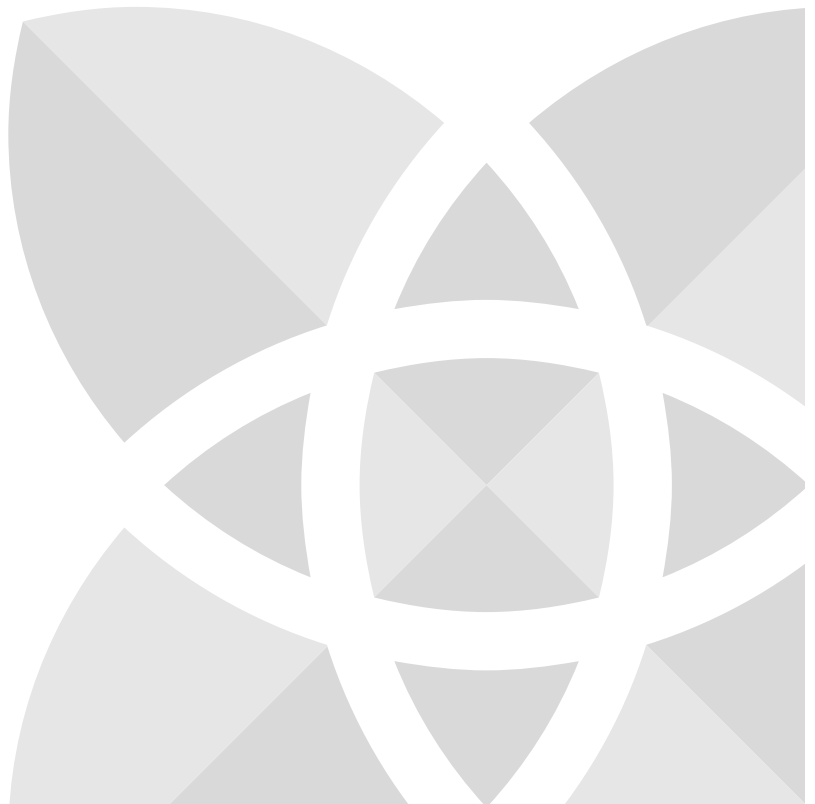


Individual Report



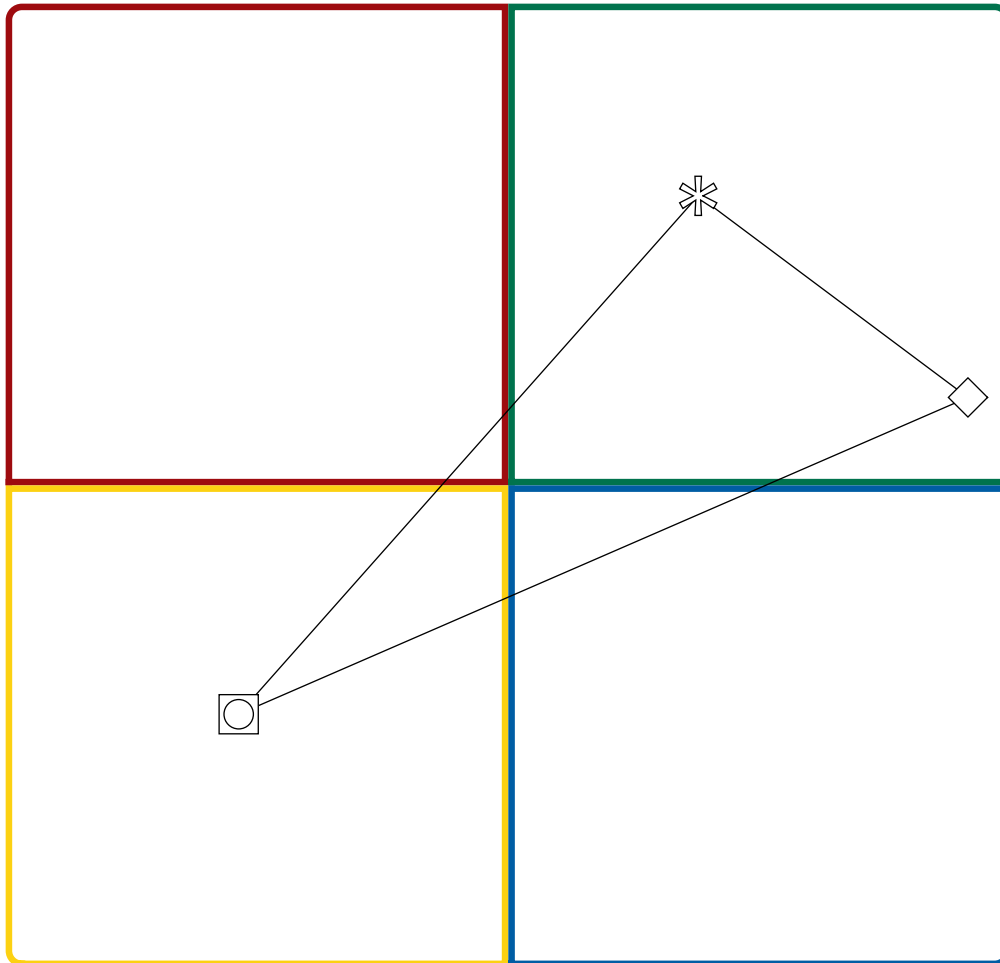
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JOHN Q. PUBLIC

Date Printed
22 April 2014



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This is your **Business Development Grid Report** - the key to **increasing your personal business development effectiveness!** Your Report tells you what you like about business development, your usual style, your needs, and what can happen to you under stress. Use this information to **refine your personal skills, strengthen relationships with clients and build greater team effectiveness.**

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Page 1: What People Enjoy About Business Development

The Asterisk describes what people enjoy about business development. While it is always good to acquire new business, people tend to enjoy different aspects of the process.

<p>People with Asterisks in this quadrant like to focus on:</p> <ul style="list-style-type: none">• the tangible benefits of developing business• bringing a meeting to a quick close• demonstrating short-term advantages	<p>People with Asterisks in this quadrant like to focus on:</p> <ul style="list-style-type: none">• the client/company• developing a relationship with the client/company• persuading others to their point of view• directing the meeting
<p>People with Asterisks in this quadrant like to focus on:</p> <ul style="list-style-type: none">• putting numbers to the deal• showing measurable, predictable results• showing quantifiable benefits	<p>People with Asterisks in this quadrant like to focus on:</p> <ul style="list-style-type: none">• selling ideas or concepts• planning for new business opportunities• focusing on long-term benefits

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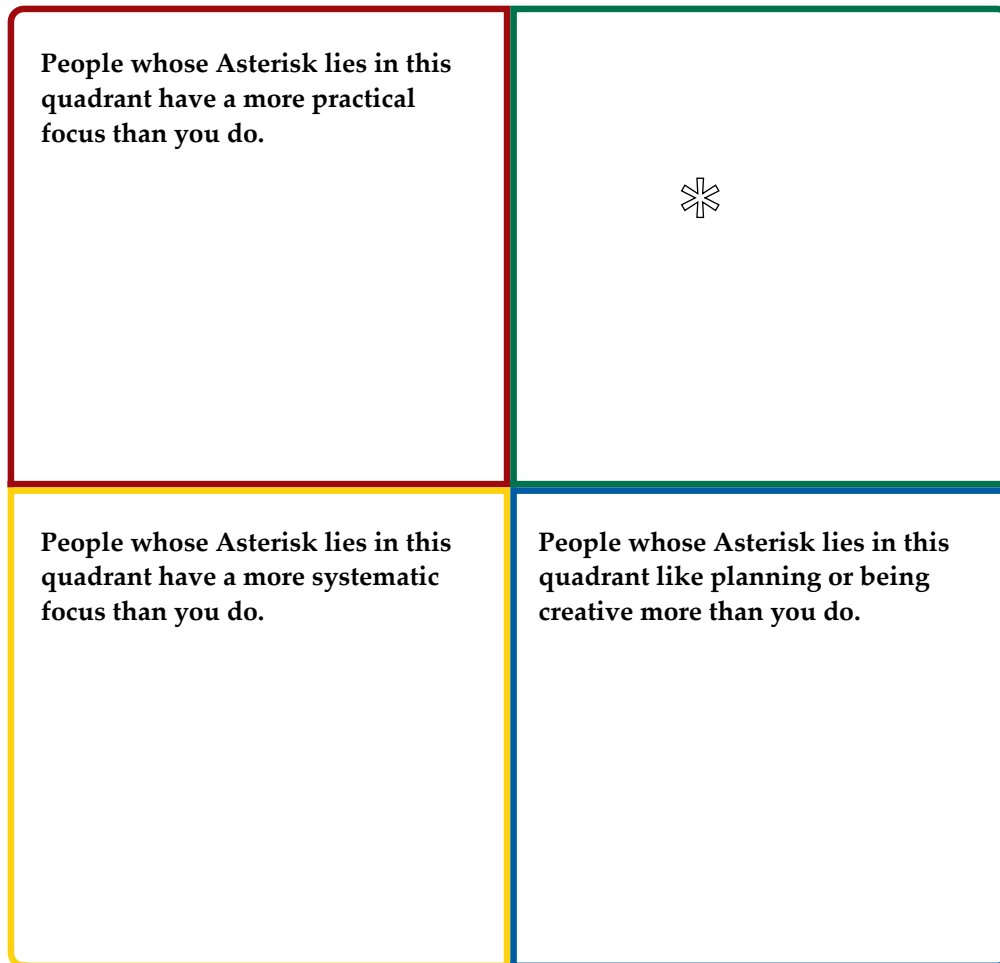
Although the "typical" person in business development has a Green Asterisk, Red, Yellow and Blue Asterisks can be just as effective.

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Page 2: What You Enjoy About Business Development

The Asterisk describes what you enjoy about Business Development. Your Asterisk is in the GREEN quadrant. Your business development style has a people-oriented emphasis.



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Your GREEN Asterisk shows that you enjoy:
focusing on the prospect
developing a relationship with the client/company
persuading others to your point of view
directing the meeting
persuading the client on your services or ideas

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Page 3: Usual Business Development Styles

The Diamond is used to describe people's Usual Business Development Styles. Diamonds towards the top of the Grid describe more outgoing, forceful styles. Diamonds towards the left of the Grid describe more objective and detached styles.

<p>Usual Development Styles in this quadrant are:</p> <ul style="list-style-type: none">• at ease with strangers• direct and open with prospects• logical and objective• energetic• decisive	<p>Usual Development Styles in this quadrant are:</p> <ul style="list-style-type: none">• able to direct decisions• competitive• engaging• spontaneous• willing to take a risk
<p>Usual Development Styles in this quadrant are:</p> <ul style="list-style-type: none">• careful in controlling the meeting• concentrative• low-key• procedural• detached	<p>Usual Development Styles in this quadrant are:</p> <ul style="list-style-type: none">• insightful with prospects• optimistic about acquiring new business• thoughtful• attentive to the individual

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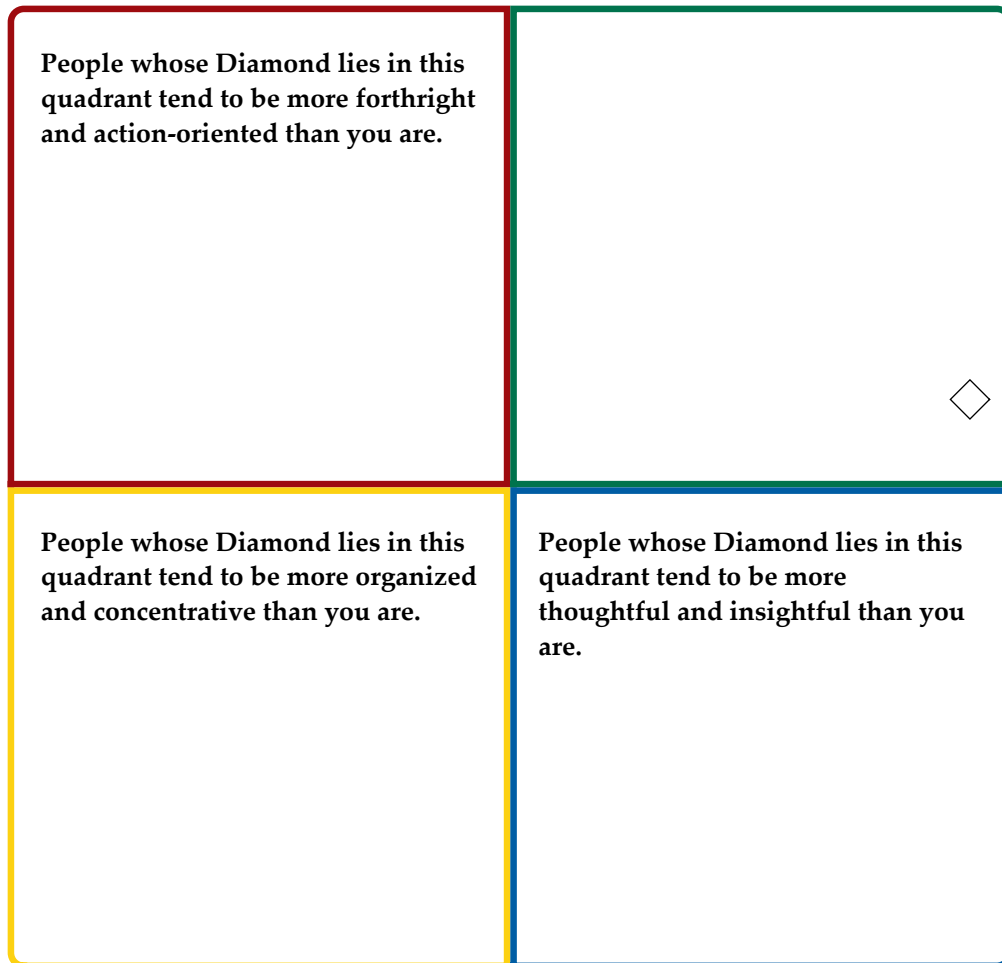
Diamonds towards the bottom of the Grid describe lower-key styles. Diamonds towards the right of the Grid describe more subjective styles.

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Page 4: Your Usual Business Development Style

Your Business Development Style is described by the Diamond. Your Diamond is in the GREEN quadrant, but it also lies fairly close to the Blue quadrant. When you are developing business effectively, you are generally persuasive and insightful.



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Your GREEN Diamond shows that you are usually:
willing to take a risk
able to direct meetings

You also tend to be:
attentive to the individual
thoughtful
optimistic about possibilities



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Page 5: Needs

The Circle describes the kind of motivation you need to develop business effectively. People with the Circle towards the top of the Grid need motivation which is forceful and outgoing. People with the Circle towards the left of the Grid respond best to motivation which is detached and objective.

<p>People with the Circle in this quadrant need motivation based on:</p> <ul style="list-style-type: none">• friendly support• plenty to do• direct, straightforward instructions• appeals to common sense• clear-cut decisions	<p>People with the Circle in this quadrant need motivation based on:</p> <ul style="list-style-type: none">• someone definite in charge• personalized incentives• a minimum of unnecessary rules• varied tasks• enthusiastic support
<p>People with the Circle in this quadrant need motivation based on:</p> <ul style="list-style-type: none">• a controlled, consistent environment• a minimum of distractions• proven procedures to follow• detailed directions• advance notice of changes	<p>People with the Circle in this quadrant need motivation based on:</p> <ul style="list-style-type: none">• genuine one-on-one appreciation• emotional support• time for complex decisions• time alone or with one or two others• control over their schedule

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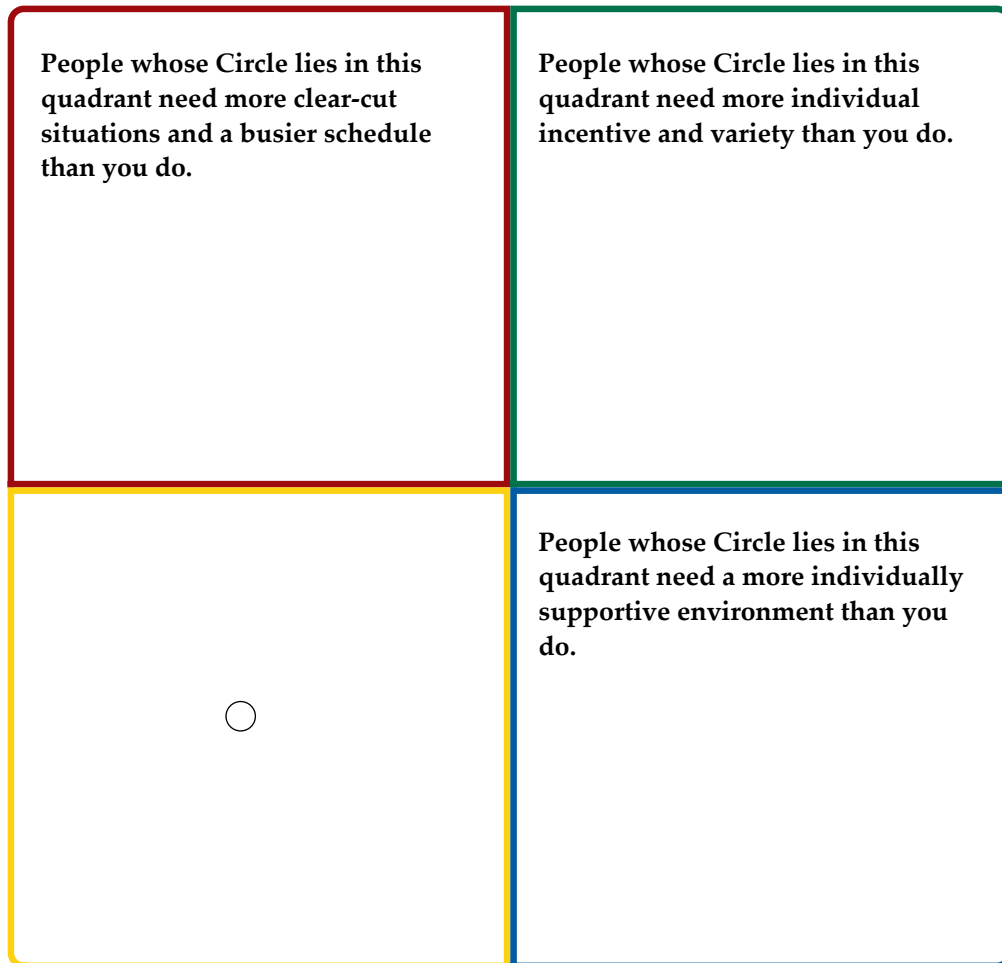
People with the Circle towards the bottom of the Grid respond best to motivation which is low-key. People with the Circle towards the right of the Grid respond best to subjective motivation.

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Page 6: Your Needs

The motivation you need to develop your most effective Business Development Style is described by the Circle. Your Circle is in the YELLOW quadrant. To develop business most effectively, you respond best to motivation which is orderly and consistent.



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Your YELLOW Circle shows that 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

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Page 7: Stress Behavior

The Square describes your Stress Behavior -- your behavior when your needs are not met. People with the Square towards the top of the Grid may become too forceful and outspoken under stress. People with the Square towards the left of the Grid may become detached and analytical under stress.

<p>Under stress people with the Square in this quadrant may become:</p> <ul style="list-style-type: none">• too "busy" to listen• insensitive• impulsive• restless	<p>Under stress people with the Square in this quadrant may become:</p> <ul style="list-style-type: none">• dominating• self-protective• easily distracted• disorganized• argumentative
<p>Under stress people with the Square in this quadrant may become:</p> <ul style="list-style-type: none">• over-controlling• resistive to change• conforming• quietly resistive• rigid	<p>Under stress people with the Square in this quadrant may become:</p> <ul style="list-style-type: none">• withdrawing• indecisive• fatigued• pessimistic• overly sensitive to rejection

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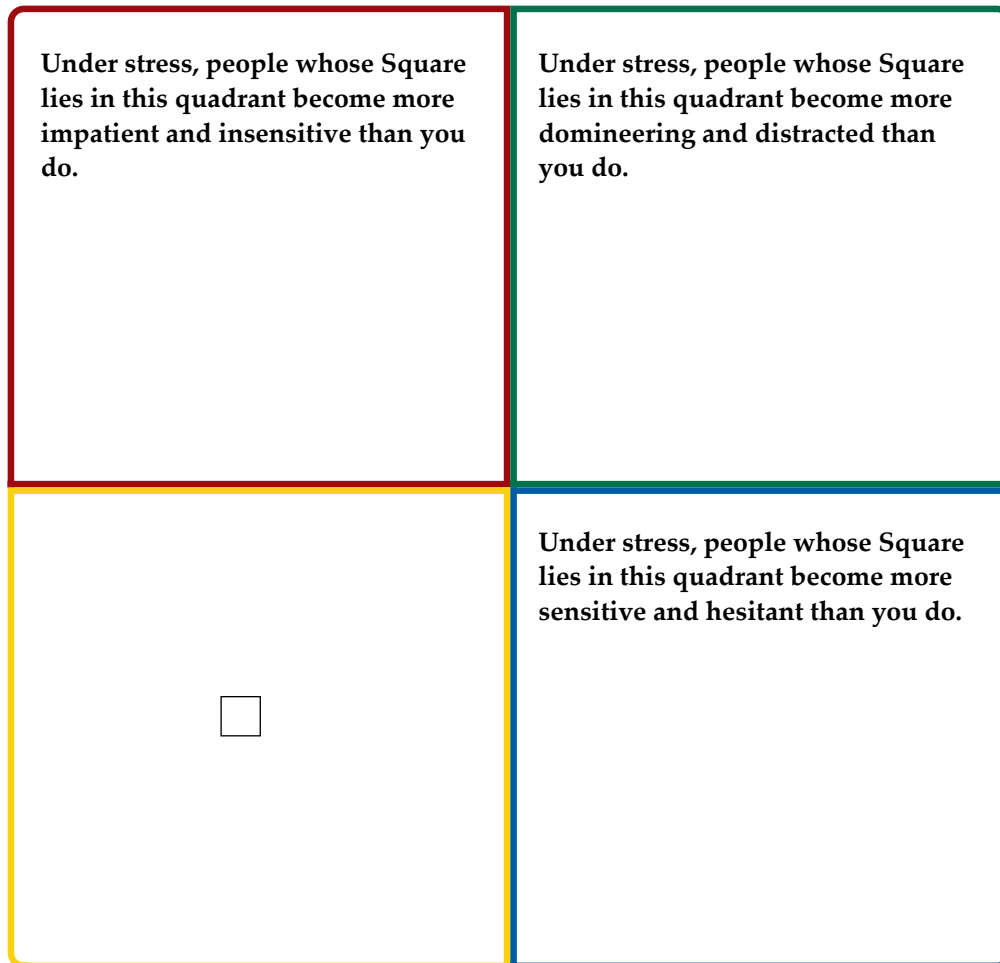
People with the Square towards the bottom of the Grid may become withdrawn under stress. People with the Square towards the right of the Grid may become subjective under stress.

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Page 8: Your Stress Behavior

Your stress behavior is described by the Square. 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.



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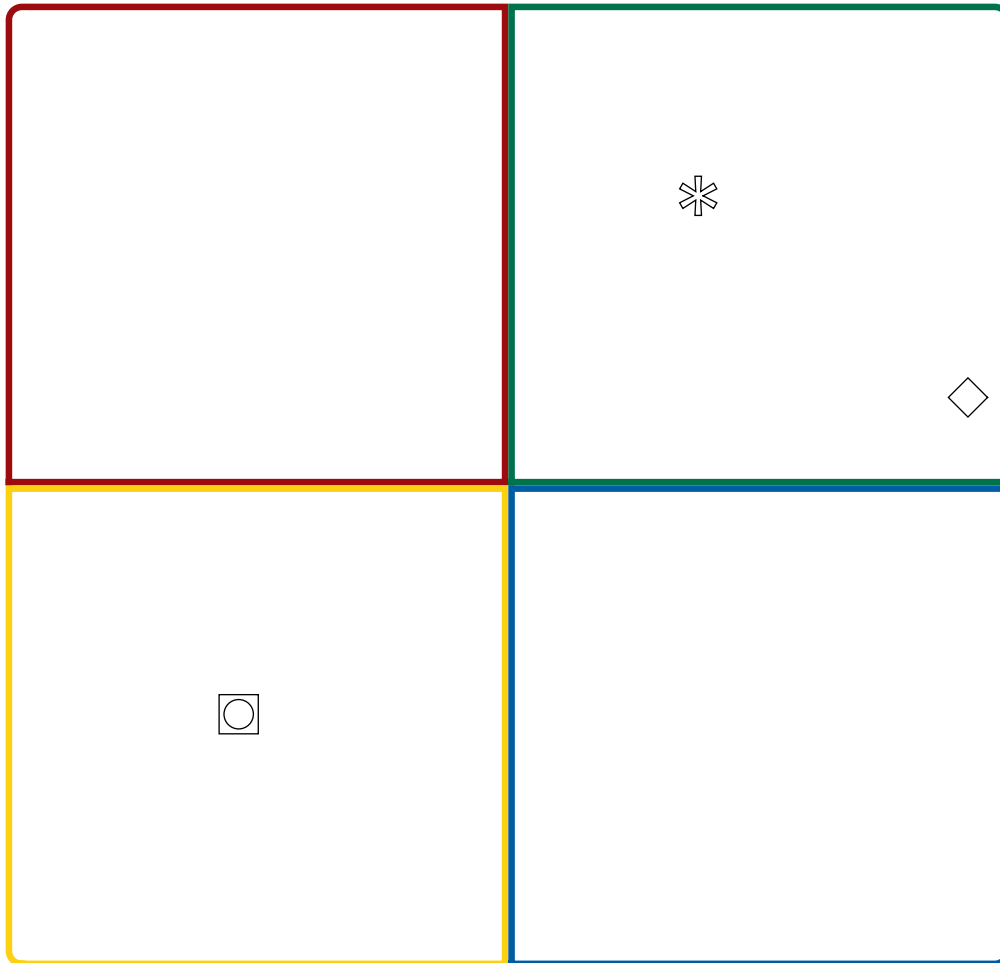
Your YELLOW Square shows that your stress behavior may include your being:
over-controlling
resistive to change
conforming
quietly resistive
rigid

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Page 9: Your Business Development Grid

This page provides a summary of the information presented in the preceding pages. The characteristics of your Asterisk, Diamond, Circle and Square are described below.



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-  **(Green):** Your business development style has a very people-oriented emphasis, focusing on persuasion.
-  **(Green):** When you are developing business effectively, you tend to be persuasive and insightful.
-  **(Yellow):** To develop business most effectively, you respond best to motivation which is orderly and consistent. Under stress, you may become inflexible and resist change.