





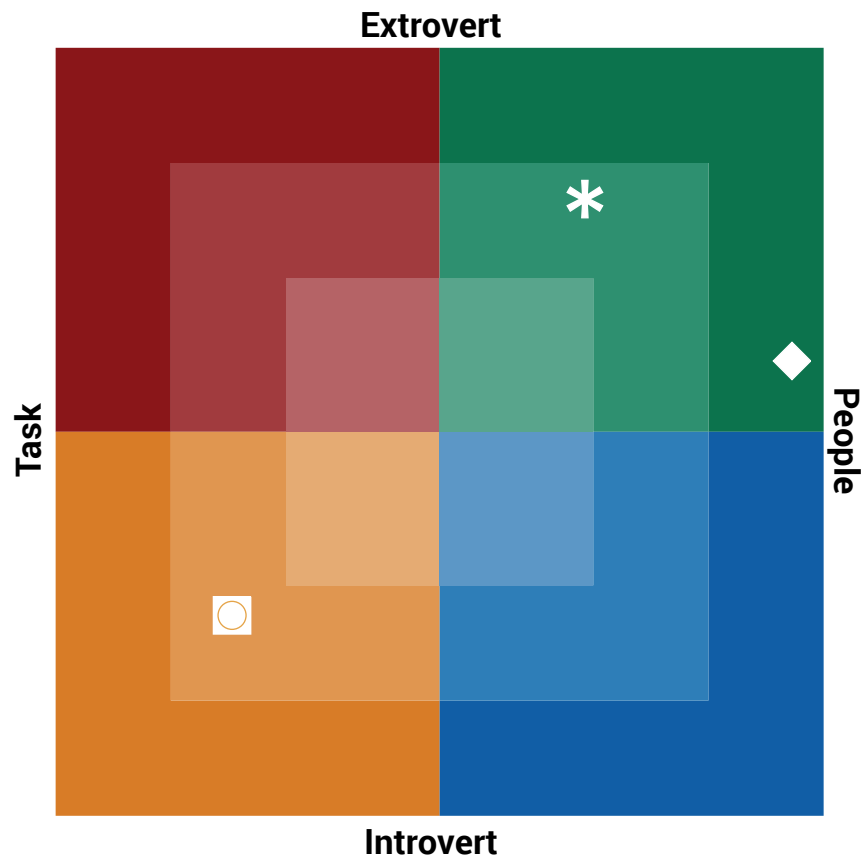
BIRKMAN SALES MAP

JOHN Q. PUBLIC



The Symbols on your Birkman Sales Map identify who you are on two key dimensions. The placement of the symbol within a color quadrant represents the degree to which you display similarities to that color quadrant. The left and the right sides of the map (horizontal axis) represent your preference for dealing with tasks or people. The top and the bottom (vertical axis) represent whether you are more extroverted or introverted in your sales style.

-  **INTERESTS** - The Asterisk describes what salespeople enjoy about selling. While all salespeople want to make the sale, they tend to enjoy different aspects of the process.
-  **USUAL BEHAVIOR** - The Diamond represents how you usually behave. These are your strengths, and they compose your best, most productive sales behavior. This is how other people see you. Usual Behavior is how you act when your Needs have been met.
-  **NEEDS** - The Circle describes the kind of motivation you need to show your Usual Sales Behavior. Needs often remain hidden or invisible to others.
-  **STRESS BEHAVIOR** - The Square represents your frustrated behavior. This is your reactive, unproductive style. Stress Behavior is how you act when your Needs have not been met for an extended period of time. You may see some of the challenges you face arise here.



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EXPLANATION OF YOUR INTERESTS (THE ASTERISK) *

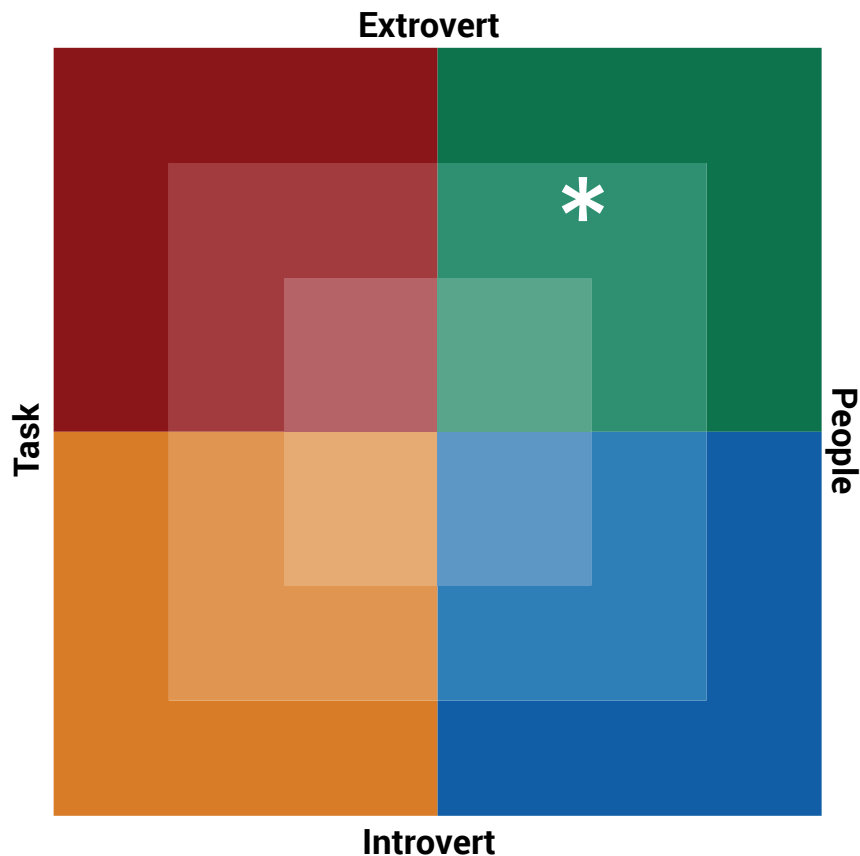
The Asterisk describes what you enjoy about selling. Your Asterisk is in the GREEN quadrant. Your sales style probably has a very people-oriented emphasis.

Salespeople in the GREEN quadrant like to focus on:

- the prospect
- developing a buyer/seller relationship
- persuading others to their point of view
- directing the sale

Your Asterisk shows that you enjoy:

- focusing on the prospect
- developing a buyer/seller relationship
- persuading others to your point of view
- directing the sale
- selling the prospect on your products, services or ideas



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EXPLANATION OF YOUR USUAL BEHAVIOR (THE DIAMOND)

The Diamond describes your Usual Sales Behavior. Your Diamond is in the GREEN quadrant, but it also lies fairly close to the Blue quadrant. When you are selling effectively, you are generally persuasive and insightful.

Usual Behaviors in the GREEN quadrant include being:

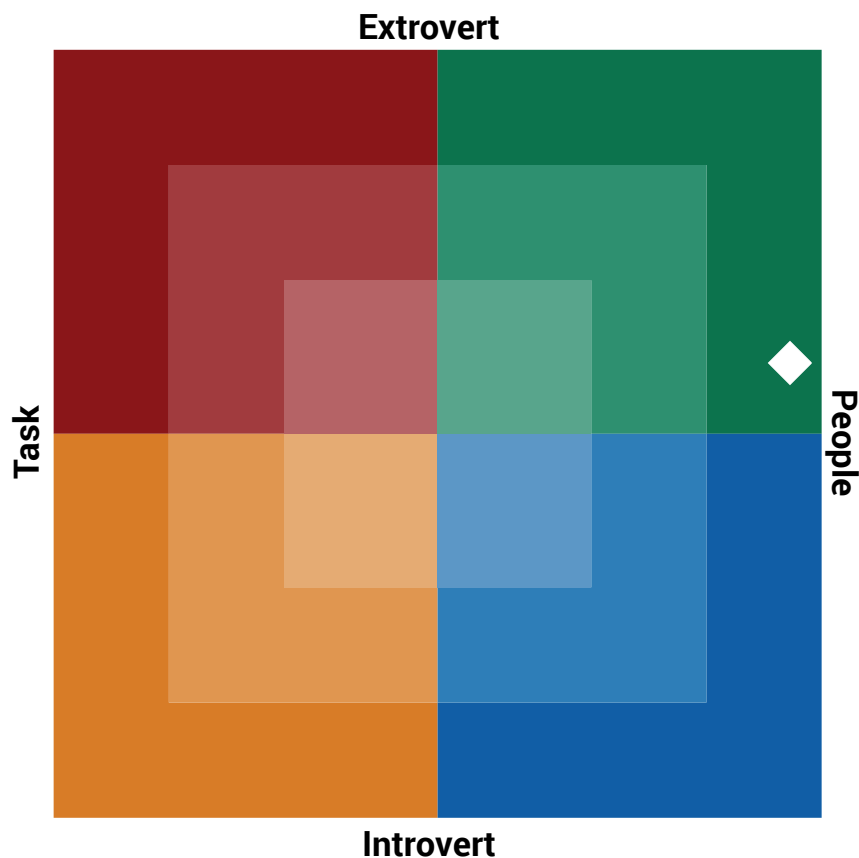
- able to direct the sale
- competitive
- engaging
- spontaneous
- willing to take a risk

Your Diamond shows that you are usually:

- willing to take a risk
- able to direct the sale

You also tend to be:

- attentive to the individual
- thoughtful
- optimistic about the sale



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EXPLANATION OF YOUR NEEDS (THE CIRCLE)

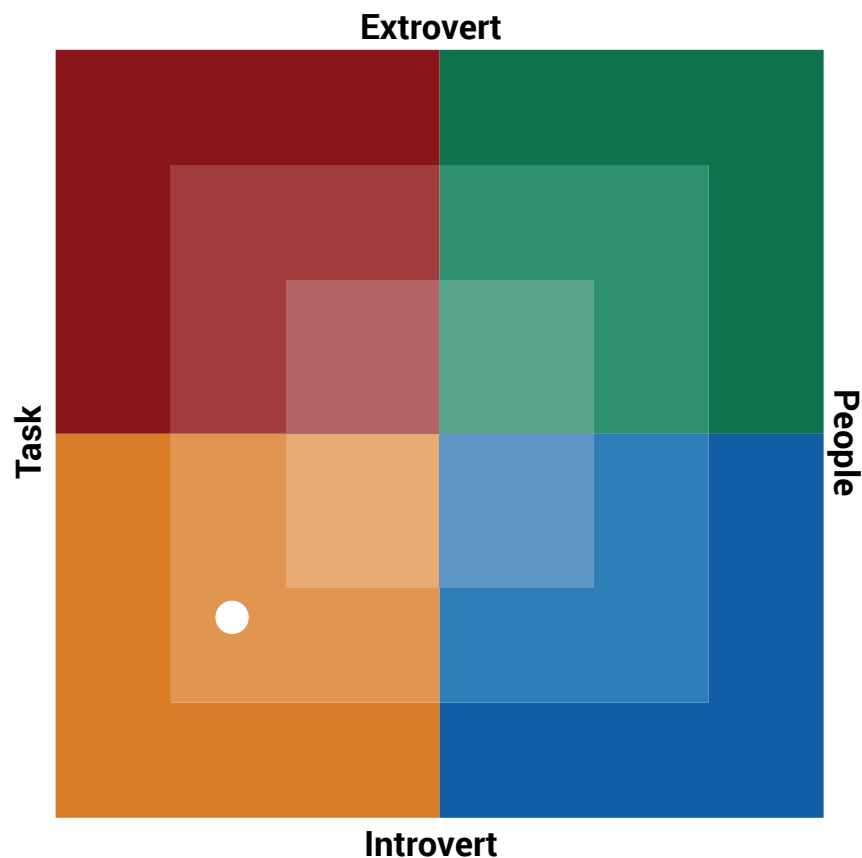
The Circle describes the kind of motivation you need to show your Usual Sales Behavior. Your Circle is in the YELLOW quadrant. To sell most effectively, you respond best to motivation which is orderly and consistent.

Those with Needs in the YELLOW quadrant need motivation based on:

- a controlled, consistent environment
- a minimum of distractions
- proven procedures to follow
- detailed directions
- advance notice of changes

Your Circle shows you are most comfortable when you are given:

- a controlled, consistent environment
- a minimum of distractions
- proven procedures to follow
- detailed directions
- advance notice of changes



BIRKMAN SALES MAP

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EXPLANATION OF YOUR STRESS BEHAVIOR (THE SQUARE)

The Square describes your Stress Behavior when your needs are not met. Your Square is in the YELLOW quadrant. When you are not motivated in the way your Square suggests, you may become inflexible and resist change.

Those with Stress Behaviors in the YELLOW quadrant may become:

- over-controlling
- resistive to change
- conforming
- quietly resistive
- rigid

Your Square shows that your stress behavior may include your being:

- over-controlling
- resistive to change
- conforming
- quietly resistive
- rigid

