

Passions and Priorities

Consciously or unconsciously, every decision or course of action we take is based on our beliefs, attitudes and values.

- *Motivators account for our way of seeing the world.*
- *Values direct our actions and offer stimuli for behavior.*

What do you value?

What do your prospects value?

Effective interpersonal skills depend on your ability to understand what motivates behaviors.

*"You may be an outstanding communicator, but your endorsement with others will be shallow and weak if you don't understand **what is in it for them.**"*

People are motivated and people do things for their reasons, not yours.

"The seminar you presented was not only a lot of fun, but incredibly informative as well. We certainly gained an understanding of how others react to activities in the work environment and what motivates them. We look forward to using our new knowledge to strengthen our team and to promote stronger relationships with our clients."

"The information Data Dome, Inc. provided us was amazing. We have used this information to analyze our strengths but more importantly our weaknesses. I am confident that because of Art's seminar we have a more professional and productive group of account executives. I would not hesitate to recommend the Data Dome seminar to any business. It was concise, informative and extremely entertaining."

- Over 4,000 BellSouth sales managers and employees
- Over 400 Atlanta Gift Mart sales managers and sales reps
- Over 400 Transamerica Asset Management national salesforce
- Over 300 Hewlett Packard VPs, sales managers, and employees
- And over 7,000 other managers and employees from over 100 companies



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DATA DOME INC.

1050 Lindridge Drive NE
Atlanta, GA 30324
Tel: 404-814-0739
Fax: 404-262-2607
E-mail: service@datadome.com

Understanding Passions & Priorities for Sales Professionals

Motivational Sales Insights

Personal Interests, Attitudes, and Values



*Maximizing Individual and
Corporate Potential*

<http://www.datadome.com>

SALES PASSIONS AND PRIORITIES

Relationship Selling

OBJECTIVE

To build on the knowledge of DISC behavioral styles by understanding the effects of values — passions and priorities — on the selling process. You will learn how you can adjust your selling style to the priorities that impel action for others.

The Motivational Insights report allows individuals to understand how their own prioritized values affect choices and provide purpose and direction in their lives just as in those of their prospects. When combined with the behavioral assessment, the picture of the individual is complete - both **HOW** he or she will behave and **WHY** - the values and motivational drivers behind his or her actions.

Understanding the interrelatedness of behavioral style and values allows the salesperson to adjust their selling style to that of the prospect. If you know how to find out what is most valued, you know how to motivate. It is critical for the salesperson to understand the characteristics and limitations of each.

- **Theoretical**
- **Utilitarian/Economic**
- **Aesthetic**
- **Social**
- **Individualistic/Political**
- **Traditional/Regulatory**

The Motivational Insights Values Report is included. *Prior to attending the seminar, attendees will receive, via email, instructions to complete the online assessment.*

What is **MOST VALUED?**

PRIORITIES IMPEL ACTION!

What **TAKES PRIORITY?**

KNOWLEDGE



MONEY



HARMONY



EMPATHY



POWER



RULES & REGULATIONS



HIDDEN MOTIVATORS

Values help to initiate one's behavior, and are sometimes called the **hidden motivators** because they are not always readily observed.

The seminar will illuminate these motivating factors and attitudes, developing your strategies to take into account the driving forces that feed into your communications and selling.

DID YOU KNOW...

Values interact with one another?

Most of our studies show that two or three values will be dominant and impel action. The very lack of importance of particular values can be significant in itself, since it shows the relative priority of the dominant motivations.

Values can and do change over a period of time?

Some values eclipse others as needs and wants are satisfied. Values are also affected by interactions with family, friends, teachers, religious issues, geographic location, the media, leaders, and so on.

Compare your passions to the national norms. Passionate? Mainstream?

The seminar addresses each of the values and gives descriptors of actions and initiatives you might expect to see exhibited from the person based on the value—and how to adjust your sales strategy to meet those passions and priorities.