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The McQuaig Word Survey®

STRENGTHS



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Report

Potential Assets:

This is a sociable and outgoing individual who understands people, sees their points of view and gets along well with others. She:

- is optimistic, trusting and shows confidence in situations involving others;
- makes a good impression and enjoys helping others if she can;
- relates well to people and is a good communicator.

A good team player, she is thoughtful and considerate of others and works towards consensus in an effort to lessen the potential for friction. She:

- takes a careful approach to decision making, paying close attention to all available options before moving forward;
- is generally unpretentious and accommodating, without a strong need to be the centre of attention and often looks for ways to share the spotlight with others;
- respects authority and keeps a tight focus on her work, concentrating on widening her expertise as she goes.

Tending to have a restless nature, she can show a sense of urgency and likes variety in her job. She:

- prefers to work where there are pressure and deadlines from time to time;
- can usually adjust to change, respond to new situations and work in a changing atmosphere.

Tending to be thorough, she tackles her responsibilities conscientiously. She:

- is detail-orientated and wants to be prepared for contingencies;
- responds to guidance and direction, adjusting to systems and procedures, putting an emphasis on quality of work.

Summary

This profile is typical of individuals who, in a leadership position, assume the role of supportive team leaders and seek cohesion rather than competition among their staff. Much more comfortable guiding than directing her team, she relies on their input when setting goals.

- Naturally sociable and outgoing, she makes a concerted effort, when planning, to maintain team commitment by addressing her staff's individual needs.
- She is inclined to take a calm approach to managing tasks and activities but she can be more time sensitive if the situation warrants it.



Report

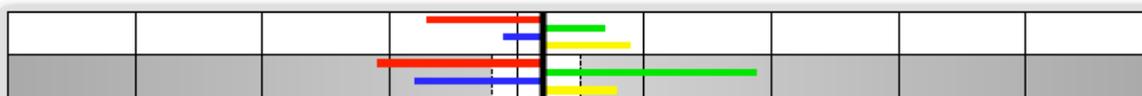
- Sociable, she can build rapport and enjoys regular people contact. This style is most suited to prospecting where relationship building plays a strong part.
- Her sense of urgency spurs her prospecting activities and, although she can handle it, she would rather keep routine work to a minimum.
- She prepares for her calls, feeling more comfortable with scripted responses at hand, but she will have difficulty closing for appointments when met with opposition.

Presentation

- Preferring a consultative role in a presentation, she responds to her prospect's questions, providing the information requested, but she will find it difficult to set or maintain the direction and persuade the customer to her point of view.
- Open and amiable, her presentation style will be based on empathy and appealing to the customer's emotions as opposed to using a more direct, factual approach, a style not always appreciated by more technically orientated customers.
- She wants to keep the sale moving forward, imparting some sense of urgency in her presentation and able to change focus when necessary.
- Given the appropriate knowledge, she can usually deal with complex products and will be structured in her delivery.

Closing

- Support orientated, she helps the customer buy rather than asking for the order and will need prompting to bring the sale to a close with less receptive customers.
- She understands the subtleties of a prospect's emotions and will likely focus more on these than on facts when closing, asking for the order when there is a high chance of acceptance.
- Although she prefers sales that come to a close quickly, she can adapt to longer sales cycles, provided she can move the process forward in some way.
- Not always comfortable closing, she may need coaching and support to deal with objections in bringing the sale to a close.



Report

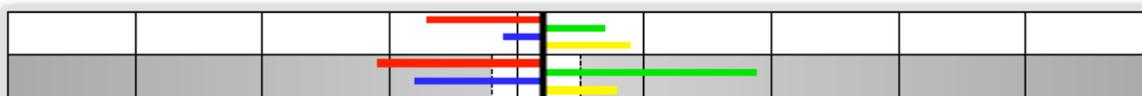
Note: These Do's and Don'ts are based on an assessment of her temperament only. Other factors such as level of intelligence, emotional maturity, attitudes and others may influence the relevance of some of these points.

Do

- provide opportunities for her to interact with others
- make the most of her ability to communicate and build relationships
- solicit her input to gauge morale and resolve conflict
- provide her with back-up on highly technical issues
- show a personal interest in her
- reach agreement with her on her specific goals
- include her as an integral part of your team
- foster a respectful environment that reduces the likelihood of conflict
- provide the support she requires to handle more demanding situations
- actively solicit her perspective in meetings and rely on her specialised focus
- foster a fast changing environment
- involve her in setting deadlines
- provide the opportunity for her to multi-task
- provide a well defined structure
- provide details and clarify your expectations when delegating to her
- provide an overview of her role in relation to the big picture

Don't

- keep her out of the loop – she needs to feel she is one of the team
- be insincere – she values relationships built on trust
- give her vague instructions – she prefers clear direction
- put her in situations where she has responsibility for difficult people – she may yield too much authority in an effort to get agreement
- assign her too many repetitive tasks – she gets bored quickly
- become defensive if she constantly wants to change things – she naturally looks for different solutions
- expect her to run with an assignment that is ill-defined – take the time to explain your expectations clearly
- expect quick decisions in areas outside her expertise – she needs to be more familiar with all of the issues



Report

Attributes

- Generally friendly and approachable, she enjoys interacting with fellow team members and is inclined to assume a helpful stance.
- Cautious and uncontentious, she sees herself assuming a resource role in a team, adding her expertise to the group's endeavours.
- Granting that she enjoys the odd spur-of-the-moment team project, she also appreciates a core of regular activities.
- She prefers to know the parameters for the team's activities, but she can, at times, accommodate herself to a fresh new approach.

SAMPLE REPORT - STRENGTHS

