuit of the best solution, which can be valuable in driving results.
- You focus on actionable solutions, guiding conversations towards concrete outcomes and ensuring that discussions remain productive and lead to tangible results.
- When addressing difficult issues, you dive straight in with a no-nonsense approach, addressing the matter head-on and without hesitation, which can often clear the air quickly.
- You prefer brief and efficient exchanges, prioritising clarity over unnecessary elaboration. You value time and want others to get to the point quickly.

What to Watch For

- Your direct approach can sometimes be perceived as blunt or even harsh, especially with individuals who value a more diplomatic or tactful communication style.
- You may lose patience with lengthy discussions or those that delve into excessive detail without a clear goal or action point, as you prefer to focus on moving forward.
- While you naturally take charge of situations, ensure that you allow others to be heard, especially when collaboration is essential for the outcome's success.
- Your emphasis on action and results might cause you to overlook the emotional or relational aspects of communication. This can lead to missed cues or unintended disregard for others' feelings.
- It's important to be mindful of how others might perceive your assertiveness and need for efficiency. They may interpret your approach as disregarding their emotional or personal needs.

Decision Making

Sean, your DISC style shapes your natural approach to decision-making. Whether you prefer to act quickly, analyse carefully, collaborate with others, or maintain stability, your style guides how you assess situations and make choices. You're confident in your ability to decide in ways that reflect your values and priorities. While your strengths support your effectiveness, staying open to other perspectives can enhance your long-term success.



How You Make Decisions

- You make decisions swiftly and with conviction, often relying on your ability to quickly grasp the essentials and determine a clear path forward without becoming bogged down in unnecessary detail.
- You thrive in fast-paced environments where decisive action is required, and you're comfortable taking the lead when direction is unclear or when others hesitate.
- You focus on practical, outcome-driven solutions that move projects along efficiently, especially when there's a clear objective or result in sight.
- You take ownership of your decisions and don't shy away from responsibility, often positioning yourself as the one who's willing to make the tough calls others might avoid.
- You value autonomy and directness in the decision-making process, preferring to act decisively rather than involve too many voices or layers of approval.

What to Watch For

- You may sometimes push forward with your preferred course of action without fully considering alternative viewpoints or allowing enough time for input from others.
- Your desire for speed and momentum can lead to decisions that, while bold, may overlook potential risks, long-term consequences, or critical data.
- You often rely on your instincts and prior experience, which generally serves you well, but may result in blind spots when the situation requires a more nuanced approach.
- You can be so confident in your decisions that you may resist re-evaluating them, even when new evidence or insights suggest a change in direction could be beneficial.
- You may undervalue collaboration during the decision-making process, particularly when under pressure, which could limit buy-in or result in resistance later on.

Work Environment

Sean, our work environment plays a crucial role in our daily life. Some aspects of our workplace fuel us with energy and keep us motivated, engaged, and ready to take on challenges. On the other hand, certain factors can drain our energy, leaving us feeling exhausted and unmotivated. Understanding what gives us energy and what drains us is key to creating a work environment that fosters both productivity and well-being.



What Fuels You

- You prefer autonomy, where you have the freedom to make decisions and take action without unnecessary approval processes.
- You thrive in a results-driven culture where goals are clear, progress is measurable, and achievements are recognised.
- You work well under pressure and enjoy environments where urgency is required, as long as challenges feel meaningful.
- You appreciate direct communication, where expectations are clear, and people say what they mean without excessive formalities.
- You prefer environments where you have the opportunity to grow and expand your authority and influence.

What Drains You

- You can feel frustrated in overly bureaucratic workplaces where decisions take too long and red tape slows down progress.
- You dislike micromanagement and environments where every action requires approval, limiting your ability to take ownership.
- You find excessive discussion or meetings without clear outcomes draining, preferring action over prolonged deliberation.
- You struggle in passive or non-competitive cultures where people avoid challenges or hesitate to take responsibility.
- You get bored with repetitive work and routine tasks, doing the same things over again without any challenges or variety.

How Others Perceive You

Sean, your DISC style brings unique strengths and potential challenges to how you approach tasks, collaborate with others, and navigate the workplace. Your natural abilities enable you to make decisions, solve problems, and interact with confidence and determination. However, as with any style, these strengths can present limitations if not managed effectively. Understanding both your strengths and limitations will help you refine your approach and maximise your effectiveness in various work situations.



Perceived Strengths

- You are seen as a strong, results-oriented leader who naturally takes charge and drives momentum across the team.
- Others appreciate your ability to make fast, confident decisions—particularly when clarity and speed are essential.
- Your direct and assertive communication style helps eliminate confusion and keep expectations sharply defined.
- You are admired for your resilience and capacity to remain composed under pressure, even in complex or high-stakes scenarios.
- Your competitive edge often inspires those around you to push boundaries, step up, and deliver at a higher level.

Potential Blind Spots

- Your fast-paced, no-nonsense approach may come across as impatient or overly controlling to those with more collaborative styles.
- You may be perceived as prioritising outcomes over relationships, especially when navigating tight deadlines or high-pressure projects.
- Your assertiveness, while clear and efficient, can sometimes feel intimidating to colleagues who prefer a softer or more consultative tone.
- In group settings, your strong voice may unintentionally dominate discussions, limiting space for quieter team members to share.
- You might be seen as dismissive of slower or more detailed processes, especially when focused on hitting targets quickly.

Value to the Team

Sean, your natural strengths bring a unique and valuable contribution to any team environment. You approach your work in a way that reflects your core style—whether that's through driving results, supporting others, analysing data, or fostering collaboration. You offer a consistent presence that helps move projects forward, align team efforts, and contribute to a positive working atmosphere. By staying true to your strengths and being open to different perspectives, you help create balanced outcomes and long-term success for the group.



Strengths You Bring

- You drive performance by pushing for results and holding yourself and others accountable to high standards and clear goals.
- You bring momentum and urgency to the team, helping to cut through delays and keep tasks moving forward with purpose.
- You are confident in your decisions, offering direction when others are uncertain or hesitant to act.
- You challenge the status quo when needed, encouraging bold thinking and helping the team break through limitations.
- You stay composed and solution-focused under pressure, often stepping in to lead during high-stakes or time-sensitive situations.

What to Watch For

- You may push too hard for results, which can create tension or pressure within the team if others need more time or support.
- Your direct communication style, while efficient, could be perceived as abrupt or dismissive by more relational team members.
- You might prioritise action over collaboration, which can limit the team's ability to contribute diverse ideas or perspectives.
- You may overlook emotional cues or interpersonal dynamics when focused on achieving outcomes.
- You can become frustrated with slower processes or indecision, which may lead to impatience or conflict in more cautious environments.

Emotional Intelligence

Sean, Emotional Intelligence (EI) is your ability to recognise, understand, and manage emotions—both your own and those of others. It influences how you communicate, make decisions, and interact with those around you. By developing emotional intelligence, you can gain greater control over your responses, strengthen relationships, and navigate challenges more effectively.



This section of your report explores your Emotional Intelligence across two key areas:

Self-Awareness

Self-awareness is defined as your ability to recognise and understand your emotions, how they shape your behaviour, and how you can use this awareness to make intentional choices. Your level of Self-awareness is assessed through four subtopics.

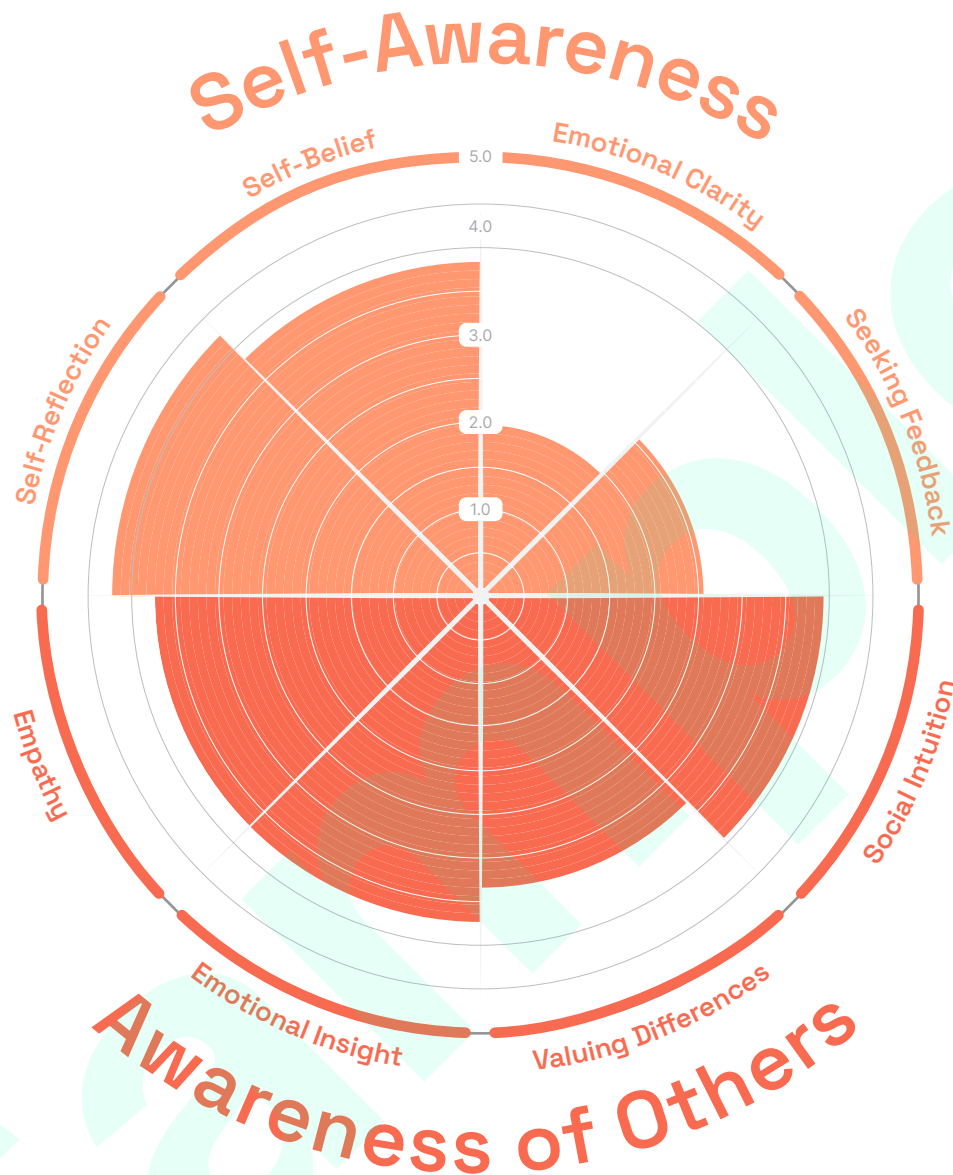
- **Self-Reflection:** The ability to thoughtfully reflect on your emotions and behaviour.
- **Self-Belief:** Confidence in your abilities and a positive view of yourself.
- **Emotional Clarity:** The capacity to clearly understand and articulate your emotional state.
- **Seeking Feedback:** Openness to others' perspectives and constructive criticism.

Awareness of Others

Awareness of Others is defined as your ability to perceive, interpret, and respond to the emotions and perspectives of those around you, allowing you to build stronger relationships and communicate more effectively. Your level of Awareness of Others is assessed through four subtopics.

- **Social Intuition:** The ability to sense the emotions and reactions of others in social settings.
- **Valuing Differences:** Appreciation of diverse perspectives and experiences.
- **Emotional Insight:** Recognising the unspoken emotions and thoughts of others.
- **Empathy:** The capacity to understand and share the feelings of others.

Your Self-Perception in Focus



Understanding Your Emotional Intelligence Scores

Your scores are based on a self-assessment and reflect how you perceive your emotional intelligence across 8 key dimensions, rated on a scale from 1 to 5.

These results are not about comparison; they're about self-awareness. Use them as a starting point to explore your strengths, identify areas for growth, and guide your personal and professional development.

There's no right or wrong—just insight to help you move forward with clarity and purpose.

Self-Awareness

Self-Reflection: Pausing to Learn and Grow

Why This Matters

Self-reflection is the process of intentionally examining your thoughts, emotions, and behaviours to gain deeper self-awareness and improve how you interact with others. In the context of emotional intelligence, self-reflection allows you to pause, assess, and refine your responses rather than simply reacting based on habit or impulse.

How You Tend to Show Up



What This Means for You

Sean, you consistently practise self-reflection, making it an essential part of your emotional intelligence. Before reacting, you pause to assess your thoughts and emotions, ensuring that your response aligns with your values and goals. You regularly review past experiences to identify patterns, recognise strengths, and find opportunities for growth. You actively seek feedback and use it to refine your behaviour. Your strong self-awareness allows you to navigate difficult situations with emotional control and confidence, improving both your decision-making and your relationships. Reflection is not just something you do occasionally—it is a natural and continuous process that helps you grow and adapt in all areas of your life.

A Question to Explore

What reflective habit has helped you grow the most — and how could you share that value with others around you?

One Small Shift to Experiment With

Share one reflective insight in a 1:1 or team meeting — encourage others to reflect by modelling the behaviour openly.

Something to Pay Attention To

Deep reflection can sometimes create distance — be sure it fuels connection, not perfectionism or overthinking.

A Thought to Take with You

"When you understand yourself, you lead yourself better."



Self-Awareness cont...

Self-Belief: Trusting in Your Own Ability



Why This Matters

Self-belief is the level of trust you have in your ability to influence outcomes and handle challenges effectively. It reflects how confident you are in your capacity to navigate situations, solve problems, and persist through difficulties. In the context of emotional intelligence, self-belief plays a crucial role in how you manage emotions, build resilience, and interact with others.

How You Tend to Show Up



What This Means for You

Sean, you have a strong belief in your ability to handle any challenge that comes your way. You embrace new opportunities with confidence, trusting that you have the skills, knowledge, and adaptability to succeed. Setbacks do not discourage you—they serve as learning experiences that make you stronger. You are highly self-reliant and proactive, taking decisive action when needed rather than waiting for direction. You thrive in situations that require problem-solving, persistence, and resilience. No matter the difficulty, you remain focused, motivated, and assured in your ability to achieve your goals. Your high self-efficacy allows you to approach life with a sense of control, purpose, and determination.

A Question to Explore

How do you stay open to learning and feedback without diminishing your self-belief?

One Small Shift to Experiment With

Encourage someone else to trust themselves by sharing how you built your own confidence over time.

Something to Pay Attention To

Strong self-belief is powerful — but be mindful it doesn't slip into self-reliance that shuts out others.

A Thought to Take with You

"Real confidence lifts others with it."

Self-Awareness cont...

Emotional Clarity: Understanding What You Feel and Why



Why This Matters

Emotional clarity is your ability to accurately identify, understand, and articulate your emotions. It is a key aspect of emotional intelligence that allows you to recognise what you are feeling, why you are feeling it, and how those emotions influence your thoughts, behaviours, and overall decision-making in various situations.

How You Tend to Show Up



What This Means for You

Sean, you are somewhat aware of your emotions and can usually identify how you feel, but not always with complete accuracy. In most situations, you can describe your emotional state, but there are times when your feelings seem unclear or conflicting. When something upsets or excites you, you may take a moment to process it, but you don't always explore your emotions deeply. You understand that emotions influence your behaviour, but you may not always connect the dots between what you feel and how you react. Developing stronger emotional clarity could help you manage emotions more intentionally and improve your ability to express yourself with confidence.

A Question to Explore

What helps you get clear about your emotions when they feel mixed or confusing?

One Small Shift to Experiment With

When emotions feel unclear, pause and ask yourself: "What am I feeling? Why might I be feeling this?"

Something to Pay Attention To

Not recognising the root of your emotions can lead to decisions that feel out of sync.

A Thought to Take with You

"Clarity brings choice."

Self-Awareness cont...

Seeking Feedback: Welcoming Insight to Grow

Why This Matters

Seeking feedback reflects your openness to gaining external perspectives that enhance your understanding of your strengths, blind spots, and areas for growth. It is a key component of self-awareness, helping you refine your self-perception and continually develop your skills and behaviours.

How You Tend to Show Up



What This Means for You

Sean, you actively seek feedback from others and see it as an important tool for learning and self-improvement. When working on a task or project, you check in with others to understand how you are doing and where you can improve. You are open to both positive and constructive feedback and try to apply what you learn. Rather than viewing feedback as criticism, you see it as an opportunity to refine your skills and grow. When you receive input, you take the time to reflect on it and adjust your approach when necessary. Your ability to seek and act on feedback helps you become more effective in both personal and professional settings.

A Question to Explore

What's one piece of feedback that shaped your growth — and how could you share that story with others?

One Small Shift to Experiment With

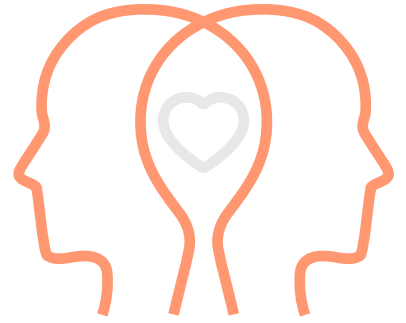
Encourage feedback from someone who doesn't usually give it — open the door with curiosity and gratitude.

Something to Pay Attention To

Even well-delivered feedback can be misunderstood — summarise what you heard to check alignment.

A Thought to Take with You

"Welcoming feedback builds trust and drives growth."



Awareness of Others

Social Intuition: Reading What Isn't Said

Why This Matters

Social intuition is your ability to quickly and accurately read social cues, non-verbal signals, and emotional dynamics in different situations. It allows you to sense the mood of a room, pick up unspoken tensions, interpret subtle behavioural shifts, and anticipate how others may feel or respond in the moment or over a period of time.

How You Tend to Show Up



What This Means for You

Sean, you have a strong and natural ability to sense emotional undercurrents in any situation. You instinctively recognise non-verbal cues, shifts in tone, and subtle expressions, allowing you to respond with accuracy and sensitivity. Whether in one-on-one conversations or group settings, you can anticipate how people feel and adjust your approach to create positive, meaningful interactions. Your social intuition helps you build trust, diffuse tension, and connect deeply with those around you. You rarely misread emotional dynamics, and your ability to read the room makes you an effective communicator and a valued presence in any situation.

A Question to Explore

How can you use your social intuition to help others feel more seen or understood?

One Small Shift to Experiment With

Share your insight in a way that supports, not spotlights — help others feel safe rather than analysed.

Something to Pay Attention To

Being highly intuitive can sometimes feel intense to others — balance clarity with emotional space.

A Thought to Take with You

"Reading the room is a strength — using it with care is wisdom."

Awareness of Others cont...

Valuing Differences: Welcoming Diverse Perspectives

Why This Matters

Valuing differences is your ability to recognise, respect, and value diverse perspectives, backgrounds, and experiences. It reflects how open-minded and inclusive you are when engaging with others, particularly those who think, communicate, or approach situations differently than you do, fostering a more collaborative and harmonious environment.

How You Tend to Show Up



What This Means for You

Sean, you actively value and respect diverse perspectives, recognising that different experiences and viewpoints contribute to better decision-making and stronger relationships. You are open to learning from people who think differently than you and are willing to adapt your approach when new perspectives provide valuable insights. You make an effort to engage with a variety of people and consider alternative viewpoints before making decisions. Your appreciation for diversity helps you create inclusive environments and build meaningful connections with people from all walks of life.

A Question to Explore

How do you make space for voices that are less often heard in your environment?

One Small Shift to Experiment With

In your next group discussion, invite a perspective you haven't heard yet — and amplify it.

Something to Pay Attention To

Even well-intentioned openness can benefit from proactive inclusion.

A Thought to Take with You

"Valuing difference enriches everyone — not just those who are different."

Awareness of Others cont...

Emotional Insight: Understanding What Others Think & Feel



Why This Matters

Emotional insight is your ability to accurately recognise what others are thinking and feeling, even when it's not said outright. It involves tuning into both verbal and non-verbal cues to understand the emotions, perspectives, motivations, and unspoken concerns of those around you. This awareness helps you respond with greater empathy, strengthen relationships, and navigate complex social dynamics with care and clarity.

How You Tend to Show Up



What This Means for You

Sean, you are naturally in tune with others' thoughts and feelings, picking up on emotional shifts even when they are not openly expressed. You notice when someone is uncomfortable, frustrated, or excited and adjust your approach accordingly. You are able to anticipate how people might react in different situations, which helps you navigate conversations smoothly. Your ability to read emotions helps you build trust and strengthen relationships.

A Question to Explore

How could you use your awareness to gently support someone who isn't ready to speak about what they're feeling?

One Small Shift to Experiment With

Use reflective language during a conversation, such as: "It seems like you might be feeling X — is that right?"

Something to Pay Attention To

Even when your insight is accurate, others may still need space before they're ready to open up.

A Thought to Take with You

"Being seen starts with being sensed."

Awareness of Others cont...

Empathy: Connecting with Care



Why This Matters

Empathy is your ability to put yourself in someone else's shoes, understand their emotions, and respond with care and consideration. It goes beyond simply recognising what others feel. It involves truly understanding and valuing their perspective, offering support, and building deeper connections that foster trust and mutual respect.

How You Tend to Show Up



What This Means for You

Sean, you are naturally empathetic and make a conscious effort to understand what others are going through. When someone is upset, you listen attentively and offer thoughtful support. You are able to see situations from different perspectives, which allows you to navigate relationships with sensitivity and care. You recognise when someone is struggling, even if they don't say it outright, and you adjust your approach to provide encouragement and reassurance. Your empathy helps you build meaningful relationships and foster trust in both personal and professional interactions.

A Question to Explore

How do you balance caring for others with caring for yourself?

One Small Shift to Experiment With

Offer someone space to share without guiding the conversation — just let them talk and validate what you hear.

Something to Pay Attention To

Even with strong empathy, remember to protect your own emotional reserves.

A Thought to Take with You

"Your presence may be the support someone needs most today."

Sales Psychology in Action

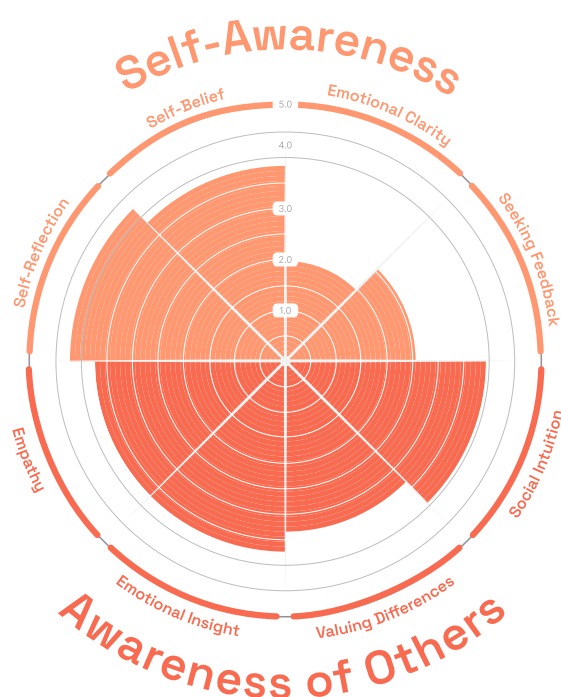
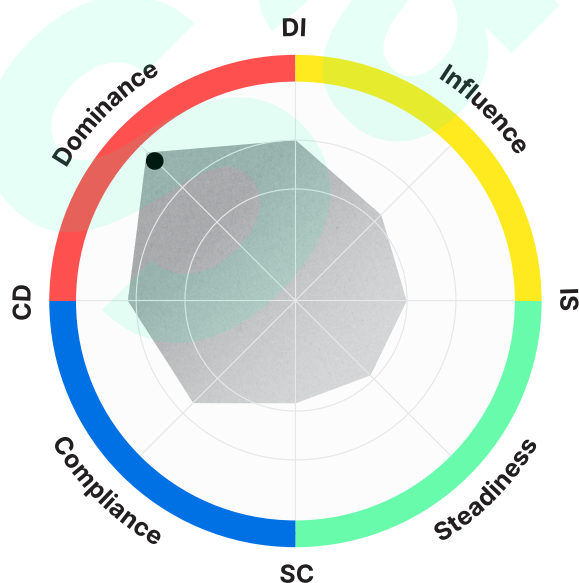
How your DISC style and Emotional Intelligence shape the way you sell

Every sales conversation is driven by two forces: your natural behavioural style and your ability to understand and manage emotion. These forces shape how you build rapport, handle pressure, navigate objections, and influence decisions. The clearer you understand them, the more intentionally you can adapt in the moments that matter.

Your DISC profile reveals the patterns you rely on most. It shows how you naturally communicate, how fast you move, how much detail you prefer, and how you react when conversations become complex or high-pressure. Your Emotional Intelligence highlights how well you read situations, recognise signals, manage your reactions, and tune in to the emotional needs of others. It helps you recognise when to slow down, shift tone, ask a different question, or respond to signs of readiness, hesitation, or uncertainty.

Together, DISC and EI form the core of effective, human-centred selling. They keep you grounded under pressure, flexible during change, and equipped to build the kind of trust that strengthens long-term customer relationships.

Section 3 takes these ideas further. Here, you'll see how your behavioural tendencies and emotional capability translate into real selling scenarios—from building trust to driving commitment. This is where self-understanding becomes practical skill, and where awareness turns into behaviour buyers can actually feel.

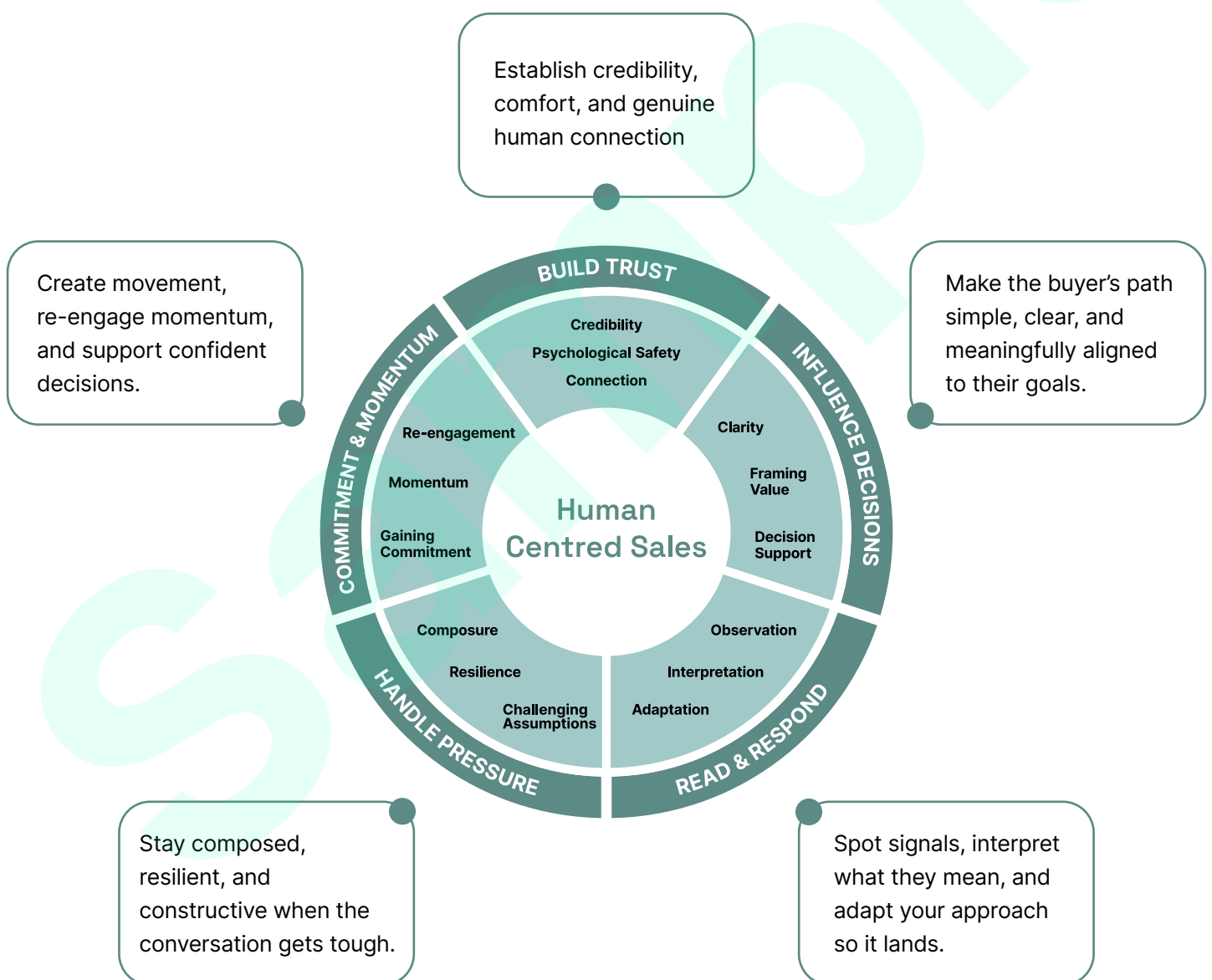


HUMAN CENTRED SALES

A practical, people-first blueprint for how buyers think and decide

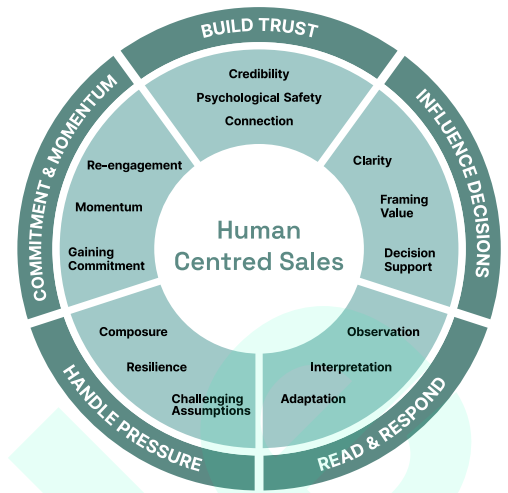
Modern selling isn't about scripts or pressure. It's about how you show up in the moments that shape the buying journey. Human Centred Sales blends behavioural awareness with emotional intelligence to help you create conversations that feel clear, credible, and genuinely supportive.

The model is built around five domains that guide every buyer interaction. Together, these domains form a practical, human-centred approach to selling — one that helps you build trust faster, influence more effectively, and guide buyers toward decisions with confidence and integrity.



Your Natural Sales Style

You walk into a sales conversation with presence, calm, confident, and focused. Prospects sense it immediately. You don't rely on hype or over-the-top enthusiasm; your clarity and conviction speak for themselves. You're results-driven and unafraid to take the lead, setting the pace with purpose. You know how to frame a message in a way that speaks directly to what matters most to the buyer. But your strength isn't just in control, it's in precision. You're deliberate, intentional, and clear about where the conversation needs to go.



What sets you apart is your emotional awareness in the moment. You read the energy of the room just as sharply as the facts in a forecast. You pick up on buyer hesitation without missing a beat and know when to shift tone, pause for reflection, or adjust your pace to keep rapport intact. You ask challenging questions, not to push, but to uncover deeper needs. You navigate objections without tension and lean into difficult moments with clarity and calm. You don't just deliver a pitch; you create space for real conversation.

You hold yourself to high standards, and that consistency builds trust. You listen with purpose, respond with care, and keep the long game in mind, even under pressure. While others chase the close, you build relationships that last beyond the deal. Buyers experience you as direct but fair, assertive yet emotionally intelligent. You lead with intention, balancing urgency with empathy. In every interaction, you earn credibility not just through results, but through the way you show up.

How You Establish Credibility Early

Buyers want you to demonstrate early understanding of their situation and priorities. You do this by identifying what matters most while staying attentive to nuance and context. Your direct questions are well timed, and your summaries reflect both commercial realities and underlying concerns, helping buyers feel recognised rather than rushed.

Buyers expect you to communicate in a way that feels informed, grounded, and reliable. You combine confidence with judgement, sharing insight clearly while acknowledging uncertainty where it exists. Your explanations are decisive without being absolute, which reassures buyers that your expertise is strong and your thinking remains open and credible.

Buyers look for signs that your insight can be trusted under real business pressure. You remain composed when stakes rise, adapting your tone without losing direction. By balancing firmness with awareness of impact, you show that your judgement holds steady even when decisions carry personal and organisational risk.



Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I demonstrate early understanding of the buyer’s situation and priorities.	☐	☐	☐	☐	☐
I arrive prepared with buyer-relevant examples or insights.	☐	☐	☐	☐	☐
I explain things clearly without overcomplicating or overselling.	☐	☐	☐	☐	☐
I set expectations in a way that feels steady and professional.	☐	☐	☐	☐	☐
I help the buyer feel they are in capable hands.	☐	☐	☐	☐	☐
I follow through on what I say I will do.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.



Behaviour Shift

Begin your next meeting by stating one clear outcome the buyer can expect from the conversation. This anchors the discussion, signals reliability, and helps build early trust.

Capability Strengthened: Trust Building and Outcome Clarity

How You Create a Safe Space for Open Dialogue

Buyers want you to create an environment where open discussion feels safe and unforced. You do this by setting clear boundaries around purpose and expectations, which reduces ambiguity early. Your confident presence helps buyers feel that discussion will remain focused, allowing them to raise concerns without fear of losing control or momentum.

Buyers expect you to respect uncertainty without pushing for premature commitment. You acknowledge what is not yet decided and give space for questions before moving forward. By naming uncertainty directly rather than glossing over it, you help buyers feel permitted to pause without feeling weak or indecisive.

Buyers look for emotional steadiness that allows honest concerns to surface. You remain composed when doubts appear, keeping direction while avoiding defensiveness. Your ability to stay firm without becoming reactive reassures buyers that it is safe to voice hesitation even when decisions carry pressure.



Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I create a calm, steady opening that helps the buyer settle.	☐	☐	☐	☐	☐
I give the buyer space to think and speak without interruption.	☐	☐	☐	☐	☐
I reduce pressure rather than escalating it.	☐	☐	☐	☐	☐
I acknowledge concerns in a way that lowers tension.	☐	☐	☐	☐	☐
I manage pace, so the buyer does not feel rushed.	☐	☐	☐	☐	☐
I make it easy for the buyer to be open and honest.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.



Behaviour Shift

Open your next conversation by briefly acknowledging the buyer's context or pressure before moving into the agenda. This lowers tension, creates psychological safety, and helps the buyer engage more openly.

Capability Strengthened: Psychological Safety and Emotional Insight

How You Build Genuine Connection

Buyers want you to engage with them in a way that feels human, attentive, and personally relevant. You do this by being direct and present, focusing on what matters while remaining aware of personal context. Your confident engagement helps buyers feel acknowledged without the interaction becoming overly familiar or distracting.

Buyers expect you to show interest beyond the transaction without becoming intrusive or performative. You acknowledge individual perspectives while keeping the conversation purposeful. This balance reassures buyers that connection is genuine and supportive rather than a substitute for substance.

Buyers look for authentic connection that supports trust without distracting from the decision. You maintain professionalism while staying accessible, which helps buyers feel respected. Your ability to connect without diluting focus reinforces confidence that progress remains the priority.



Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I show genuine interest in the buyer's role, challenges, and responsibilities.	☐	☐	☐	☐	☐
I build rapport without forcing personal conversation.	☐	☐	☐	☐	☐
I listen in a way that shows respect and understanding.	☐	☐	☐	☐	☐
I notice when the buyer disengages and reconnect	☐	☐	☐	☐	☐
I demonstrate that I am invested in their success.	☐	☐	☐	☐	☐
I build trust through steady, consistent behaviour.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.

Behaviour Shift

Start your next meeting by asking one genuine, open question about the buyer's priorities before sharing any solutions. This shows interest beyond the transaction and strengthens relational trust.

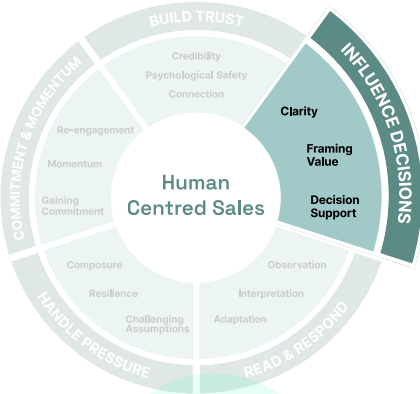
Capability Strengthened: Relational Trust and Buyer Engagement

How You Bring Clarity to the Conversation

Buyers want you to make complex information easier to understand and act on. You do this by cutting quickly to what matters, stripping away distraction, and highlighting the core issues that shape outcomes. Your direct summaries help buyers orient themselves fast without feeling overwhelmed by unnecessary detail.

Buyers expect you to explain options and implications in a way that feels structured and accessible. You present information confidently, organising it around decisions rather than theory. This helps buyers understand trade-offs clearly while trusting that your perspective is grounded in real business priorities.

Buyers look for clarity that reduces confusion and supports confident decision making. You remain focused when discussions become complex, reinforcing key points and direction. By maintaining decisiveness without oversimplifying, you help buyers feel equipped to move forward under pressure.



Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I simplify complex information, so it is easy for the buyer to understand.	☐	☐	☐	☐	☐
I ask focused questions that help uncover what matters most.	☐	☐	☐	☐	☐
I provide structured explanations that keep the buyer oriented.	☐	☐	☐	☐	☐
I remove unnecessary detail that could slow the conversation.	☐	☐	☐	☐	☐
I help the buyer see options clearly.	☐	☐	☐	☐	☐
I use summaries that reinforce understanding.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.

Behaviour Shift

At the start of your next conversation, outline the structure of the discussion in simple terms. This helps the buyer follow your thinking and reduces uncertainty as the conversation unfolds.

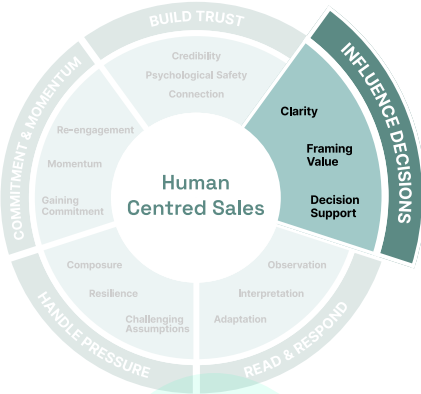
Capability Strengthened: Buyer Orientation and Structured Communication

How You Frame Value for the Buyer

Buyers want you to connect what you are offering to outcomes that genuinely matter to them. You do this by focusing on results, performance, and tangible impact, quickly linking value to priorities that drive action. Your framing helps buyers see why the investment matters in practical, business terms.

Buyers expect you to explain value in terms of impact, not features or promises. You articulate benefits through outcomes, efficiency gains, and risk reduction. This keeps the conversation grounded in results buyers can recognise and defend.

Buyers look for framing that helps them justify decisions internally and externally. You provide clear rationale that supports confident justification, reinforcing why the decision makes sense under scrutiny and pressure.



Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I link information directly to the buyer’s goals and pressures.	☐	☐	☐	☐	☐
I translate features or insights into practical buyer outcomes.	☐	☐	☐	☐	☐
I highlight relevance rather than giving generic benefits.	☐	☐	☐	☐	☐
I help the buyer understand how each point supports their success.	☐	☐	☐	☐	☐
I position value without hype or pressure.	☐	☐	☐	☐	☐
I make it easy for the buyer to justify decisions internally.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.



Behaviour Shift

When presenting your solution, explicitly link one feature to a specific outcome the buyer has already mentioned. This reinforces relevance and makes the value easier to recognise.

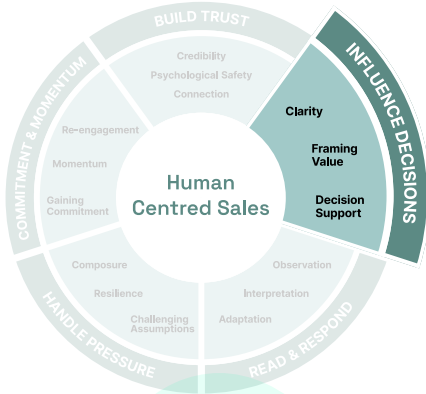
Capability Strengthened: Value Translation and Decision Relevance

How You Influence Decision Making

Buyers want you to help them think through options without feeling directed or rushed. You talk decisions through clearly, breaking things down so buyers can see the path without feeling pushed along it. Your confident way of organising the conversation helps them feel steady and focused, rather than hurried or boxed in.

Buyers expect you to surface implications and trade-offs they may not have fully considered. You openly compare what each option really means, calling out consequences in plain language. By doing this calmly and directly, you help buyers feel informed without sensing an agenda behind your guidance.

Buyers look for support that strengthens their judgement rather than replacing it. You recap what has been discussed, check that it matches their thinking, and let them confirm the direction. This keeps the decision firmly in their hands while still making forward movement feel natural and assured.



Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I guide the buyer through choices in a structured, steady way.	☐	☐	☐	☐	☐
I help them compare options without confusion.	☐	☐	☐	☐	☐
I reduce emotional noise by keeping discussions clear.	☐	☐	☐	☐	☐
I check understanding before moving forward.	☐	☐	☐	☐	☐
I help the buyer articulate their concerns.	☐	☐	☐	☐	☐
I support decisions without pushing for a particular outcome.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.

Behaviour Shift

Before asking for a decision, summarise the key options and what each one enables. This helps the buyer feel supported rather than pressured when choosing next steps.

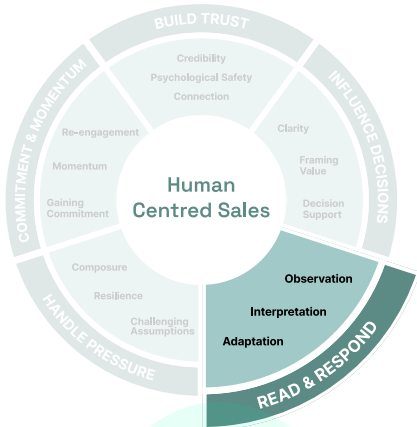
Capability Strengthened: Decision Enablement and Emotional Regulation

How You Pick Up Signals

Buyers want you to feel noticed without being scrutinised. You stay alert to what is happening in the room, picking up changes in energy, posture, and engagement without staring or overanalysing. Buyers sense your attention, but it feels natural and purposeful rather than intrusive or evaluative.

Buyers expect you to pick up on signals that indicate comfort, hesitation, or concern. You spot these quickly and adjust direction or pace without drawing attention to the shift. This responsiveness helps buyers feel understood in real time, rather than having to explain what is already evident.

Buyers look for awareness that reflects genuine attention and presence. You stay focused on what matters in the moment, maintaining eye contact and clarity without distraction. This grounded presence builds confidence that the conversation is being handled deliberately and with intent.



Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I notice when the buyer hesitates or becomes uncertain.	☐	☐	☐	☐	☐
I recognise when the buyer is ready to move forward.	☐	☐	☐	☐	☐
I pay attention to pacing signals such as silence or short answers.	☐	☐	☐	☐	☐
I adjust my approach when the buyer's energy shifts.	☐	☐	☐	☐	☐
I notice signs of interest or disengagement.	☐	☐	☐	☐	☐
I respond thoughtfully to what I observe.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.



Behaviour Shift

During your next meeting, consciously watch for changes in the buyer's tone, pace, or engagement when key topics are discussed. These signals often reveal unspoken priorities or concerns.

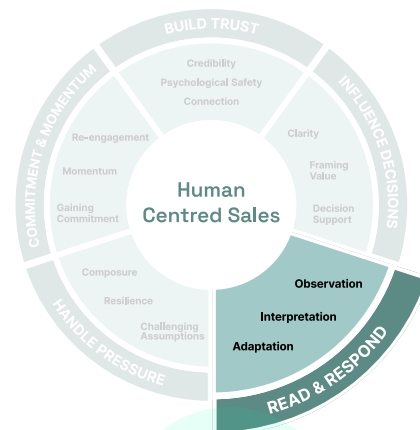
Capability Strengthened: Buyer Signal Awareness and Social Perception

How You Interpret Signals

Buyers want you to make sense of their input in a way that feels accurate and considered. You listen for what matters most, cutting through noise to identify the core points driving their thinking. Buyers feel understood because your interpretation stays focused on relevance rather than speculation.

Buyers expect you to reflect understanding without jumping to conclusions. You test your reading by summarising meaning clearly and checking it aligns before moving on. This prevents misinterpretation while keeping momentum intact.

Buyers look for interpretation that helps them feel properly understood. You connect their words to intent and priorities, then confirm direction succinctly. This builds confidence that progress is based on shared understanding.



Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I clarify meaning rather than assuming I understand.	☐	☐	☐	☐	☐
I check whether I have interpreted the buyer's words correctly.	☐	☐	☐	☐	☐
I pick up on inconsistencies between what is said and what is implied.	☐	☐	☐	☐	☐
I ask questions that help uncover the real issue.	☐	☐	☐	☐	☐
I ensure alignment before progressing.	☐	☐	☐	☐	☐
I interpret comments in the buyer's context, not my own.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.



Behaviour Shift

When you notice a shift in the buyer's behaviour, pause and reflect it back as a neutral observation. This checks understanding and prevents assumptions from shaping your response.

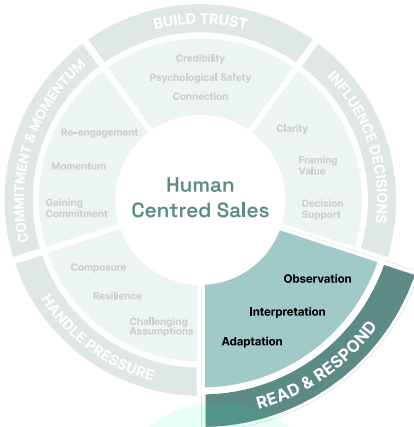
Capability Strengthened: Sense-Making and Assumption Management

How You Adapt to the Buyers Needs

Buyers want you to adjust your approach as their needs and signals evolve. You stay alert to changes in direction, confidence, or urgency, refining how you lead the conversation without losing momentum. Buyers experience this adjustment as decisive but considered, helping progress continue while still feeling aligned to what matters now.

Buyers expect you to recognise when pace, tone, or focus needs to change. You notice signals early, such as hesitation or readiness, and respond by tightening focus or briefly slowing to restore clarity. This matters because timely adjustment prevents misalignment while keeping outcomes firmly in view.

Buyers look for flexibility that feels responsive rather than reactive. When you adapt with intention, buyers feel steadied rather than surprised by the shift. This builds confidence that progress is being managed deliberately, not driven by impulse.



Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I adapt my pace to match the buyer's comfort level.	☐	☐	☐	☐	☐
I adjust the level of detail based on the buyer's needs.	☐	☐	☐	☐	☐
I shift my tone or approach when the situation changes.	☐	☐	☐	☐	☐
I remain flexible when plans or priorities shift mid-conversation.	☐	☐	☐	☐	☐
I tailor my communication style to the buyer.	☐	☐	☐	☐	☐
I avoid rigid behaviour that could limit progress.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.

Behaviour Shift

Adjust your pace or level of detail in response to how the buyer is engaging in the moment. Small shifts help keep the conversation aligned and responsive.

Capability Strengthened: Conversational Flexibility and Emotional Regulation

How You Maintain Composure Under Pressure

Buyers want you to remain steady and measured when pressure or tension arises. You hold your ground with composure, keeping focus on outcomes while regulating intensity. Buyers experience this as controlled strength that maintains direction without amplifying stress or uncertainty in the moment.

Buyers expect you to manage your responses without escalating emotion unnecessarily. You notice early signs of friction and respond by tightening structure or slowing briefly to restore clarity. This matters because calm intervention prevents conflict from distracting progress.

Buyers look for calm behaviour that supports constructive dialogue. When you stay composed, buyers feel reassured rather than challenged by pressure. Confidence grows because decisions continue without emotional disruption.



Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I stay calm when the conversation becomes tense.	☐	☐	☐	☐	☐
I separate the issue from the emotion behind it.	☐	☐	☐	☐	☐
I pause rather than reacting quickly.	☐	☐	☐	☐	☐
I respond with steady professionalism during difficult moments.	☐	☐	☐	☐	☐
I help the buyer feel safe to express concerns.	☐	☐	☐	☐	☐
I maintain clarity even when challenged.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.



Behaviour Shift

If the conversation becomes tense or challenging, slow your pace and focus on steady, measured responses. This helps maintain credibility and keeps the discussion productive.

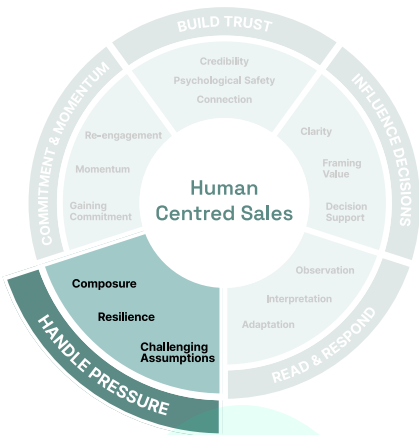
Capability Strengthened: Emotional Regulation and Sales Presence

How You Recover from Setbacks

Buyers want you to stay engaged even when progress slows or challenges emerge. You maintain focus and presence, keeping direction clear while adapting effort to the reality of the situation. Buyers experience this as determined involvement that sustains momentum without becoming forceful or disengaged.

Buyers expect you to recover quickly from setbacks without losing effectiveness. You respond to obstacles by reassessing priorities and reasserting direction, rather than dwelling on disruption. This matters because swift recovery preserves confidence and keeps decisions moving.

Buyers look for consistency that maintains confidence over time. When your engagement remains steady, buyers feel reassured that progress is being actively managed. Confidence builds because resilience shows up as dependable leadership.



Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I continue constructively when plans or assumptions change.	☐	☐	☐	☐	☐
I recover quickly from setbacks during the conversation.	☐	☐	☐	☐	☐
I stay focused on the next practical step.	☐	☐	☐	☐	☐
I maintain confidence even when progress is slow.	☐	☐	☐	☐	☐
I reframe obstacles in a helpful way.	☐	☐	☐	☐	☐
I keep the buyer engaged despite interruptions.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.



Behaviour Shift

After a setback or objection, acknowledge it calmly and redirect the conversation toward what remains possible. This demonstrates persistence without defensiveness.

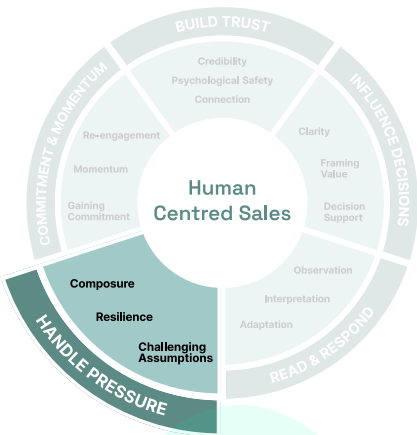
Capability Strengthened: Sales Resilience and Recovery Focus

How You Challenge Assumptions

Buyers want you to question assumptions that could limit the quality of their decision. You engage directly, identifying gaps or weak logic while keeping the focus on outcomes that matter. Buyers experience this as confident challenge that sharpens thinking without slowing progress.

Buyers expect you to challenge their thinking in a way that feels informed, respectful, and purposeful. You base your pushback on evidence and direction, addressing what needs reconsideration without personalising the issue. This matters because decisive challenge preserves momentum and credibility.

Buyers look for pushback that improves clarity without creating defensiveness. When your challenge stays outcome focused, buyers feel supported rather than opposed. Confidence grows because assumptions are tested constructively.



Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I raise concerns in a respectful, buyer-focused way.	☐	☐	☐	☐	☐
I challenge assumptions that could lead to poor decisions.	☐	☐	☐	☐	☐
I ask questions that promote deeper thinking.	☐	☐	☐	☐	☐
I point out risks without creating defensiveness.	☐	☐	☐	☐	☐
I balance honesty with care.	☐	☐	☐	☐	☐
I use challenge to strengthen the buyer's thinking, not my position.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.



Behaviour Shift

When you disagree with the buyer's assumption, frame your challenge as a shared exploration rather than a correction. This keeps trust intact while introducing new thinking.

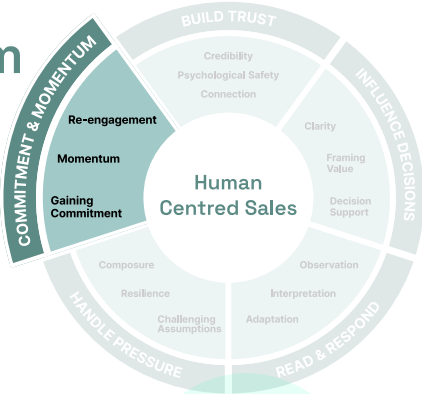
Capability Strengthened: Insightful Challenge and Buyer Perspective Awareness

How You Build and Sustain Momentum

Buyers want you to help conversations move forward with clear purpose and direction. You take ownership of progress, framing next steps decisively and keeping discussion oriented toward outcomes. Buyers experience momentum as confident leadership that prevents drift and maintains forward motion.

Buyers expect you to maintain progress at a pace that fits their readiness. You push for movement while adjusting pressure when resistance appears. This matters because progress continues without buyers feeling forced or left behind.

Buyers look for momentum that feels natural, constructive, and well timed. When your direction is steady and intentional, buyers feel confidence in moving ahead. Momentum builds because action feels purposeful rather than rushed.



Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I keep the conversation moving with clear direction.	☐	☐	☐	☐	☐
I help the buyer recognise progress as it happens.	☐	☐	☐	☐	☐
I avoid letting discussions drift off track.	☐	☐	☐	☐	☐
I summarise agreements to maintain flow.	☐	☐	☐	☐	☐
I guide the buyer to meaningful next steps.	☐	☐	☐	☐	☐
I prevent stagnation without using pressure.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.



Behaviour Shift

End your next meeting by clearly naming the immediate next step and who owns it. This prevents drift and keeps progress moving forward.

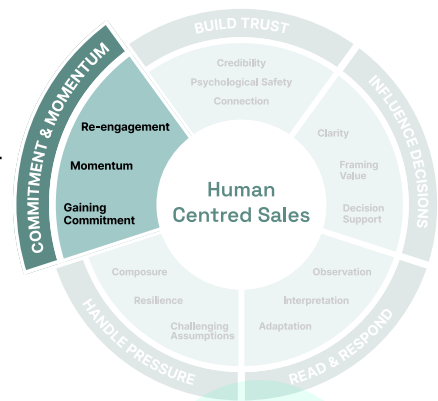
Capability Strengthened: Momentum Management and Execution Clarity

How You Re-Engage a Stalled Sale

Buyers want you to recognise when progress has slowed and re-enter the conversation with relevance. You take ownership of restarting momentum, re-establishing purpose quickly and refocusing attention on outcomes. Buyers experience re-engagement as decisive leadership that prevents drift and restores direction.

Buyers expect you to understand why momentum paused before suggesting next steps. You identify the blocker efficiently and move the conversation forward without over-analysis. This matters because progress resumes without buyers feeling stuck or scrutinised.

Buyers look for re-engagement that restores confidence rather than applying pressure. When your return is clear and purposeful, buyers feel ready to move again. Confidence rebuilds through action and direction.



Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I bring the buyer back on track when focus drifts.	☐	☐	☐	☐	☐
I revisit priorities calmly when they change.	☐	☐	☐	☐	☐
I explore distractions or hesitation without judgment.	☐	☐	☐	☐	☐
I help the buyer reconnect to what matters.	☐	☐	☐	☐	☐
I reintroduce structure when the conversation loses direction.	☐	☐	☐	☐	☐
I restore clarity when momentum fades.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.



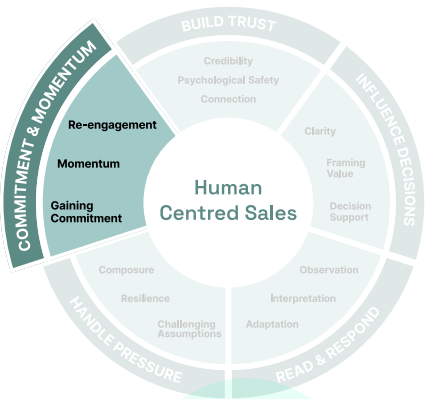
Behaviour Shift

If energy drops in the conversation, re-anchor the discussion to the buyer’s original goal or outcome. This restores focus and momentum without forcing urgency.

Capability Strengthened: Momentum Recovery and Goal Re-Anchoring

How You Gain Commitment

Buyers want you to support decisions they can move forward with confidently. You do this by clarifying the decision point and reinforcing what action will achieve, keeping focus on outcomes rather than hesitation. Buyers experience commitment as a decisive step forward, not a moment of doubt.



Buyers expect you to recall clarity and alignment before commitments are made. You check that priorities are agreed and remove ambiguity quickly, ensuring there is a clear reason to proceed now. This matters because confidence strengthens when direction feels settled.

Buyers look for reassurance that choosing to proceed is the right step. When your guidance is direct and purposeful, buyers feel ready to commit. Confidence builds through certainty and momentum.

Rate yourself from 1 (Rarely) to 5 (Consistently).	1	2	3	4	5
I confirm understanding before final steps are agreed.	☐	☐	☐	☐	☐
I address remaining concerns with patience.	☐	☐	☐	☐	☐
I help the buyer feel confident in the decision.	☐	☐	☐	☐	☐
I summarise agreements clearly and simply.	☐	☐	☐	☐	☐
I check readiness rather than assuming it.	☐	☐	☐	☐	☐
I create a sense of shared commitment, not pressure.	☐	☐	☐	☐	☐

Circle your lowest score and commit to improving this in your next buyer conversation.

Behaviour Shift

Before closing the conversation, confirm alignment on both the decision and the rationale behind it. This strengthens ownership and reduces second guessing later.

Capability Strengthened: Commitment Assurance and Decision Confidence

What Comes Next is Up to You

Sean, you've now explored how your behavioural patterns and emotional responses shape the way you sell, connect, and respond to buyers. But insight alone isn't the goal—growth is. This final section invites you to pause, reflect, and ask: **What do I want to strengthen, shift, or try next?**



Sales development isn't about fixing your style; it's about building on it. Whether your next step is shifting how you follow up, adjusting how you respond to objections, or trying a different way to connect with a buyer, the next move is yours to define. Use the prompts and tips that follow to make one small, intentional shift, and turn self-awareness into sales impact.

Questions to Explore

- When have you used your assertiveness to build trust rather than create pressure?
- How does your confidence shape the way buyers engage, or withdraw?
- Where could emotional clarity strengthen your sales conversations and outcomes?

Shifts to Experiment With

- Pause to check for emotional alignment before presenting key solutions.
- Share the “why” behind your recommendation to build buy-in, not just agreement.
- Ask, “What’s most important to you right now?” to align and strengthen next steps.

Signals to Pay Attention To

- Your pace and certainty can unintentionally rush the process, listen for hesitation.
- Even helpful pressure can create resistance if emotional readiness is missed.
- Influence grows when buyers feel heard, not just guided.

A Thought to Take with You

“Sales isn’t just about direction; it’s about how the buyer experiences your direction.”

Strengthen What Works · Shift What’s Holding You Back · Try What Moves You Forward

Change doesn't happen by accident; it happens through intention and practice. One-off insights can be powerful, but lasting growth comes from applying those insights deliberately, over time. The next page helps you reflect with purpose and act with clarity. Use the model on the next page to anchor your thinking. Be specific. Think real behaviours, real moments.

Your Reflection Space

Whatever comes to mind, big or small, is worth capturing

Strengthen - What's working well in your sales approach?

What did I do this week that helped move a deal forward?

Where did I build trust or influence effectively; and how?

What positive buyer reactions or outcomes stood out?

How can I apply this strength more intentionally in future conversations?



Shift - What needs adjusting in how I sell?

What didn't go as planned in a sales conversation or process?

Where did I lose momentum, confidence, or connection with the buyer?

What triggered a reaction I'd like to handle differently next time?

How could I respond with more clarity, curiosity, or flexibility?



Try Next - What's one specific shift I'll make this week?

What sales behaviour or mindset will I practise more intentionally?

When and where will I apply it during the sales process?

How will I track whether it's having the impact I want?

