

# What's Your Entrepreneurial Sales DNA?

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“TO KNOW YOURSELF AND HOW IT AFFECTS YOUR PERFORMANCE, IS THE GREATEST TOOL FOR SUCCESS”

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Imagine the POWER of knowing exactly HOW your customer WANTS to be sold to?

To skyrocket your success it's imperative you ALSO know your own sales DNA?

*\*Take the 2min quiz to find out your score for this report"*

**Take Quiz NOW**

[www.annettelackovic.com/SalesDNA](http://www.annettelackovic.com/SalesDNA)

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Based on your score you will be able to learn about your ©Entrepreneurial 'Sales' DNA (esDNA) as well as tips and strategies to apply it into your business.

### **[IMPORTANT]**

Before we get start there are 2 things you need to know:

1) Your Entrepreneurial 'Sales' DNA is **NOT** A measure of Intelligence, skills and experience, education nor personality. It's a scientific study of human behaviour!

Behaviour is **HOW** we you things where as 'personality' is **WHY** we do things, and that is measured through your value systems and upbringing.

2) **Pure styles** are described below, meaning your **Highest Score** (known as your primary behavioural trait), will be affected based on the intensity of the other 3 behaviour scores on your test.

\*The description below is based on a 100% score of 40 in each of the behaviour styles. Treat your personal score as a measurement of intensity, the closer your score is to 40 the more you will match the description, the further away it is, then the less similarities you will have .

Example 1: With a score of 15 or less will be close to opposite the styles mentioned below.

Example 2: If you scored 32 or above, this is closest to the characteristic described.

**Let's Get Started**

## The 'D' Entrepreneur = Dominate

### ©Entrepreneurial sDNA: APPLE

You will know when this person walks into the room, they walk in head held high and with purpose. They come across strong, determined, hold authority and some see them this style as aggressive.

Negotiation and closing deals is fun for them, as they love to win though this hunger can come across a little too pushy when selling. Flowery words will normally not be present as they tend to say what they think. She is the women that will speak her mind and disagree with you if she thinks you're wrong or if she has an opposing opinion. It's the dominate male who likes to claim power and talk out loud in the meeting.

One of this styles highest values is TIME. They are time conscious like you wouldn't believe, they are impatient and want things to move at the speed of light. They're always in a hurry, always running late because of multi tasking and manages to fit so much more into their day then any other style.

Their number 1 priority is RESULTS. They live and breath results and thrive on outcome based days. Listen to them blow off steam if at the end of day nothing has been accomplished...stay clear! The fastest way to annoy this person is to waste their time, as this is what they believe makes their business tick and allows them to power their way to the top of the food chain.

They are a self starter, and don't need or rely on anyone else's opinion. When they have a business idea, they like to stamp their authority in the market place and bulldozers through it. The wonderful thing about the 'D' Entrepreneur is that if something doesn't work they simply dust themselves off quickly and move straight onto the next goal...it's like water off a ducks back.

Extremely GOAL oriented and PERSISTENCE is their second name. Their daring and forceful nature allows them to go further then others would dare, just like Barbra Walters is known to always ask the tougher questions than other journalist, questions they would be afraid of asking due to the possible repercussions.

This Entrepreneur likes to have control and likes to know everything that is going on but if they don't have all the information they need they can still bluff their way through anything as taking risks outweighs the fear of failure. As the D is known to seek control in conversations they need to allow room for their customer to talk too as this helps with the BUYING process and not look like a selling process. So learning to ask great questions is key!

The D likes to be the best, they expects nothing else but to win (2nd place is first loser). They are extremely competitive; with others and themselves. So overcoming objections is a cinch to cary out if they know what to say. But as they speak they're minds they'd be more than likely to ask the customer "why aren't they buying" or "what do I have to do to have you buy from me today?"

Hence why they can come across looking a little pushy in some customers eyes.

The D likes to stand out and separate themselves from the pack and often likes exclusive branded goods when it comes to accessories, cars, clothes and shoes etc...it shows they can and has achieved! Normally an emotional buyer when it comes to spending and will splurge on high ticket items because of their strong ego-strength.

They can run rings around any problems, enjoys solving challenges as they are a breeze and they can make cut throat decisions in a blink of an eye.

The most successful entrepreneurs are the ones who can make decisions quickly, as decision making is part of the recipe of success in moving a business forward. Hence why the highest percentage of successful women and men in business have a strong D behaviour.

Entrepreneurialism is a sport and the D is determined to win, conquer and be a pioneer for others to follow their footsteps. Think of Apple, currently the leaders in technology.

### *Pro's & Con's*

*The Thrill of Victory and agony of Defeat  
The High D, can be a risk taker and perhaps not considering all the consequences, so can make very costly mistakes in business as they make decisions without all the information present.*

### **If you are a D:**

#### **Do's for D style:**

1. Learn to be patient
2. Ask questions
3. Get Emotional
4. Build rapport and get to know the customer
5. Slow down
6. Be empathetic

#### **Don'ts for D style:**

1. **Don't** be impatient
2. **Don't** rush the sale & prices
3. **Don't** speak too fast
4. **Don't** roll your eyes (stay calm)
5. **Don't** see others as a pushover
6. **Don't** do all the taking

## **Do's and Don't s**

### **When selling to a **D****

#### **Do's for **D** style:**

1. Be clear & to the point
2. Stick to business
3. Deal with facts
4. Move quickly
5. Avoid fluff
6. Be confident

#### **Don'ts for **D** style:**

1. **Don't** Ramble
2. **Don't** Make decisions for them
3. **Don't** Take too long
4. **Don't** Speak slowly
5. **Don't** Show weakness
6. **Don't** Ask all the questions

#### **Things to avoid with Selling to a 'D':**

1. Avoid lingering on and covering a lot of detail. This will frustrate them.
2. Avoid being overly enthusiastic with this person.

## The 'I' Entrepreneur: I= Influential

### ©Entrepreneurial sDNA: Virgin Group

The friendliest of the group, they bounce into a meeting with life in their step. They have a need to be liked and are normally very easily liked by others which makes them masterful in the rapport building part of selling.

Due to their exploding energy and zest for life, some may take advantage of their high level of trust for others. Being a big picture person, detailed information boars them to death. They make decisions based on emotion more then fact. At times this has them making some expensive mistakes in business.

They believe the impossible can be done and holds incredible optimism, empowering others around them with their natural knack of verbal influencing.

The I's enthusiasm is contagious and makes a great leader and sales person by inspiring others and has the ability to have a customer frothing a the mouth. They inspire others to feel and think they are unstoppable just being in their presence, as can connect with the heart and desire of others easily.

Social rejection is a fear of the I entrepreneur, yet ironically they put themselves in a position to stand out, this type of person is never going to be a wall flower!

As they are such an emotional human being, if things aren't going well it's hard for them to contain themselves. They wear their heart on their sleeve and need to express their feelings to talk themselves back into their normal charming positive self.

The 'I' possesses a very creative mind and will, if allowed to be ingenious in their ability to come up with new, creative ideas and solutions to problems.

They add fun into her work day and always manages to squeeze in an element of humour into the day no matter if it's with their team or in a sale with a new client.

Being a great team player and loves to be around people, it's essential they have human interaction regularly. If he/she is a solopreneur who has a strong score on the I scale (score of 32 above), she can get very down on herself if she doesn't get to mix with people often. Networking events are perfect for the 'I' entrepreneur as well as variety in their work week.

Though being a the best networker of the four styles, it's also about remembering to make potential sales or 'next step' meetings, so structure and focusing on outcomes is key to ensure networking doesn't turn into a party with no actual business success at the end of it.

Their goals normally need to be scaled back to more realistic bite size chunks and needs to work on time management. Yet understand the more control and data based her environment is the more she'll get deflated. Their best bet is outsource/delegate all the fiddle stuff as it's not her strength.

The I's strength is negotiating, not confrontational though, more about persuading others to come to an agreement through their warmth and charm hence why they are called the 'I' as it stands for INFLUENCER. As long as they can have fun and get their work done, this Entrepreneur will keep at their peak. Think Richard Branson and Lady Gaga - stand out, have fun and get paid as a successful entrepreneur.

## If you are an 'I':

### Do's For I Style:

1. Let the customer talk too
2. Be patient
3. Stay on track by using a process
4. Slow your speech down a little
5. Talk about THEM
6. Be people oriented

### Don'ts For I Style:

1. **Don't** do all the talking
2. **Don't** be too hyperactive
3. **Don't** be discouraged if customer isn't smiling
4. **Don't** interrupt customer when talking
5. **Don't** be disorganised
6. **Don't** touch the customer! LOL

## When selling to an 'I':

### Do's For I Style:

1. Let them talk
2. Ask for their opinion
3. Laugh & smile
4. Speak quickly
5. Talk about THEM
6. Be people oriented

### Don'ts For I Style:

1. **Don't** Do all the talking
2. **Don't** Be too serious
3. **Don't** Give too much detail
4. **Don't** Be impersonal
5. **Don't** Cut them off
6. **Don't** Not focus on them

### Things to avoid selling to an 'I':

1. Avoid giving too much detail.
2. Don't do a lot of talking.
3. Avoid being too direct.
4. Avoid being soft or analytical with this person.

## The 'S' Entrepreneur : S= Steady Relater

©Entrepreneurial sDNA: The Bill & Melinda Gates Foundation

This warm yet quieter person walks into a meeting with low expression on their face. Their poker face is great at hiding emotion; you wouldn't know if she/he has had a terrible personal ordeal or has just won the lottery, never get caught playing poker with this person. Many take this quiet achiever as weak and soft- especially the D, however the S entrepreneur is solid as a rock and is very receptive of others.

Holding their cards close to their chest, they will only show their cards to those they trust. Which can be the same mindset they have when in the control seat selling. As much as they are a people person, the 'S' behaviour style doesn't want to push the sale and usually finds probing questions stretches them out of their normal communication style.

Their cool calm relaxed demeanour is not easily triggered to have an explosive outburst as it is not in their nature. Though they are the most sensitive of the group, but you'll never show it on their low animated facial expressions! As I said don't get stuck playing poker with them!

They are extremely patient and a great listener, always trying to understand the situation of others. Sometimes this can cost them when trying to sell their services, as they listen to an objection and doesn't investigate the sale any further. Learning negotiation skills is essential for the 'S' in business as it requires face to face or telephone sales, as confrontation is one their biggest fears and love to feel accepted by others.

**'Acceptance'**. Being accepted is one of their highest values hence why they are so accommodating and patient. It's ok for them to not like someone but heaven for bid if they rock the boat or have someone not like them. Which adds to this behaviour style being the most agreeable. They avoid conflict likes it's the plague!

In business they are great at developing many long term relationships, as they're extremely sincere and truly interested in the other persons needs.

They are not a fan of sudden and unexpected change, so making changes in their business does takes calculation, research and mostly get a consensus of other peoples opinions and reviews. Always looking at safer way to play things and not taking any risks. Hence why they are not favourable in overcoming sales objections, they'd rather let the customer go and not work through the objection instead of the chance of breaking rapport.

They prefer not to juggle to many balls, so they do one task at a time before moving onto the next. Their goals are short term and low risk. Also having the ability to organise efficiently they creates systems to help them get the job done.

The most successful S entrepreneur are ones who are working for a greater cause, as they are so people focused, it's really about them making a difference in peoples lives. Think Bill & Melinda Gates Foundation currently is the largest transparently operated charity in the world. Main aim to reduce poverty.

## If you are an **S** who is selling:

### Do's For **S** Style:

1. Be confident
2. Take control by asking questions
3. It's ok to lead the way in conversation
4. Ask closing questions
5. Keep the pace moving promptly
6. Ask for the sale

### Don'ts For **S** Style:

1. **Don't** be slow in pace
2. **Don't** be soft and reserved
3. **Don't** let the customer control you
4. **Don't** hold in questions
5. **Don't** let the customer do all the talking
6. **Don't** give the customer the objection

## When selling to an **S**:

### Do's For **S** Style:

1. Show sincere interest
2. Tell them about you
3. Take your time
4. Listen & be patient
5. Provide no risks
6. Move casually, informally

### Don'ts For **S** Style:

1. **Don't** Rush
2. **Don't** Be forceful
3. **Don't** Ask for decisions quickly
4. **Don't** Dominate
5. **Don't** Do all the talking
6. **Don't** Be abrupt

### Things to avoid:

1. Avoid being overly pushy.
2. Don't be too assumptive with this person.

## The C Entrepreneur: C= Cautious

### ©Entrepreneurial DNA: NASA

Conservatively they walk into the room, normally withdrawn body language and listens to others with arms crossed or a hand on chin. They are a perfectionist at their game and takes business seriously. They demand accuracy in everything that they do and everything that another person is saying to them. You will need to prove your case to them as they rely on fact! (Hence the back page of this report is for my C Entrepreneurs).

The 'C's' demand for accuracy can many times kill the sale, when they are in the selling role, as they pump too much logic and information overload into the sales conversation. The reason why this is a challenge is that the customer becomes mentally full and then needs to think about everything that they have been told. So the 'C's' Close rate is normally the lowest and has a high "I'll be back" rate.

Their biggest factor is fear, the higher the C score the higher the fear, hence why they are 'by the book' and only do things that are low risk.

They have the patience to research days on end ensuring the next move is the right move. Hating to make a mistake, creates an analytical mind field, as precision is the only way this Entrepreneur will move.

Due to their ability to draw on data (maybe to much at times), prolongs their decision making and sometimes creates perfection paralysis, meaning no decision at all. To add the 'C' decision making process has a tendency to hand the customer the objection as they too want the customer to research to ensure it's the best decision for them.

Having a desire to be right which usually means that they will come down on the safe side of the problem, where it is less risk. They would rather be cautious then brash, conventional then bold.

They are extremely dedicated and loyal, when it comes to business, brands, friends (professional and personally), as making a decision on anything they bring into their life normally hasn't happened by chance.

What makes this entrepreneur stand out is they set a standard that keeps everyone else closer to reality. Further more their significant contribution in asking the questions ensuring there is no shallow or weak plan. These people are rare to find and every organisation needs one in it, as the little things make a big difference in business.

Think NASA (The **National Aeronautics and Space Administration**) strong research and accuracy to continually allow man to land on the moon!

## If You Are a 'C' Selling:

### Do's For C Style:

1. Learn to build rapport
2. Keep the sale emotional
3. Show excitement for the customer
4. Keep a nice consistent pace
5. Ask closing questions
6. Understand how your style is logical

### Don'ts For C Style:

1. **Don't** give too much information
2. **Don't** use lots of data
3. **Don't** Be too conservative
4. **Don't** be too soft closing
5. **Don't** doubt your customer is ready to buy
6. **Don't** push the customer away to research more or shop around.

## Do's and Don'ts - Tips on how to communicate with a C

### Do's For C Style:

1. Be prepared
2. Present specifics
3. Answer questions
4. Use dates & facts
5. Take your time & persist
6. Give time to make decision

### Don'ts For C Style:

1. **Don't** Be disorganised
2. **Don't** Be vague
3. **Don't** Over promise
4. **Don't** Push too hard
5. **Don't** Touch them
6. **Don't** Be casual

### Thing to avoid For C Style:

1. Avoid being too enthusiastic otherwise it will make them overly suspicious.
2. Avoid not answering their questions and not giving them details.

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## Daily Examples of the 4 Styles

	D Dominant	I Interacting	S Steady	C Cautious
1) <b>Seeks</b>	Control	Recognition	Acceptance	Accuracy
2) <b>Strengths</b>	Administration Leadership Pioneering	Persuading Enthusiastic Entertaining	Listening Teamwork Follow-through	Planning Systems Orchestration
3) <b>Weakness</b>	Impatient Insensitive to others Poor listener	Inattentive to detail Short attention span Low follow-through	Oversensitive Slow to begin Dislikes change	Perfectionist Critical Unresponsive
4) <b>Dislikes</b>	Inefficiency Indecision	Routines Complexity	Insensitivity Impatience	Disorganisation Impropriety
5) <b>Stressed</b>	Dictatorial Critical	Sarcastic Superficial	Submissive Indecisive	Withdrawn Headstrong
6) <b>Decision Making Pattern</b>	Decisive	Spontaneous	Conferring	Deliberate

*This product is based on the study of the **DISC assessment, which** is a personality assessment tool based on the DISC personality theory of psychologist [William Marston](#). Marston's theory centers around four different personality traits: Dominance, Inducement, Submission, and Compliance. This theory was then developed into a personality assessment tool (personality profile test) by industrial psychologist Walter Vernon Clarke (July 26, 1905 - Jan. 1, 1978). The version used today was developed from the original assessment by [John Geier](#), who simplified the test for better, more concise results. Annette Lackovic (aka Netty'D) is an Entrepreneurial coach for sales and personal performance with women in business. Based on Annette Lackovic's 17 years of teaching and using DISC for sales and performance, this has been created based on her knowledge of the study and application. For more information on Netty'D and Billionaire Babes follow the web address [www.billionairebabes.com.au](http://www.billionairebabes.com.au) or [www.annettelackovic.com](http://www.annettelackovic.com) and learn more about her services today.*