

# C-me + Sales

## Use C-me behaviour profiling to build a strong and resilient sales team.

Understand yourself, understand your clients and understand what it takes to build a successful sales team.

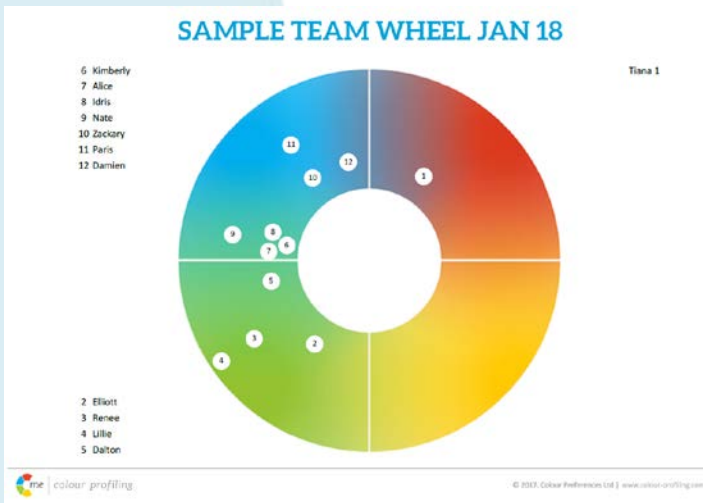
C-me allows you to introduce an accessible online profiling tool which can achieve all of this quickly. It can successfully inform talent strategy and equip your sales team to deliver sales messages more effectively. It provides the insight for you to successfully assess candidates and role fit, together with helping your existing team build client connections.

### The Sales Team

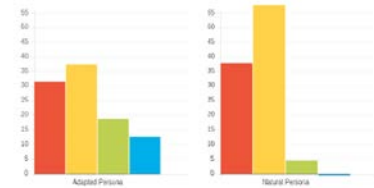
- Explore how they come together as a team though our team wheel visuals.
- Where are the clusters and the gaps? What does this mean for the team performance?
- **This is best explored in a workshop setting which can be facilitated by one of our accredited trainers.**

### Sales staff development

- Quickly build self-awareness in your sales team through **personal profile reports**.
- These map individual sales strengths and weaknesses.
- The reports can be leveraged in PDP settings into the future.



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#### YOUR PLACE ON THE WHEEL

To help show how your colour preferences fit with your colleagues, we map your position on a Colour Wheel. The closer your position is to colleagues, the more aspects of personality you have in common. The further you are from a colleague, the more you may differ in your perception of the "right" way to do things. Those on the opposite side of the wheel may be more difficult to understand.



### Measure what works

By looking at the team wheel and connecting this with current performance you may see quickly if there are colour combinations that work best in your sales environment. This can help with recruitment going forwards:

- Where does this role fit with the rest of the team?
- Do we need to increase our preference diversity or seek to replicate existing colour combinations?
- Are there any possible tensions in managing lines?

*Using profiles as a filter at recruitment is of course secondary to meeting core competencies.*

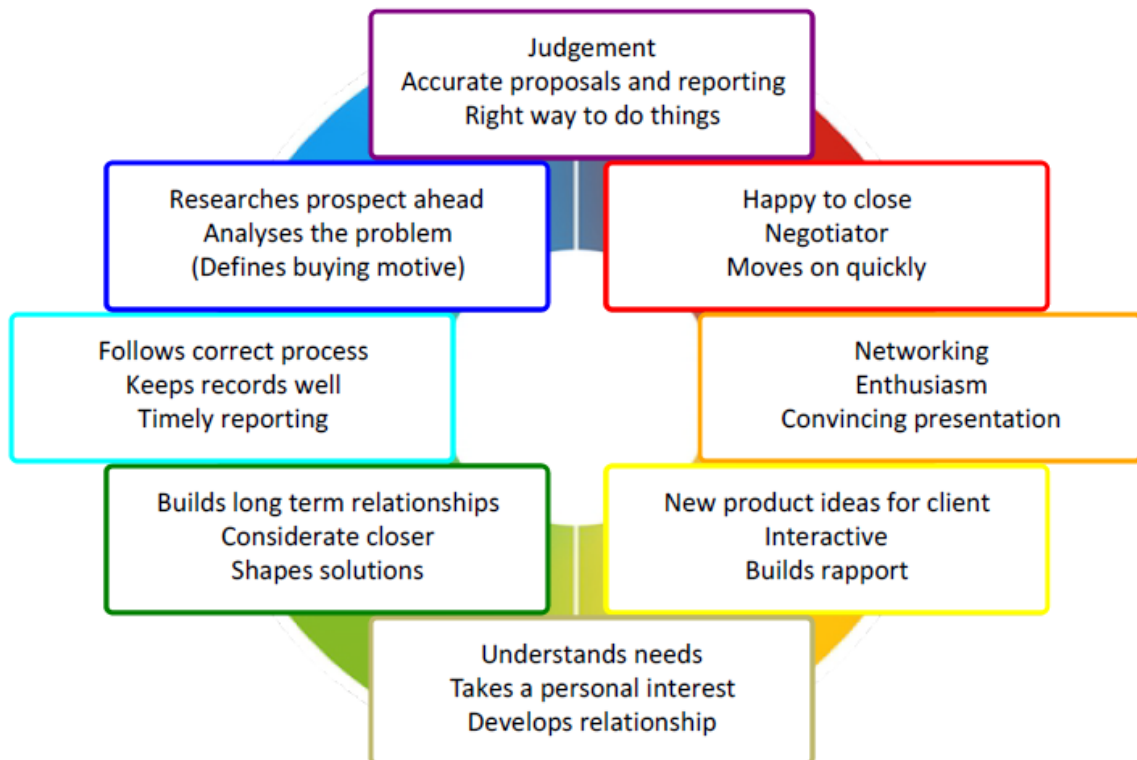
### Leverage Customer communications

- As the team are introduced to the shared behavioural language of colour for different styles they become aware of their own default communication styles
- We help teams explore how to flex style for customers with different preferences
- This approach can also be applied to written materials and an audit of existing materials can help identify if there is a default house style which may be a barrier to those with opposite preferences

## Leverage using the Sales Tendency Predictor within your Sales Report

### SALES TENDENCY PREDICTOR

#### VALUE TO THE TEAM



Compare this diagram with your wheel position on the next page.

The wheel position is a summary of your colour combination and gives an indication of your natural approach – the way you are most likely to operate in a sales team.

1. What kind of sales does this style suit best?  
What kind of product?
2. How do my current clients operate?
3. What gaps does this leave in your sales process or team? Who else do you need?  
Which set of behaviours would my customer most prefer? How can I adapt?

## What people have said about us...



“C-me helps us make good decisions around recruitment. We can’t afford to make recruitment mistakes. Our talent needs to be right for us and us right for them. I believe we make better decisions all-round on selection, on promotion, on the right people for each team and getting each person to an even higher level of performance because we use C-me Colour profiles.”

**Mark Smith – CEO, WRc**



“C-me is simply more to the point than other profiling systems and is couched in language that makes it both more accessible to the individual, and easier to use as the basis for creating change.”

**Rose’y Buchanan, HR Director, European Tour**



“I really enjoyed our colour profiling session. IT was engaging and fun as well as enlightening! Even just a taste of C-me in a short session has really made me think about how I can communicate more effectively with those around me and it’s helping me develop skills within the workplace as a result.”

**Jo Manley, Production Management, BBC**



“Colour profiling has had an immense response from all teams involved. The in-depth analysis of employee’s behaviours and preferences has had an amazing response and engagement with well over 90% agreeing to the outcomes. There have been some light bulb moments in how to work better with each other...”

**Jacque Burgess, Head of HR, M+W UK**

## Our other colourful clients....

