



**Marie DUBOIS**

22/11/18

Sale

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AEC DISC Personal Profile

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## Introduction

*The wise man is the one who has:  
The strength and courage to change what he can change  
The serenity to accept what he can't change  
The wisdom to make the difference between the two.*

*Marcus-Aurelius*

This profile offers you to :

- ☆ Change what you can change in order to improve yourself by reducing your weaknesses.
- ★ Accept what you can't change by respecting your limits.
- ⊕ Acquire the wisdom to make the difference between the two by understanding yourself better, your strengths and weaknesses and your limits in relationship to others and your surroundings.

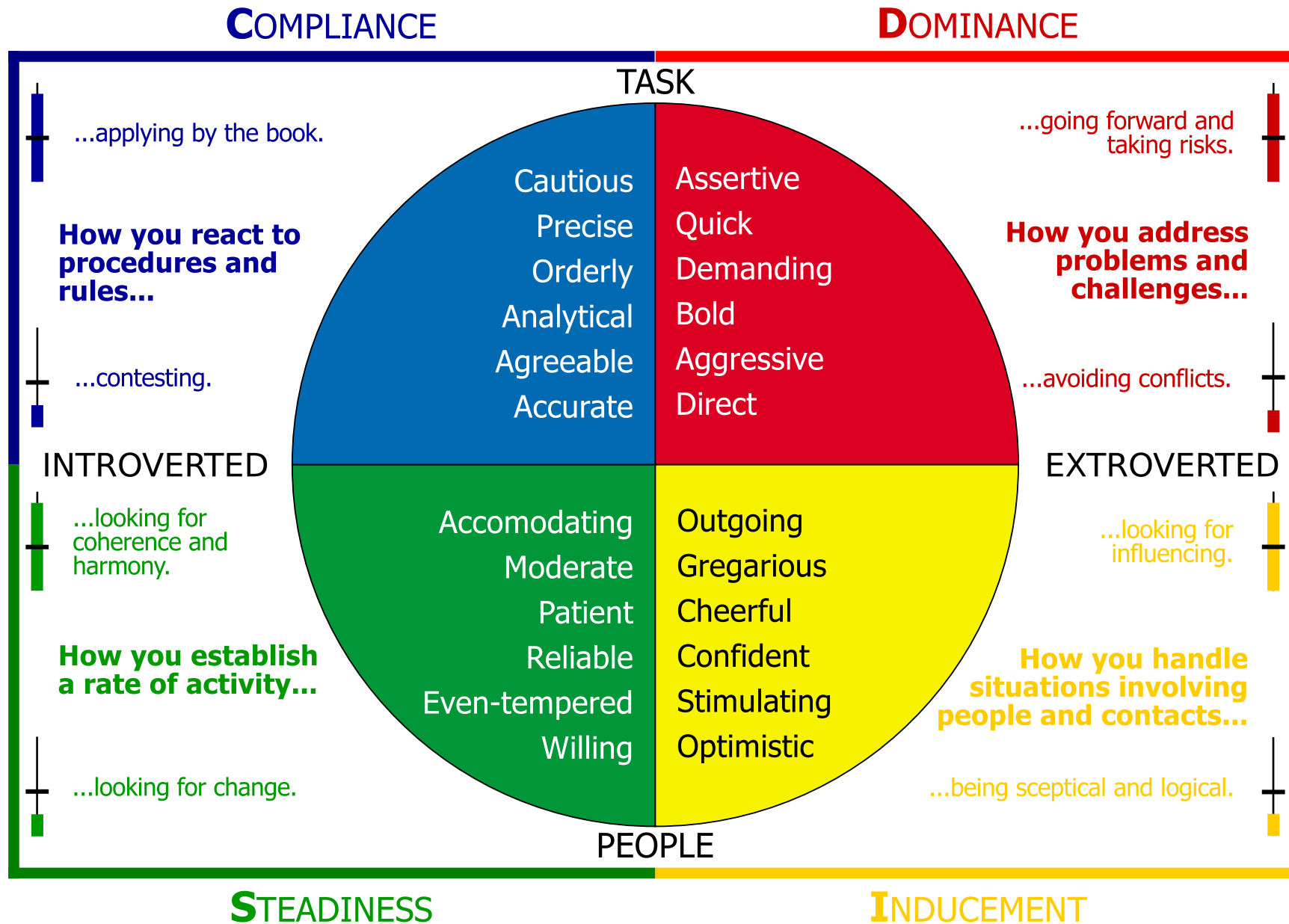
*Innovative, but widely accepted, it summarizes Carl JUNG's work about the psychological types and the DISC theory associated with the research on behaviours and colors by William MARSTON: The Color Method®.*

**This profile is your personal Profile among thousands. It takes into account different parts of yourself which can sometimes be in opposition.**

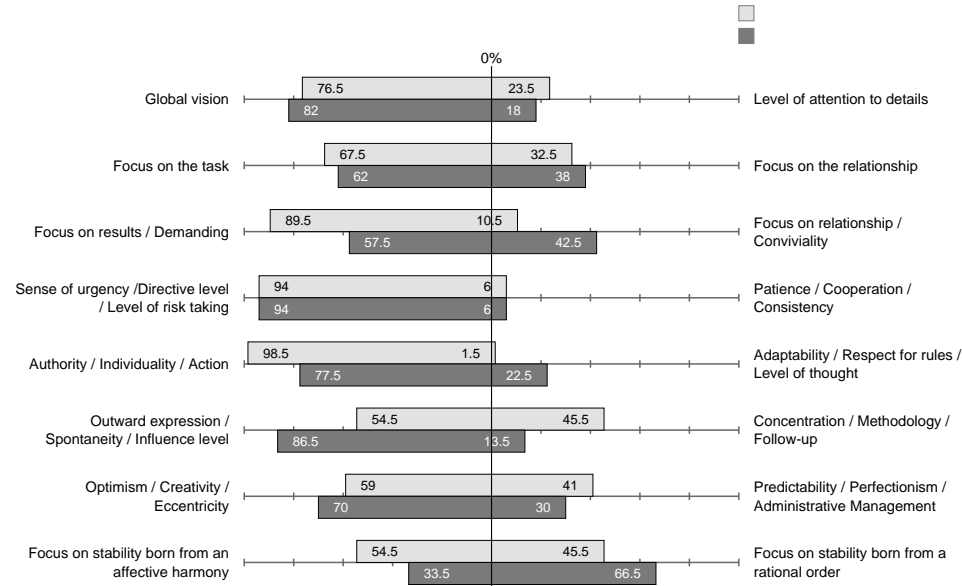
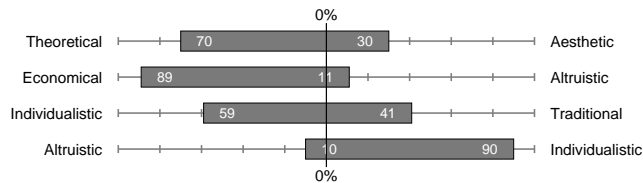
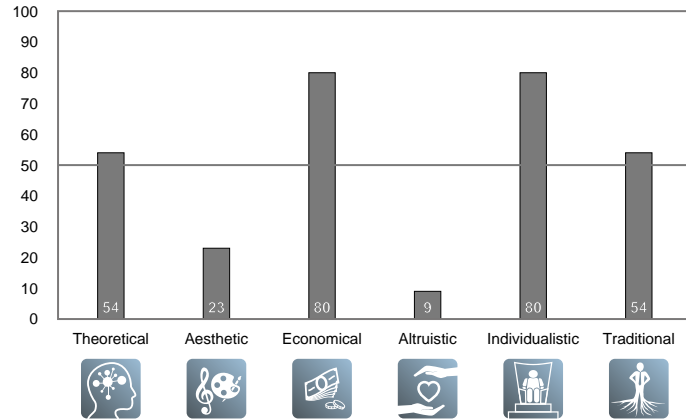
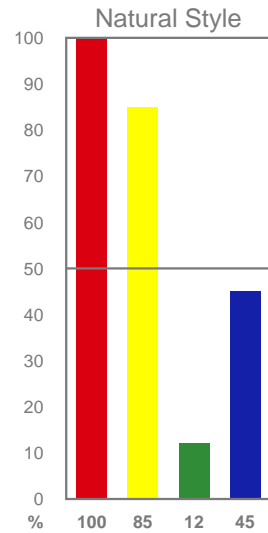
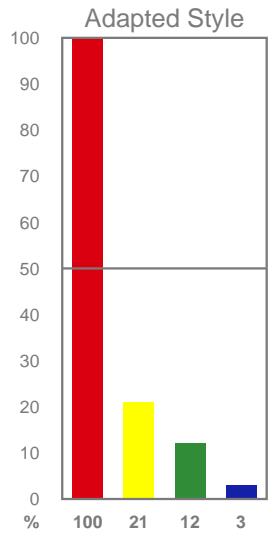
**If you are concerned by the cryptic meaning of some sentences or words, do not hesitate to rewrite them using your own words, which may make more sense for you.**

**Do not take into account elements which may seem inappropriate to you.**

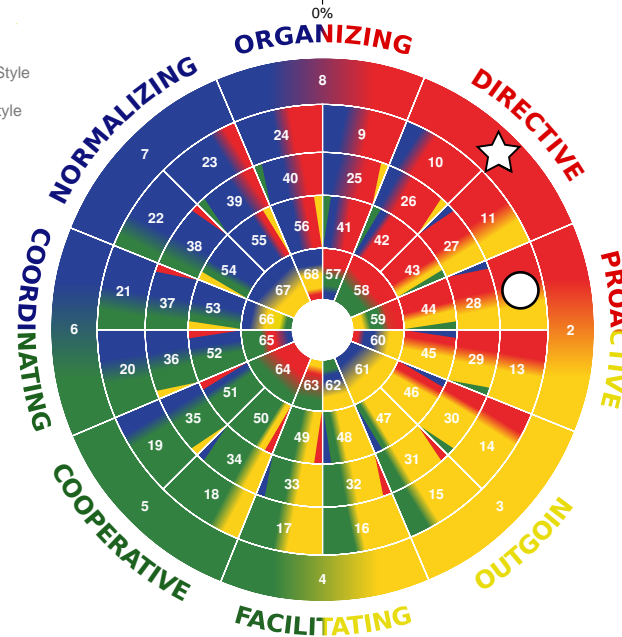
**Please check with people close to you so that they may see a part of yourself that you may not be aware of.**



Presentation of the Colours



☆ Your Adapted Style  
○ Your Natural Style



Synthesis of your graphs

## ***Talents for the company***

This section defines the talents you bring to the company, in a descending order.

***Please check that you are using them or you can ask yourself how you could use them better.***

- ☆ Looks for difficulties that motivate her
- ☆ Has a strong decision-making nature which is results-oriented
- ☆ Likes and approaches ambitious challenges with pragmatism
- ☆ Likes competition
- ☆ Likes to quickly and frequently change pace and activities
- ☆ Is particularly comfortable in an often changing environment
- ☆ Has a sense of urgency and doesn't like wasting time
- ☆ Is very friendly and relationship-oriented
- ☆ Teems with unique ideas
- ☆ Is very spontaneous and optimistic
- ☆ Arbitrates conflicts
- ☆ Is more independent than conformist
- ☆ Knows how to get around the rules
- ☆ Promotes and brings new ideas to resolve problems

## *Optimal environment*

This is a brief overview of the optimal environment that corresponds to some of your talents and needs, in a descending order.

It describes some of these for which your environment must allow the expression and the fulfilment in order to favour your success for the best.

***Clarify, among the following items, those which are more concerned with your talents and those which are more concerned with your needs.***

***Check how your present environment allows their expression and fulfilment.***

- ☆ Very demanding and challenging work environment
- ☆ Evaluation focused on results
- ☆ Full authority to exercise her responsibilities
- ☆ Necessity of anticipation and resolution of problems and crisis
- ☆ Workplace environment that requires responsiveness and mobility
- ☆ Numerous and diverse activities
- ☆ Necessity to juggle many things at once
- ☆ Numerous and diverse relationships
- ☆ Necessity of unique choice of words in expressing oneself
- ☆ Great flexibility and agility to perform tasks
- ☆ Little amount of control and direct supervision
- ☆ Opportunity to test new ideas
- ☆ Tolerance to question procedures
- ☆ Not too many details type of job

## Your Values associated with the colors

In addition to the section about “Values which moderate the colours” included at the end of this Profile, **this section connects and summarizes the deep and specific Motivations** that compels us to act, or Values, as well as **the specific observable behaviours** that show how we behave, or Colours.

It describes the consistencies and contradictions that appear between the two entities, either strengthening each other, or having a moderating effect.

It provides a broader and more global perception of your Profile.

***This association must then be further refined through the scores of your Colours and your Values.***

### **A combative and directive component (Red above 50) of your behaviour :**

- ☆ Makes your intellectual rigour efficient
- ☆ Optimizes you need for a return on your investment
- ☆ Emphasizes your need to succeed in life with determination
- ☆ Is tempered by your submission to moral values but can also reinforce the demands of these values

### **An extroverted and friendly component (Yellow above 50) of your behaviour :**

- ☆ Is tempered by your need for understanding and intellectual knowledge which give a thoroughness to its expansive originality
- ☆ Shows, in a communicative and influential way through a network, your search for productivity
- ☆ Emphasizes your need to be a “star”
- ☆ Is moderated, in its aspect which could seem superficial, by your moral ethics

### **A effervescent component (Green below 50) of your behaviour :**

- ☆ Manifests, quickly and about different topics in parallel, your need for an objective search for facts
- ☆ Is linked to your pursuit of usefulness
- ☆ Goes with your need to assert yourself though diversity
- ☆ Goes with the depth of your ethical commitment



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### **An innovative component (Blue below 50) of your behaviour :**

- ☆ Expresses, seemingly in an ill-organized appearance, your need for structured knowledge
- ☆ Externalizes, in liberation from rules and regulations, your search for profitability
- ☆ Emphasizes your need to differentiate yourself ”outside the norms”
- ☆ Demonstrates, paradoxically and contrary to its rational anticonformism, your high moral values

## General characteristics of your Natural Style

The first general characteristics refer to your position, among the 68 positions of the AeC Wheel situated at the end of your Profile.

***They will be refined in the following pages according to your answers to the questionnaire which give rise to your personal Profile among thousands of different profiles.***

You are rather the "PROACTIVE" type on the AeC Wheel which is at the end of your Profile. Your primary colour is Red closely followed by Yellow. These two colors have to be nuanced according to their intensity in connection with the intensity of the two other colours Green and Blue.

Intuition is, first of all, one of your primary characteristics. You are the kind of person about whom people say : " If she didn't exist, she should be invented !" which may make you seem as unique and inimitable but also perhaps difficult to manage, elusive, unpredictable in your own eyes as well as in the eyes of others. This is what intuition is all about: it can't be explained.

This is your way of reconciling and managing your twin rational and relationship-oriented elements of extroversion, your ability to take into account tangible results without forgetting emotional individuals. This is, at the same time, your asset and perhaps your difficulty. You use your extroverted nature to motivate and promote your projects because you love it. You enjoy difficulty which motivates you, but pleasure is still important to you. You like what is difficult but not austere.

You are not afraid by ambitious goals and you like to take risks. You like action, challenges, victory and to work under pressure. You also like human relationships where you find recognition and pleasure.

You know what you want and how to get it. You get what you want through your enthusiasm and ability to communicate. Therefore, you naturally tend to innovate, promote and solicit interest of others in your projects. You influence others through your optimism, your charisma and your dynamism, which give you a position of power and a recognition that you need, and which you may have a tendency to abuse by putting yourself too much at the forefront of things.

Possibilities and the future are more attractive to you than the reality of the present or the past. Challenges and opportunities are important elements of your success. The projection of your dreams and your creativity stimulate you. Your search for innovation and the unexpected as well as for change, and your lack of interest for details may lead you to feel stifled by structure and routine.

You love varied activities in a relationship-oriented environment and you may be afraid of monotony and of silence inside and/or outside. You need to handle several projects at the same time, and without this you quickly get bored with routine. You have the remarkable ability to start up and promote these many projects simultaneously and to solicit other people's enthusiasm and participation. However, when one of these starts concretely taking shape, you risk losing interest in it, and you may have the

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tendency to find another one.

You aren't very much of a "down to earth" type, and you don't have a very strong sense of the concrete and the tangible. You are the Opposite of someone who "needs to see it to believe it." You don't particularly look for emotional harmony which may bore you. You don't particularly look for rational harmony which may seem constraining and austere. You tend to avoid these things, since you don't like monotony and the status quo, which you consider inert. You are particularly at ease in what others might consider to be chaotic because you enjoy situations that are constantly changing.

You run the risk of not sufficiently and necessarily taking into account, either others, which may make you seem autocratic, or the situation, which might also make you seem utopian.

Your highest risk of conflict is with your Opposite, the "COORDINATING", whom you might consider to be permissive and/or technocratic, dull and boring because his/her discrete introversion and well-grounded side contrast with your outgoing intuition.

## Your Opposite

***Your Opposite is described in the masculine, as a generic term, but represents either a woman or a man.***

The following general characteristics refer to your opposite typology, among the 68 positions on the AeC Wheel. They allow you to better understand your Opposite's qualities, but they need to be refined according to each person.

***They are also addressed to you and your "Shadow," as Carl Gustav Jung called it. This is analogous to a photographic negative. It represents the aspects of yourself that may be not very developed, unknown or hidden, and that it is suggested you become acquainted with and perhaps accept.***

Your Opposite is rather the "COORDINATING" type. His primary colour is Green closely followed by Blue.

First of all, one of his primary characteristics is his ability to be well-grounded when reviewing even the smallest details, which allows him to be perceived as deeply and discretely dependable. A fundamental part of his sense of practical and concrete experimentation makes him want to test everything. He is the kind of person people can really rely on.

This is his way of reconciling and managing his twin emotional and rational elements of introversion, his ability to take into account sensitive individuals without forgetting analytical facts. This is, at the same time, his asset and perhaps his difficulty. With a nature that is more on the introverted side, he likes to coordinate people and activities. He seeks justice and well-being for individuals without forgetting accuracy of facts and quality of work.

Others are reassured by his objectivity, prudence, diplomacy and subtlety, which allow him to step back and be discrete. This is what he is looking for but he tends to abuse this behaviour. He wishes to feel useful in a secure environment.

He knows how to be a good listener and work in a team. He listens with patience and subtlety and moves forward with methodology, prudence and tenacity. He works in a smooth manner, without taking great risks, which makes him somewhat dependable. He can have trouble facing pressure and competition. Moreover, he may have difficulties being directive.

His penchant towards discipline and agreement along with his attention to detail may cause him to fear chaos and innovation as well as conflicts and abrupt changes. This is because he seeks out emotional harmony but also rational order. Patience and diligence help him to accomplish his daily tasks. He is more comfortable with present and past realities than he is with a hypothetical future because he doesn't like vague, ambiguous or improvised situations.

Your Opposite doesn't express himself easily and his reserve shows patience, attentiveness, loyalty, in-depth and subtle analysis and methodology. This reserve can also be interpreted as rigid conservatism because he can be critical towards what he sees as extroverted emotional excesses or a lack of procedural control.

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***They are also addressed to you and your "Shadow," as Carl Gustav Jung called it. This is analogous to a photographic negative. It represents the aspects of yourself that may be not very developed, unknown or hidden, and that it is suggested you become acquainted with and perhaps accept.***

His dependability and his moderate degree of realism naturally lead him to coordinate people and procedures. These qualities may be perceived, by him and by others, as a lack of originality and imagination, and he may be seen as too reserved and not very enthusiastic.

He runs the risk of not sufficiently and necessarily taking into account, either himself, which may make him appear as permissive, or others, which may also make him appear to be technocratic.

His highest risk for conflict is with you, the "PROACTIVE", whom he might consider to be eccentric, autocratic and/or utopian, because your outgoing intuition contrasts with his discrete and well-grounded introversion.

## Specific characteristics of your Natural Style

The following characteristics help you to qualify and refine your type. They refer to your answers to the questionnaire and your Profile will be generated among thousand of others.

***They mention, among other things, the perceptions that others may have about you. Even if these don't always correspond to what you are, it is nevertheless important for you to be aware of them.***

Marie has an outgoing affectionate nature and is very demonstrative and enthusiastic. She has a keen ability to brighten others with her radiance. she likes to be their ray of sunshine even more for being recognized as such. She is very open and optimistic. Marie seeks a wide scope of tasks and duties. She is particularly comfortable in an constantly changing environment.

Marie has a very controlling, direct and somewhat provocative nature. Conflicts do not scare her at all. She doesn't manifest listening at all and can show herself to be not willing to achieve consensus, maybe due to a lack of time. Others may perceive her as a person who is very directive and not attentive.

Marie has a very strong creative and abundant spontaneity that is not bogged down by details. which may make her seem particularly unique. She does not really like rules and procedures and has a slight ability to challenge the status quo which may make her appear to be somewhat of a rebel.

Marie is not very introverted. She doesn't like things that are stable, coherent and peaceful, which makes her seem effervescent. She is not very fond of order, planning and organization. Others may also perceive her as a person who is not very organized.

Marie has a strong tendency towards quick action supported by concrete results, as well as for taking the risks that go along with this. Others may perceive her as a particularly pragmatic, driven and impatient person. She does not have a particularly reflective nature and does not often know how to step back and analyze information in a precise and detailed way before making well thought-out decisions. Others may also perceive her as someone who is, relatively speaking, not very analytical.

Marie is the extroverted type. She very determinedly seeks challenges that energize her when executing the ambitious goals that she sets for herself. She has a tendency to feel invincible. Others may perceive her as merciless with herself as well as with others. At the same time and paradoxically, she is very motivating and relationship-oriented. Her intense search for pleasure as well as her strong enthusiasm for communication can also make her seem very friendly. One of Marie's assets, and perhaps also difficulties, is knowing how to reconcile and manage these two opposing facets of her personality.

## Perceptions

It is important to understand that others can perceive us differently and more harshly than we perceive ourselves, especially when we are under stress. The more they are different from us and get nearer to our Opposite, the more it is possible.

*Even if the perceptions that others may have about you don't always correspond to what you are, it is nevertheless important for you to be aware of them.*

*This page informs you of the potential differences between these two perceptions.*

**Under normal circumstances, you perceive yourself as rather :**

- ▲ Motivating
- ▲ Positive
- ▲ Innovative
- ▲ Intuitive
- ▲ Charismatic
- ▲ Dynamic

**In a more or less stressful situation, others may also perceive you as rather :**

- ▼ Elusive
- ▼ Utopian
- ▼ Impulsive
- ▼ Indiscrete
- ▼ Unstable
- ▼ Narcissistic



## ***The Do's to better interact with you***

This section describes what should be done to better interact with you, in a descending order.

***We recommend that you show this to people around you and especially to those with whom you have difficulties communicating.***

### **The person you interact with should :**

- Be direct and forceful
- Justify her actions through conclusive results
- Not hesitate in confronting you: you like that
- Get to the point
- Not hesitate to switch from one activity to another even though it may seem inconsistent
- Not lose any time
- Support your opinions, your ideas and your dreams
- Allow you to express yourself. You love that
- Recognize your uniqueness
- Allow a lot of time for pleasure
- Recognize and share your strong enthusiasm
- Discuss in the event of a disagreement
- Move forward without formalities



## *The Don'ts to better interact with you*

This section describes what shouldn't be done to better interact with you, in a descending order.

***We recommend that you show this to people around you and especially to those with whom you have difficulties communicating.***

### **The person you interact with should avoid :**

- Trusting chance or blame bad luck for her failures: "where there's a will, there's a way"
- Beating around the bush
- Imposing her decision on you
- Lacking assertiveness: you need an interlocutor of your calibre
- Causing you problems, not solutions
- Trying to establish a personal relationship
- Showing a sincere interest in you, which makes you uncomfortable
- Getting emotionally involved
- Having a slow and monotonous rhythm
- To suffocate and trap you in rules
- To be brief, cold, and uptight
- To be condescending
- To let himself/herself be caught up by your liveliness
- To be pessimistic
- Bringing up rules to justify his/her actions and results
- Analyzing in details

## Keys to motivating

People succeed better when they can express their abilities in an environment which gives them the potential to do so.

***Please check, in a descending order, if this is the case, as this will help you to better understand how to succeed, but also confront the difficulties with which you may have to deal.***

### Marie wishes :

- ♥ Demanding challenges that stimulate her, especially if they seem difficult or impossible
- ♥ Missions that allow her to carry out her desire to manage and energetically make decisions
- ♥ To be thought of as the person in charge
- ♥ Evaluations measured on her results
- ♥ To suppress controls that impede her action
- ♥ A wide range of tasks
- ♥ To be free from routine tasks and follow-up
- ♥ More time in the day
- ♥ Activities outside of work so that she doesn't experience any downtime
- ♥ An environment that is very conducive to pleasure
- ♥ Social recognition and public acknowledgment that validates her dreams and desires
- ♥ Conditions that allow her wide liberty of expression
- ♥ Exciting projects
- ♥ Unusual projects
- ♥ No micro-managing or strict controls

## Keys to managing

This section introduces some elements, in a descending order, to help you give the best of yourself thanks to an adapted way of managing.

***Talk about this with your manager so that he/she may be able to adapt his/her way of managing you.***

### Marie needs :

- To negotiate a one-on-one commitment
- To be reprimanded when she breaks a rule
- To identify herself with those who win at all costs
- To exercise her power knowing that her controlling side may make people less effective
- More harmony in her everyday life
- Vacations or periods of decreased activity
- A budget to establish her purchasing priorities
- A strong personal recognition
- An atmosphere in which she can shine
- A framework that respects but also controls her optimistic spontaneity
- A tolerant boss
- Freedom to create new projects
- Help with the details

## Your areas for improvement

You will find below some suggestions, in a descending order, on how to improve yourself concerning your Natural Style.

***Don't take into consideration the order of proposal of these suggestions. Here again, this profile is your Profile. It takes into account different parts of yourself which can sometimes be in opposition. These are more or less still present according to the personal development you have already done concerning yourself.***

***Choose one, two, or three of these recommendations and create an action plan to help you to follow them.***

### Marie may tend :

- To be reluctant to work in a team unless she is the leader
- To bypass authority and prerogatives
- To adopt a demanding behaviour which creates competition and fear
- To have an explosive temper and no patience for negotiation
- To suffer potential family or health problems because of her hectic pace
- Always juggling too many things at once
- Not to finish her projects because she keeps adding new ones
- To be inconsistent because of multiple stops and starts, and changes in course
- To look too much for personal recognition by using her convivial nature
- To be so outgoing that she can seem overbearing and superficial
- To be so spontaneous and optimistic that she can seem unrealistic
- To have trouble organizing and managing her time
- Not to give enough importance to the element of thought
- Not to comply enough when it's necessary
- Not to be well organized

## Indicators

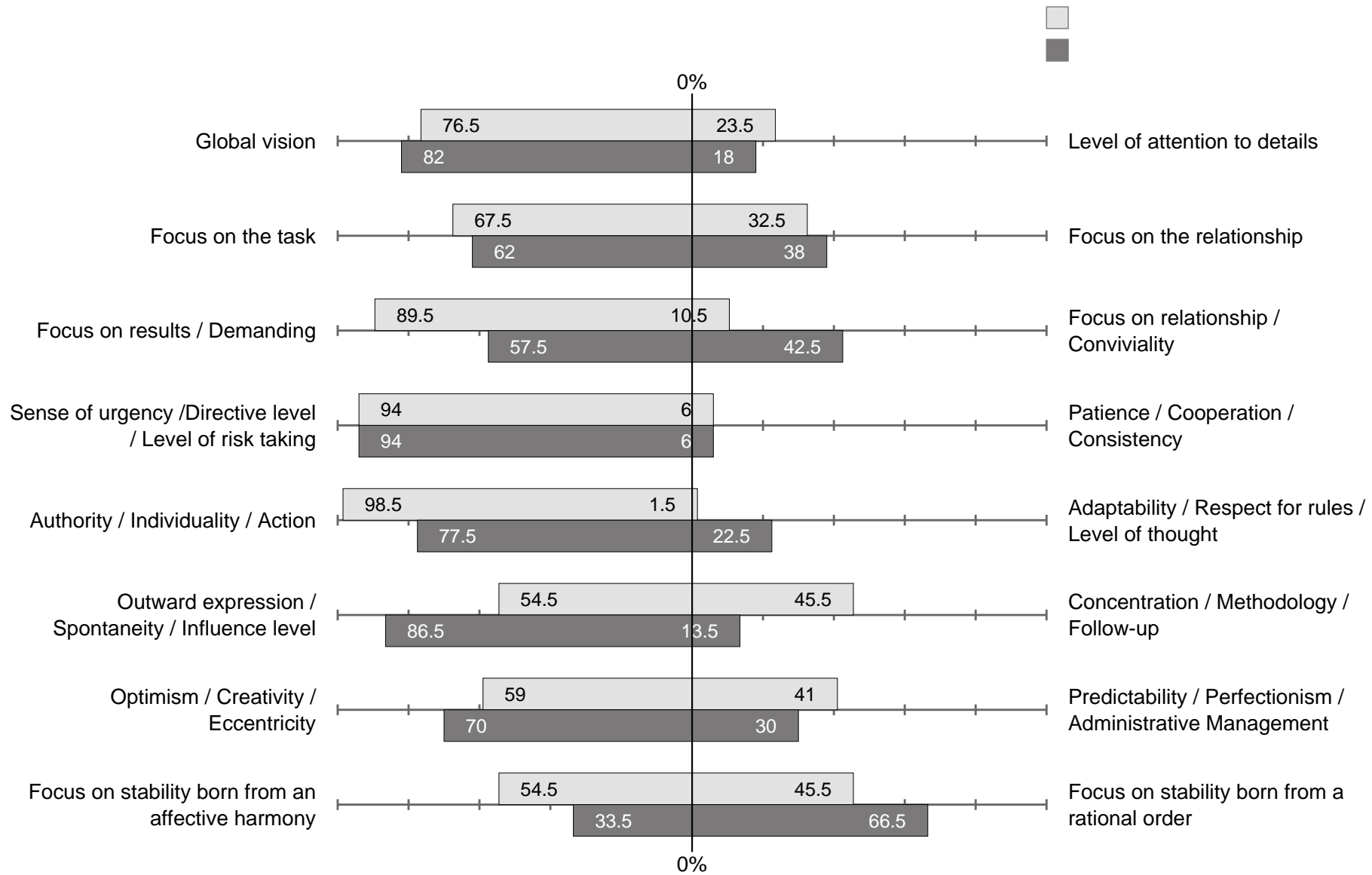
*This page is designed to summarize and simplify this job profile into 16 indicators, compared 2 by 2, which don't measure the intensity of the colours, as it is the case with the graphs, but the ratio existing between them.*

These indicators are represented as percentages of ratios from 0 to 100 on two graduated scales corresponding to the Natural and Adapted Styles. These are :

- Global vision
- Level of attention to details
- Focus on the task
- Focus on the relationship
- Focus on results/Demanding
- Focus on relationship/Conviviality
- Sense of urgency/Directive level/Level of risk taking
- Patience/Cooperation/Consistency
- Authority/Individuality/Action
- Adaptability/Respect for rules/Level of thought
- Outward expression/Spontaneity/Influence level
- Concentration/Methodology/Follow-up
- Optimism/Creativity/Eccentricity
- Predictability/Perfectionism/Administrative Management
- Focus on stability born from an affective harmony
- Focus on stability born from a rational order

***So you can quickly view your strengths and your weaknesses in compensation.***

Here again, there are no good or bad indicators, just a visual and quantifiable representation of the dynamics existing between each one of the two poles concerning your natural and adapted styles.



Indicators

## *Marie, in her practice of Interactive Sale*

*One of the key to succeed in sales is the ability to: organize your sectors of responsibility, prepare meetings with clients, listen in order to understand the client's needs, submit an offer that responds to those needs, make your case, respond to objections, close the deal and, finally, to follow up. The four colours are represented in this.*

Another key to succeed in sales is to be able to adjust the 3 following components: yourself as a person, others as individuals and the current situation. The situation includes objective data such as context, company and time.

The risk for the salesperson is to simplify this complexity and leave aside one of the components mentioned above: oneself, others or the current situation. It is easier, but also straightforward, to juggle two balls instead of three.

**This module details, in descending order, for each one, the generic items followed by the strengths then the risks corresponding to your Natural Style and to your Adapted Style.**

It analyzes them in the following steps of the sale: preparation and organization, human relationship, listening, understanding of the needs, argumentation, answer to objections, closing and follow-up.

It also takes into account diverse aspects of yourself, which may sometimes be in opposition or in contradiction, but which represent advantages as well as potential difficulties.

It also describes how you are perceived by the others which may vary from reality because these are only perceptions. However, it is important for you to be aware of these perceptions.

- Is very comfortable selling in any situation or under pressure.
  - Needs to be in charge of sectors and products that are challenging.
  - For her, selling is a way to continually measure herself with others but also with herself. She knows that contracts are signed because of her selling abilities.
  - Is always looking for new opportunities to sell with creativity and innovation.
  - Looks for new contacts and likes to establish new territories.
  - Needs to handle different kinds of sales at the same time.
  - Sells with a global method by easily jumping from one sales step to another.
  - Doesn't have a conventional and structured approach to sales.
- ▲ Knows how to close a deal because she knows she is able to sell anything despite the risk of not responding to the clients' need.
- ▲ Is clear, precise and straightforward because she doesn't like wasting time.
- ▲ Is not afraid to produce the order form and the pen to help the client or prospect sign it. It is the moment she appreciates most in the sales cycle because she loves winning.
- ▲ Comfortable in any situation and always knowing how to land on her feet, she tends to ignore the importance of preparing a sales meeting.
- ▲ Gives a strong impression of self-confidence which put her clients' mind at ease.
- ▲ Manipulates the objections by playing things down. Some clients/prospects may dislike this



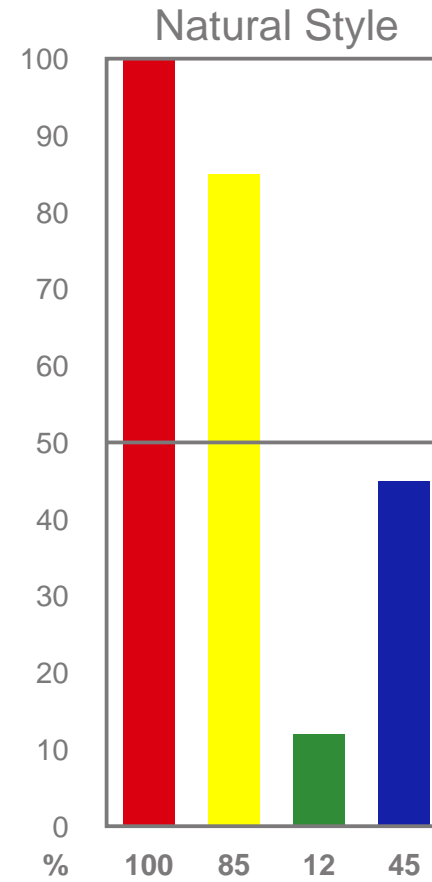
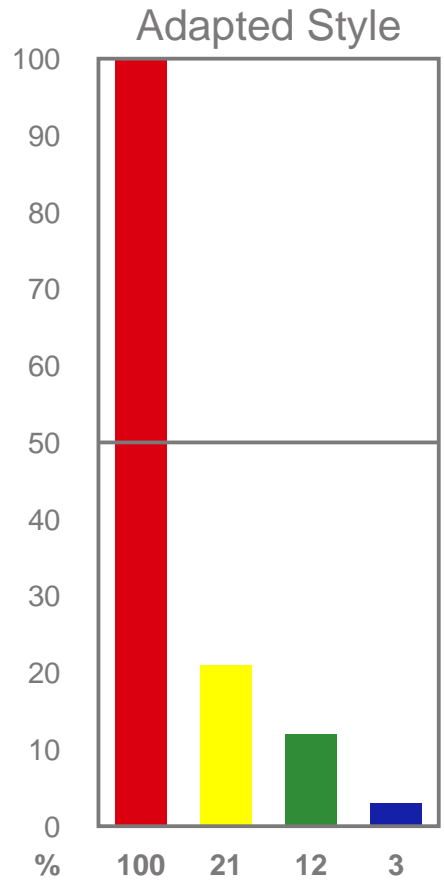
behaviour by finding her superficial.

- ▲ Knows how to influence her prospects/clients in order to make them buy her products or services.
- ▲ Her clients likes her great responsiveness to problem solving.
- ▲ Is at ease in selling unique products and services.
- ▼ Some clients or prospects may perceive her fast pace and the high value she places on time as a lack of attention and listening skills which may prevent her to respond to their needs.
- ▼ Sees objections as challenges but can be defensive or may overreact to certain objections because she is uncomfortable when confronted.
- ▼ Responds to objections without clearly understanding that these objections could be excuses for prospects/clients not to sign the contract because they are afraid of her.
- ▼ May be perceived as a "cowboy" because she tends to focus more on herself or the situation rather than others. When this is the case, her potential clients may consider her as a salesperson who is looking out more for personal and company interests rather than their own.
- ▼ Risks focusing on new clients/prospects because the follow-up seems to her boring and monotonous if it doesn't bring rewarding results.
- ▼ Underestimates the importance of sales documentation because she tends to forget or underuse them by relying on her improvisational and verbal abilities.
- ▼ Because of her verbal and relational abilities, she may be a poor listener and tend to talk too much about herself or her products.

- ▼ Is able to captivate the client to adhere to her vision, but some clients may need more facts and less words.
- ▼ Sells even better when enthusiastic about what she is selling. Communicates with enthusiasm despite the risk of bothering her clients or prospects and being considered as not serious.
- ▼ May be perceived as a "charming person" because she tends to focus more on others and herself rather than the situation. When this is the case, her manager may consider this behaviour as friendly but also as a source of problems because she focuses too much on the relationship and not enough on the company terms (discounts, deadlines, products descriptions, etc..).
- ▼ Tends to act in the same way whether a meeting lasts ten minutes or one hour, because for her, time is not important and flexible.
- ▼ May commit to unrealistic deadlines or discounts which would have to be renegotiated after the deal is closed, which may affect her credibility.
- ▼ May underestimate the importance of writing and submitting reports according to deadlines in order to implement relevant statistics and strong ratios.

- Is very comfortable selling in any situation or under pressure.
  - Needs to be in charge of sectors and products that are challenging.
  - For her, selling is a way to continually measure herself with others but also with herself. She knows that contracts are signed because of her selling abilities.
  - Is always looking for new opportunities to sell with creativity and innovation.
  - Has a logical and factual approach to sales.
  - Needs to handle different kinds of sales at the same time.
  - Sells with a global method by easily jumping from one sales step to another.
  - Has a very unconventional and unstructured approach to sales.
- ▲ Knows how to close a deal because she knows she is able to sell anything despite the risk of not responding to the clients' need.
- ▲ Is clear, precise and straightforward because she doesn't like wasting time.
- ▲ Is not afraid to produce the order form and the pen to help the client or prospect sign it. It is the moment she appreciates most in the sales cycle because she loves winning.
- ▲ Doesn't look to influence others, but rather presents facts in a logical way which will help her influence herself.
- ▲ Exhibits few emotions, which may make her appear serious and credible, which reassures her clients/prospects but for some, may bore them.

- ▲ Her clients likes her great responsiveness to problem solving.
- ▲ Is particularly at ease in selling unique products and services.
- ▼ Some clients or prospects may perceive her fast pace and the high value she places on time as a lack of attention and listening skills which may prevent her to respond to their needs.
- ▼ Sees objections as challenges but can be defensive or may overreact to certain objections because she is uncomfortable when confronted.
- ▼ Responds to objections without clearly understanding that these objections could be excuses for prospects/clients not to sign the contract because they are afraid of her.
- ▼ May be perceived as a "cowboy" because she tends to focus more on herself or the situation rather than others. When this is the case, her potential clients may consider her as a salesperson who is looking out more for personal and company interests rather than their own.
- ▼ Risks focusing on new clients/prospects because the follow-up seems to her boring and monotonous if it doesn't bring rewarding results.
- ▼ Doesn't take into account the importance of writing and submitting reports according to deadlines in order to implement relevant statistics and strong ratios.

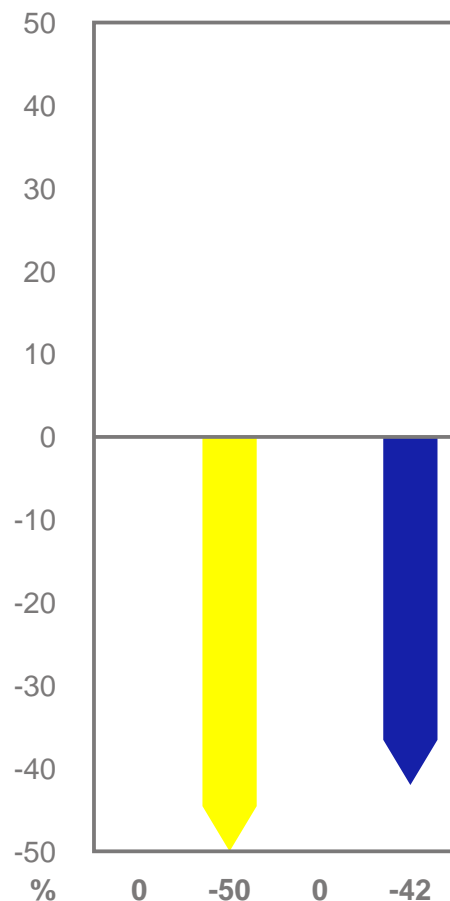


Your Colours

## Comparison between your Natural Style and your Adapted Style

This section gives you the opportunity to discover, analyze and understand the differences that may exist between your Natural Style, which describes who you are, and your Adapted Style, which is how you may appear. **It helps you to become aware of the tension that may arise in a gap between your two styles, and to understand if your ability to adapt is :**

- **rather a conscious strategy to win because the environment is asking you to do so,**
- **rather a survival strategy which you are more subjected to and less aware of because the environment doesn't give you the choice, which may reveal a more or less intense discomfort.**



### General meaning of the Colors that increase (unlike those that decrease)

**Red** : more demanding with oneself and others, result oriented, aggressive and interventionist

**Yellow** : more expansive, friendly, relational and spontaneous

**Green** : more cooperative, orderly, focused, consistent, stable, coherent, nuanced and patient

**Blue** : more focused on the rules and procedures, perfectionist, precise, providing and thoughtful

### General meaning of the Colors that decrease (unlike those that increase)

**Red** : more accommodating, attentive and peaceful

**Yellow** : more incisive, factual, logical, solitary, reserved and controlled

**Green** : more effervescent, fast and multi-tasking

**Blue** : more fearless, innovative and independent

## Your Styles on the AeC Wheel

Each person is unique. The AeC Method is based on William Moulton Marston's research and work, "Emotions of Normal People" published in 1928, of Carl Gustav Jung's "Psychological Types" published in 1921 and of Eduard Spranger's « Types of men » published in 1928.

**William Moulton Marston** bases his theories on four main characteristics: Dominance, Inducement, Steadiness and Compliance linked with the four colours Red, Yellow, Green and Blue.

**Carl Gustav Jung** defines two attitudes (introversion and extraversion) and four functions (thinking, feeling, sensation and intuition), identifying eight distinctive types.

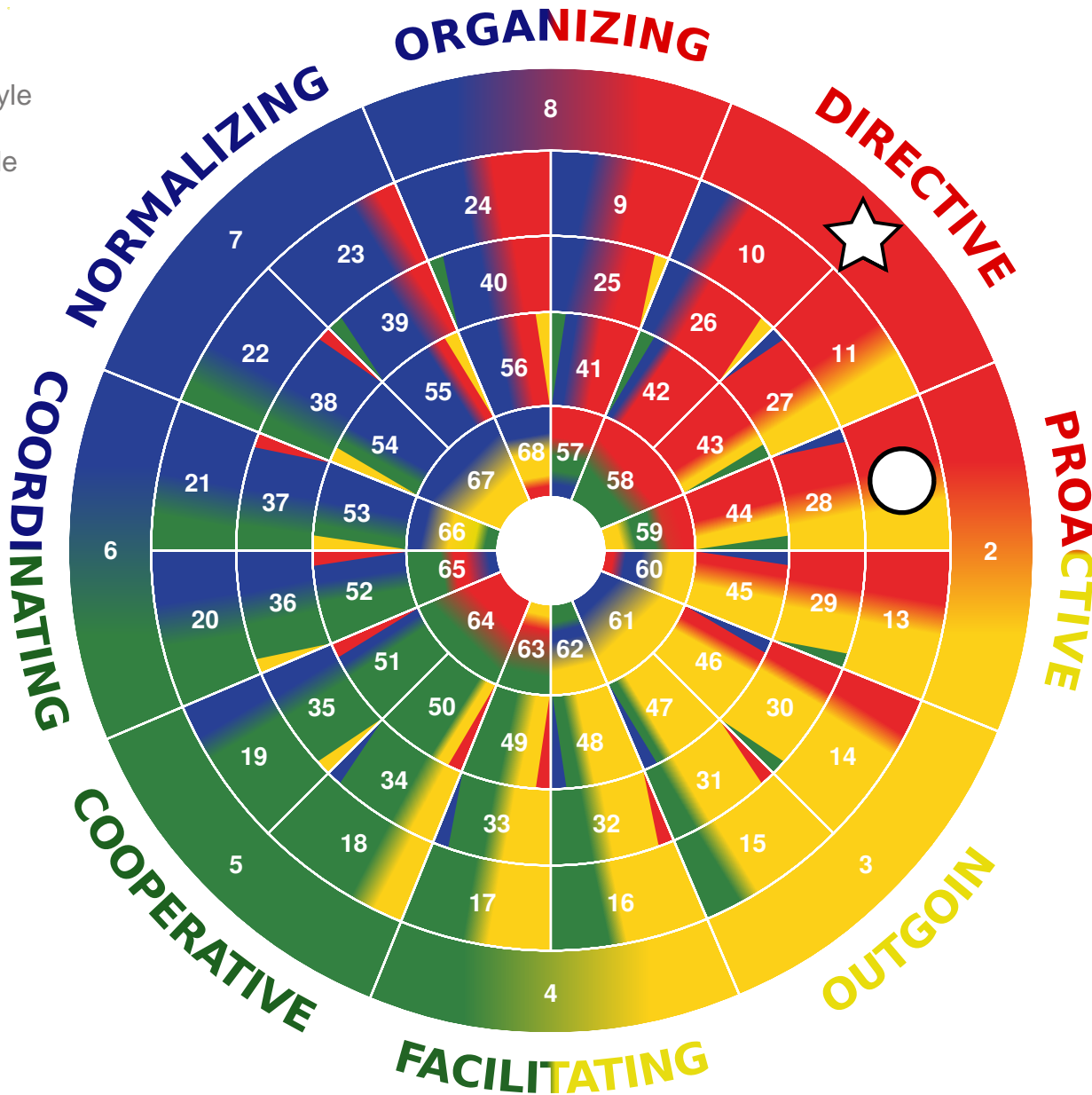
The AeC Wheel is a visual presentation of 68 main combinations of these four colours based on their differences in intensity and grouped according to the eight different types, concerning your natural style and your adapted style. **It only takes into consideration the intensities above 50% and cannot be dissociated from the graphs.**

Your **Styles** on the AeC Wheel :

Adapted Style : **Directive** position 1

Natural Style : **Proactive** position 12

- ☆ Your Adapted Style
- Your Natural Style



Your Position on the Wheel



## The Values which moderate the Colours

*The Values are not observable. They inform us of our deep Motivations. They trigger the "Why" in how we act in a certain way rather than another way expressed by behaviour. This one is about "How" we really act in a certain way. They qualify the colours linked with behaviour and give you a wider and global view of your Profile.*

The **Theoretical** Motivation concerns the search, understanding and systematization of objective truth with intellectual knowledge.

The **Aesthetic** Motivation gives priority to subjective feeling at the expense of objective rationality. It concerns the capacity to feel the outer and/or inner beauty, literally specified as being the contrary of anaesthesia.

The **Economical** Motivation concerns the search for usefulness, profitability and return on investment.

The **Altruistic** Motivation concerns the selfless action in order to help others.

The **Individualistic** Motivation concerns the search for power and for control of one's own life.

The **Traditional** Motivation concerns all persons having a strong system of beliefs, values and universal principles above them. It situates the individual in a framework tested by time and which is beyond him.

They correspond to universal Values found in philosophy: Truth, Beauty, Usefulness, Love, Power and Unity. These deep Motivations can be opposed and analysed two by two: Theoretical – Aesthetic, Economical– Altruistic, Individualistic – Traditional. You will find on the following page these six Values developed by **Eduard Spranger** with, in which concerns yourself, their degree of intensity for each one taken apart as well as the representation, in the form of indicators, of these three pairs of values.

**In the same way there are not good and bad Colours, there are not good and bad Motivations. Money is needed to help people and to keep the meaning of the economic reality. Aestheticism needs a rational counterbalance which gives it a structure and Individualism is necessary to be able to enter the service of principles and organizations that are beyond itself. Each Motivation has its strengths and its weaknesses.**

**A medium Theoretical Motivation :**

- ☆ Loves to gain knowledge in her areas of interest
- ☆ Enjoys reading and documenting
- ☆ Has a need to learn and tends to ask questions to satisfy her need to understand
- ☆ Respects the proven rational theories
- ☆ Is curious in the areas in which she is interested

**A low Aesthetic Motivation :**

- ☆ Has a tendency to rely and trust in objectivity mainly
- ☆ Prefers to rely on reality, facts and tested knowledge
- ☆ May tend to avoid giving importance to her intuition and feelings

**A high Economical Motivation :**

- ☆ Tries to find utility and return on investment in all areas
- ☆ Has an excellent business sense
- ☆ Is very practical
- ☆ Does not lose her money or time
- ☆ Makes money with great ease

- ☆ Greatly appreciates the capitalization of all her resources to create results

**A low Altruistic Motivation :**

- ☆ May tend to have emotional distance and detachment concerning the well-being of others
- ☆ Has the ability to dissociate the human factor

**A high Individualistic Motivation :**

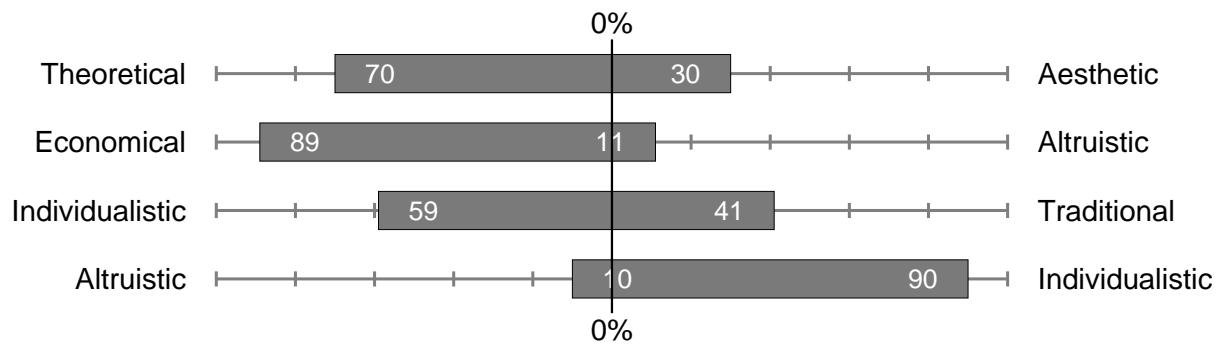
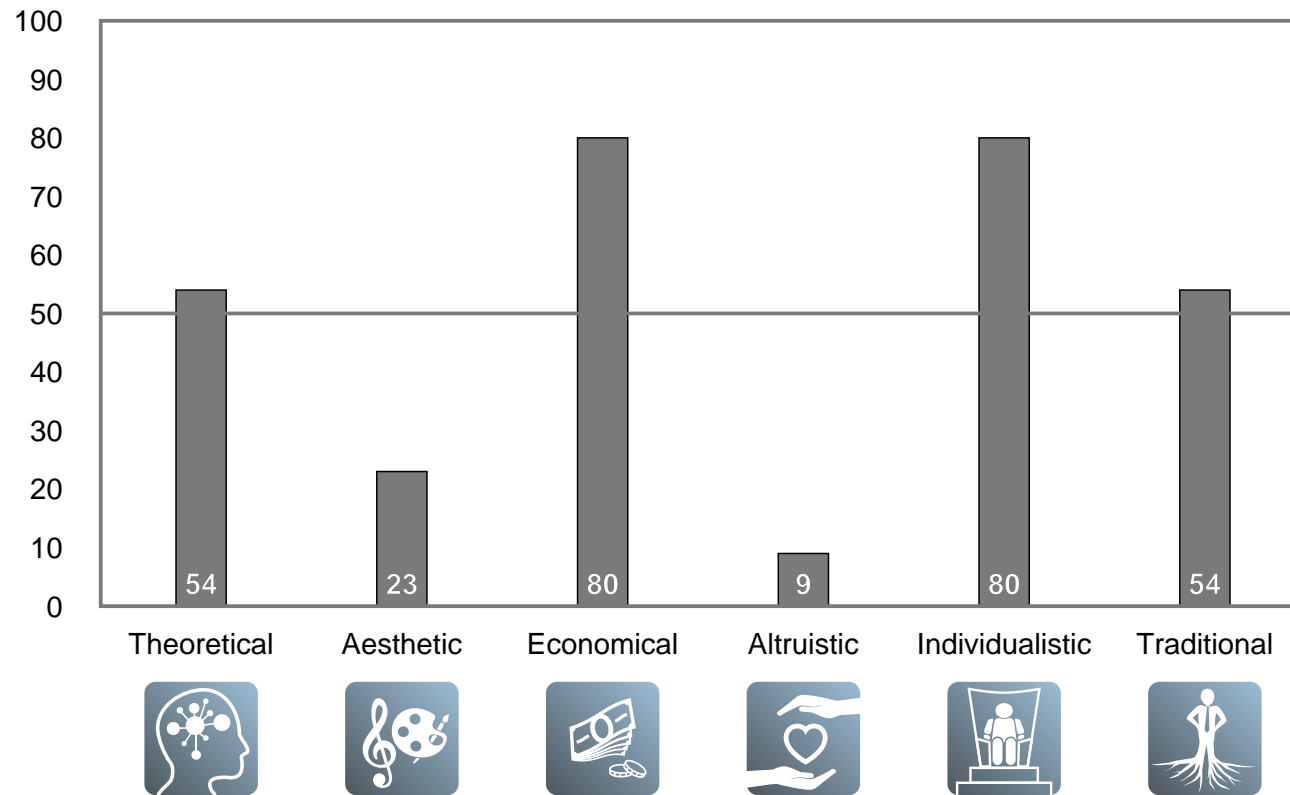
- ☆ Yearns for power and control over herself, life and others
- ☆ Aspires to a high status
- ☆ Appreciates being recognized for what she is
- ☆ Has a great need for autonomy and independence
- ☆ Can be considered self-educated
- ☆ Constantly seeking to advance and make evolve her position
- ☆ Has a natural leadership which she likes to exercise
- ☆ Has a need to differentiate herself and feel unique
- ☆ May have difficulty accepting authority if it is not justified in her eyes

**A medium Traditional Motivation :**

- ☆ Lends importance to her value system, which has a definite influence on her life

- ☆ May react if her beliefs and principles are not respected by others
- ☆ Has a certain openness to the belief systems of others

- ☆ Analyzes opportunities
- ☆ Uses her knowledge strategically
- ☆ Seeks to acquire knowledge in order to advance her personal and professional life
- ☆ Is rather suspicious of subjectivity and more focused on achieving concrete results based on a realistic objective
- ☆ Can be comfortable in disharmonious situations if she is required to obtain results
- ☆ Searches objectively for ways to advance her position and status
- ☆ May go beyond harmony in order to gain more power
- ☆ Distances herself easily from the feelings of others and has a great ability to keep her cool, especially in business situations and negotiations
- ☆ Seeks recognition through the ambitious results she achieves
- ☆ Enjoys the power attained through the physical assets acquired by her performance
- ☆ Has a great ability to succeed materialistically thanks to winning strategies for success
- ☆ Has a great need of financial freedom to satisfy her need for autonomy and independence
- ☆ Achieves results that are in alignment with her value system
- ☆ She, as a person, is at the forefront in her life
- ☆ Can easily exercise her power and leadership while keeping distance from the emotions and feelings of others
- ☆ Needs to be in control of her life while letting her principles and values have some influence on it



Your Values