

MBTI®: Creating a long term presence in any organisation

John Schenk
Sales Trainer
Ego Pharmaceuticals

AGENDA



- ◆ John Schenk and Ego Pharmaceuticals
- ◆ Snapshot of the various MBTI® sessions
- ◆ Activities for engagement and reinforcement
- ◆ Application of MBTI® in the field
- ◆ Spreading the word
- ◆ Questions

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- Teaching Degree
- Sales Representative
- Key Accounts Rep
- Medical Rep
- Sales Manager Qld, Singapore
- Sales Trainer
- MBTI® Certified Nov 2011

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A LITTLE **ego** EVERY DAY



- Dermatological Company
- Started 1953
- Australian Made and Owned
- Employ over 450 staff, worldwide

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*Coming together
is the beginning*

*Staying together
is the success!*

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Launched Feb 2012

Relationship
Building tool

60 participants (sales and
marketing)

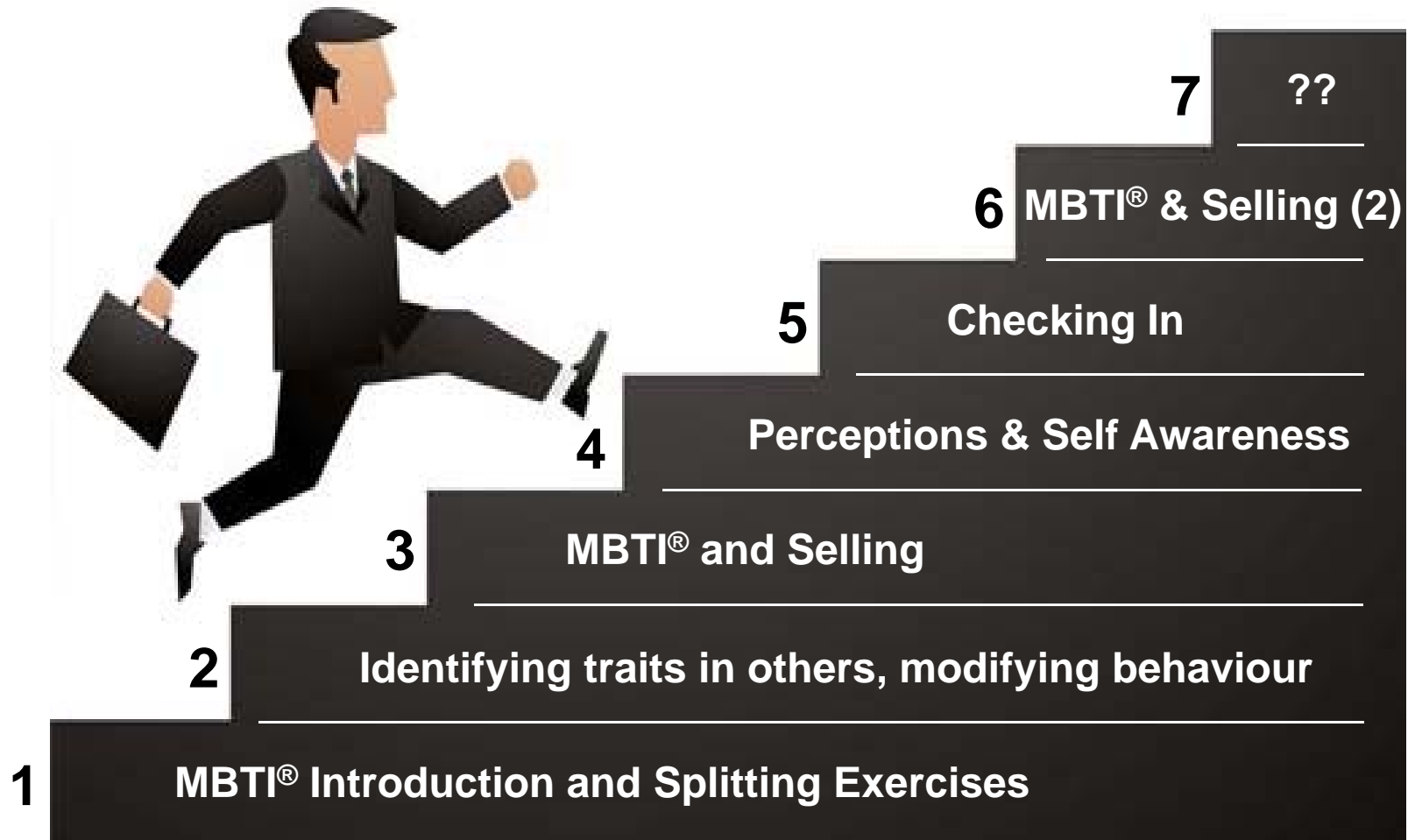
5 additional
sessions (2-3 hrs)

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MBTI® Sessions



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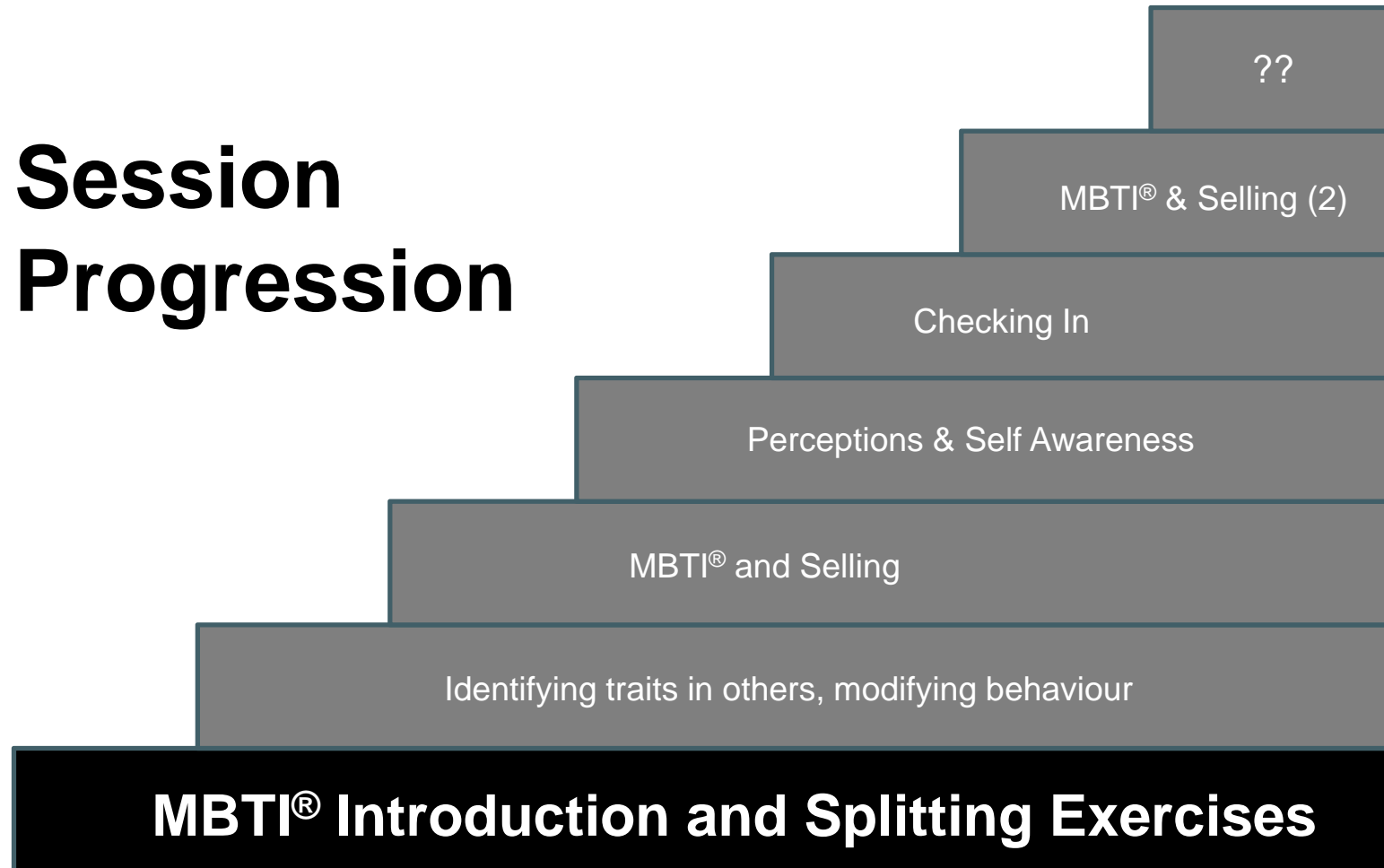


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Session Progression



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Thinking



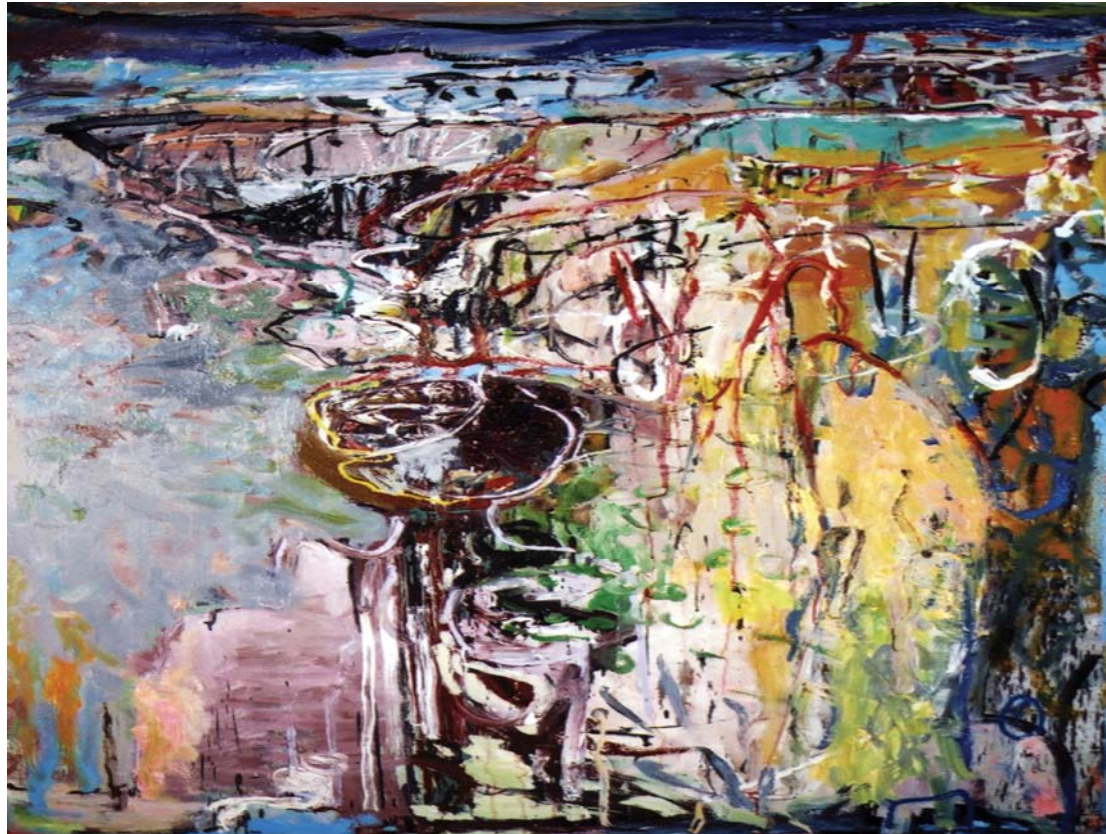
Sees things as an onlooker from outside a situation – objective view

Feeling



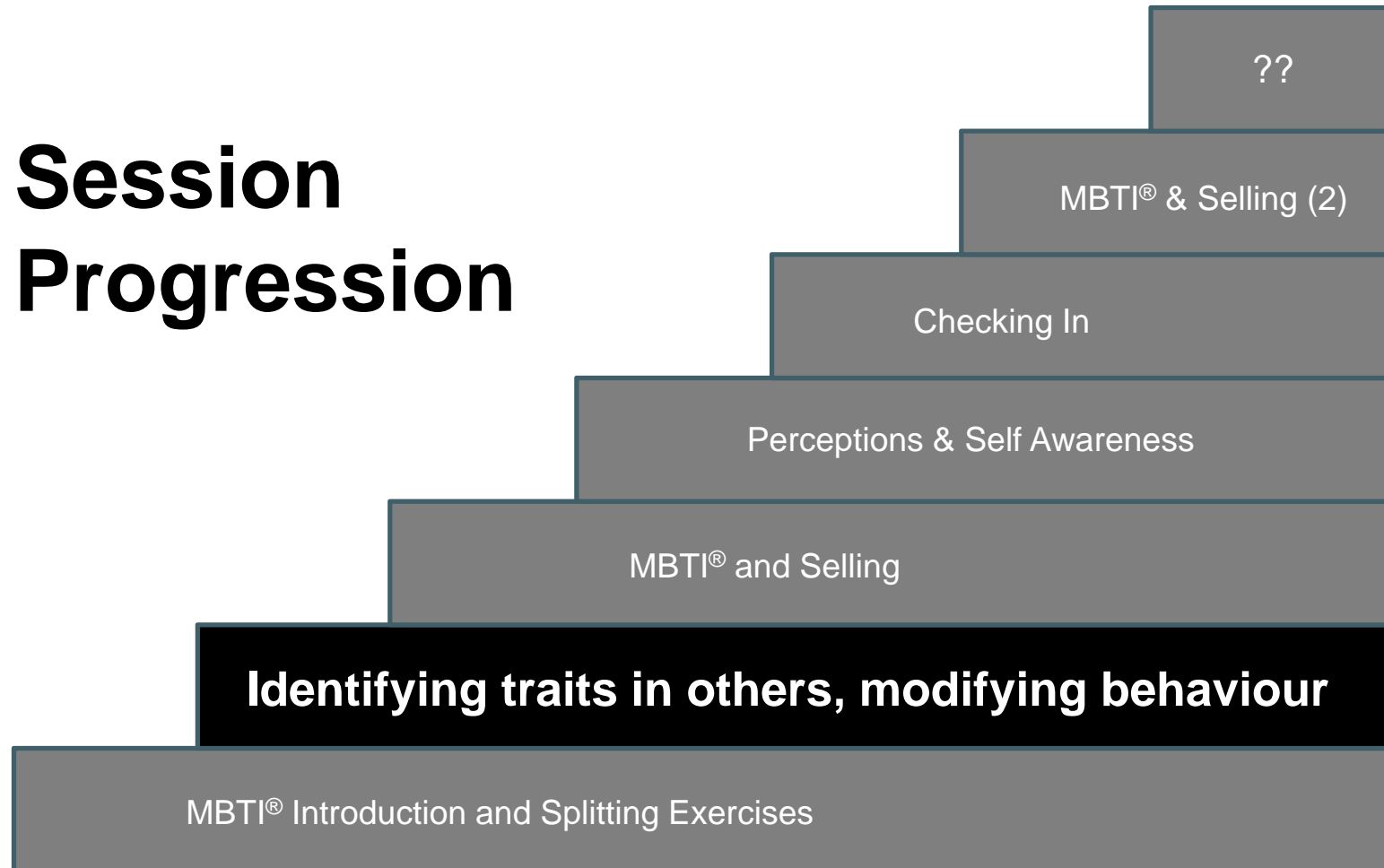
Sees things as a participant from within a situation – empathetic view

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Identifying Personality Types

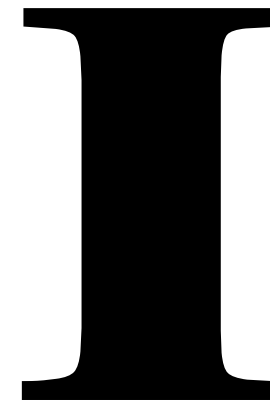
- Verbal Cues
- Non verbal cues
- Demeanour
- Actions
- Decision Making



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- ◆ Softly spoken
- ◆ Reserved
- ◆ Speak slowly and deliberately
- ◆ Listen more than talk
- ◆ Reflective
- ◆ Think before they speak
- ◆ May respond slowly to a suggestion
- ◆ Private
- ◆ Respond carefully and thoughtfully
- ◆ Dislike distractions
- ◆ Are comfortable with silence
- ◆ Pauses in answering or giving information

TRAITS



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- ◆ Take them away from distractions
- ◆ Provide information ahead of time
- ◆ Give them space
- ◆ Demonstrate your enthusiasm in a refined way (tone of voice)
- ◆ Don't be concerned with moments of silence
- ◆ Be careful when exploring personal information

COMMUNICATION TIPS



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Behaviour Cues to Customer Preference

<p>E Extraversion Talk It Out</p> <ul style="list-style-type: none"> <input type="checkbox"/> Energetic, Animated, Expressive <input type="checkbox"/> Talks more than listens <input type="checkbox"/> Speaks quickly and loudly <input type="checkbox"/> Interrupts <input type="checkbox"/> Sociable <input type="checkbox"/> Appears to "think aloud" 	<p>I Introversion Think It Through</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sottly Spoken <input type="checkbox"/> Listens more than talks <input type="checkbox"/> Pauses in answering or giving information <input type="checkbox"/> Reflects silently <input type="checkbox"/> Thinks before they speak <input type="checkbox"/> Reserved
<p>S Sensing Specifics</p> <ul style="list-style-type: none"> <input type="checkbox"/> Likes facts and figures <input type="checkbox"/> Asks for step-by-step information <input type="checkbox"/> Practical and realistic <input type="checkbox"/> Conservative, resistant to change <input type="checkbox"/> Uses precise descriptions <input type="checkbox"/> Responds to concrete examples 	<p>N Intuition The Big Picture</p> <ul style="list-style-type: none"> <input type="checkbox"/> Imaginative, generates ideas <input type="checkbox"/> Talks in general terms <input type="checkbox"/> Looks for different ways to do things <input type="checkbox"/> Bored or impatient with details <input type="checkbox"/> Open to possibilities <input type="checkbox"/> Jumps across topics in conversation
<p>T Thinking Logical Implications</p> <ul style="list-style-type: none"> <input type="checkbox"/> Provides honest and frank feedback <input type="checkbox"/> Debates and challenges information given <input type="checkbox"/> Impersonal with yourself and others <input type="checkbox"/> Uses cause/affect reasoning "If this, then that" <input type="checkbox"/> Tests you and your knowledge <input type="checkbox"/> Task and business focused 	<p>F Feeling Impact on people</p> <ul style="list-style-type: none"> <input type="checkbox"/> Warm and friendly <input type="checkbox"/> Shares personal information <input type="checkbox"/> May talk about what they value <input type="checkbox"/> Assesses the impact of decisions on people <input type="checkbox"/> Supportive of what you present <input type="checkbox"/> Responds positively to praise & appreciation
<p>J Judging Joy of Closure</p> <ul style="list-style-type: none"> <input type="checkbox"/> Expect an appointment <input type="checkbox"/> Seems organized and systematic <input type="checkbox"/> Time conscious – e.g. deadlines and timelines <input type="checkbox"/> Is quick to decide on proposed actions <input type="checkbox"/> Makes lists <input type="checkbox"/> Uses "...ing" words, looked, compared, evaluated 	<p>P Perceiving Joy of Processing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Runs late for appointments <input type="checkbox"/> Delays making decisions <input type="checkbox"/> Seems laid back and casual <input type="checkbox"/> Spontaneous <input type="checkbox"/> Responds negatively to timelines, deadlines <input type="checkbox"/> Uses "...ing" words, looking, comparing, etc

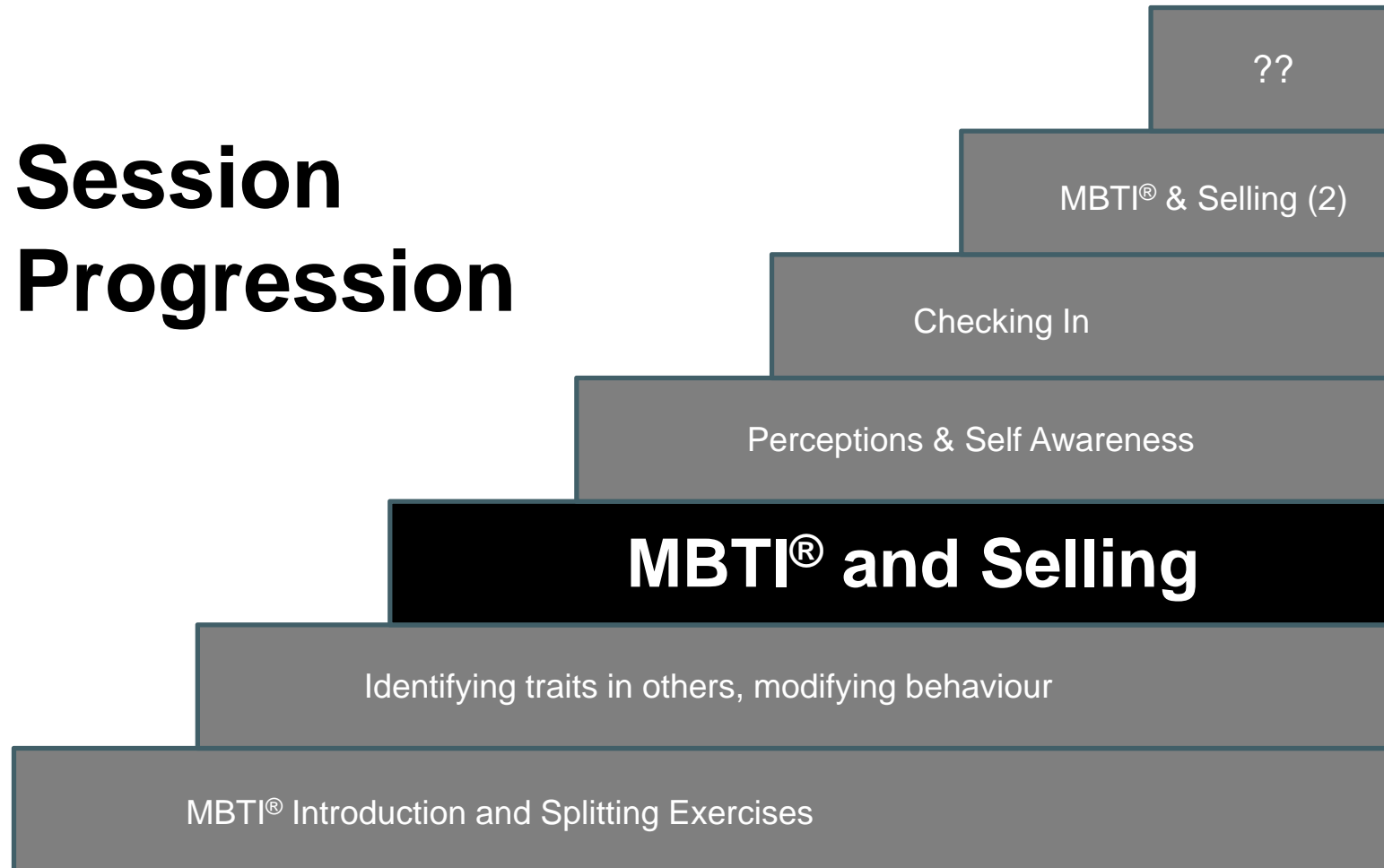
Action Points

Customer : _____ MBTI : _____

<p>E Extraversion Talk It Out</p>	<p>I Introversion Think It Through</p>
<p>S Sensing Specifics</p>	<p>N Intuition The Big Picture</p>
<p>T Thinking Logical Implications</p>	<p>F Feeling Impact on people</p>
<p>J Judging Joy of Closure</p>	<p>P Perceiving Joy of Processing</p>

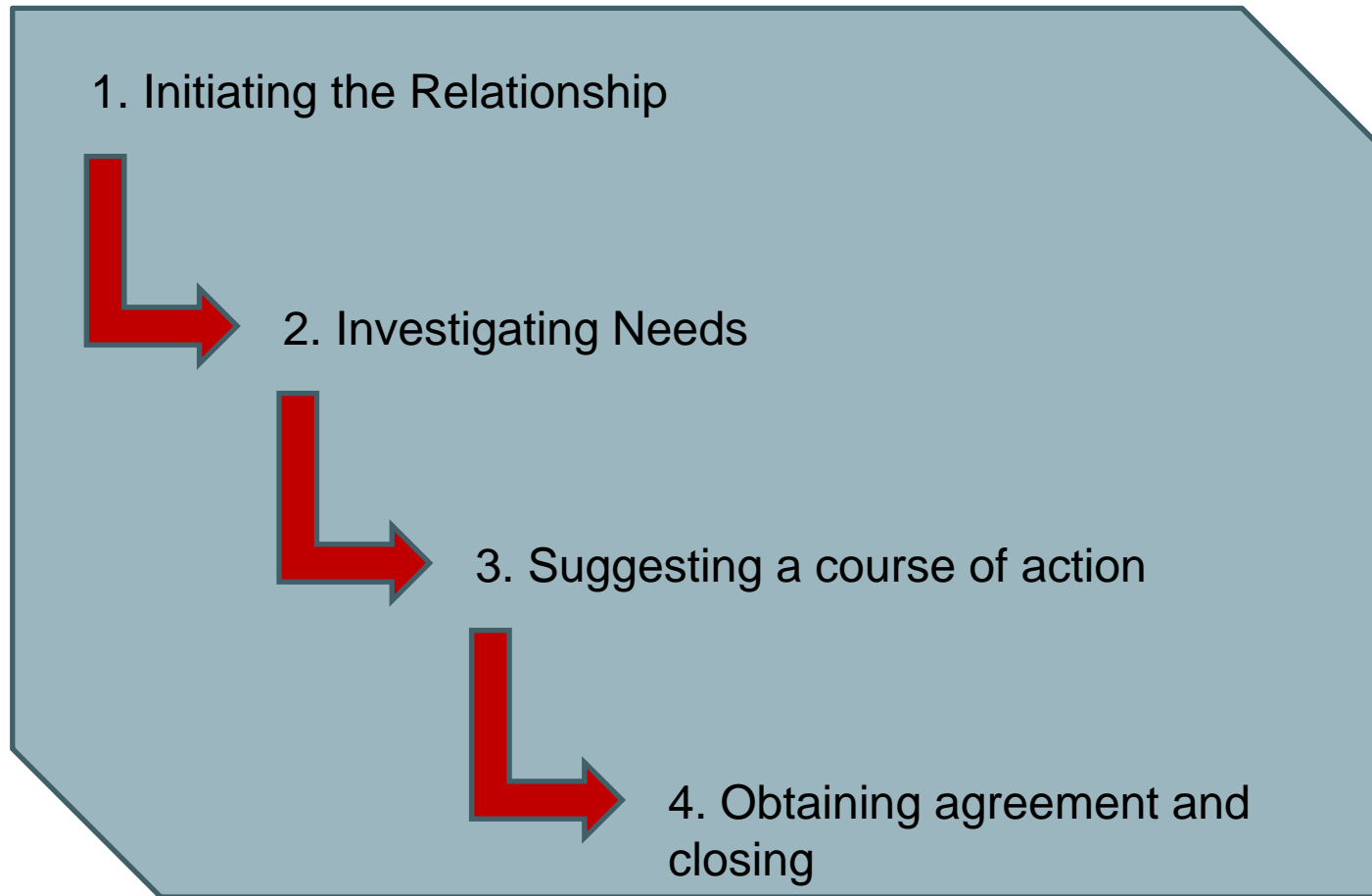
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Session Progression



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Stages of the Selling Process (MBTI®)

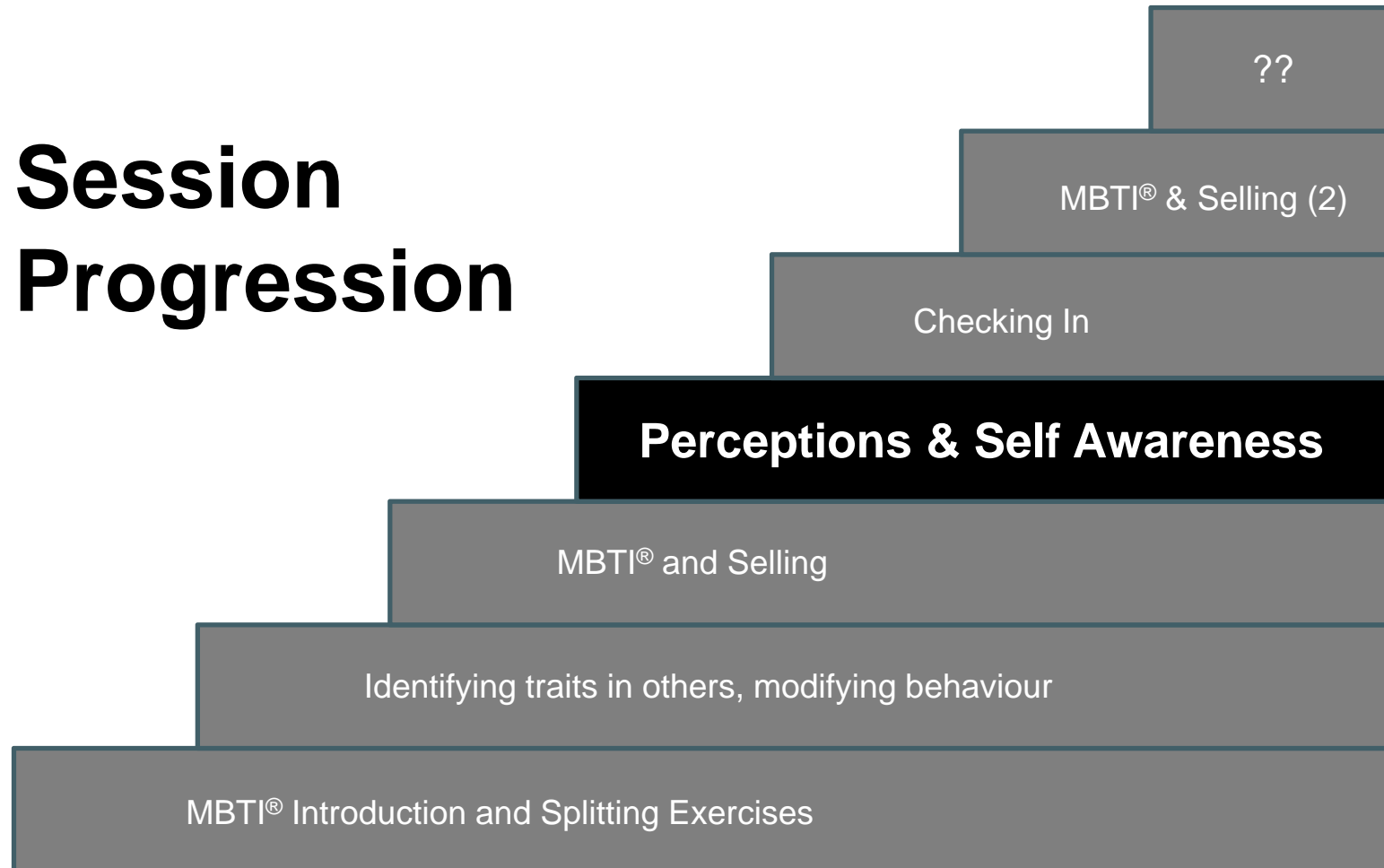


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Stages of Sales Process	Aspects of type salesperson attends to
Initiating the relationship OPENING ↓	E or I
Investigating needs PROBING ↓	S or N
Suggesting a course of action SUPPORTING ↓	T or F
Obtaining agreement and closing CLOSING	J or P

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Session Progression



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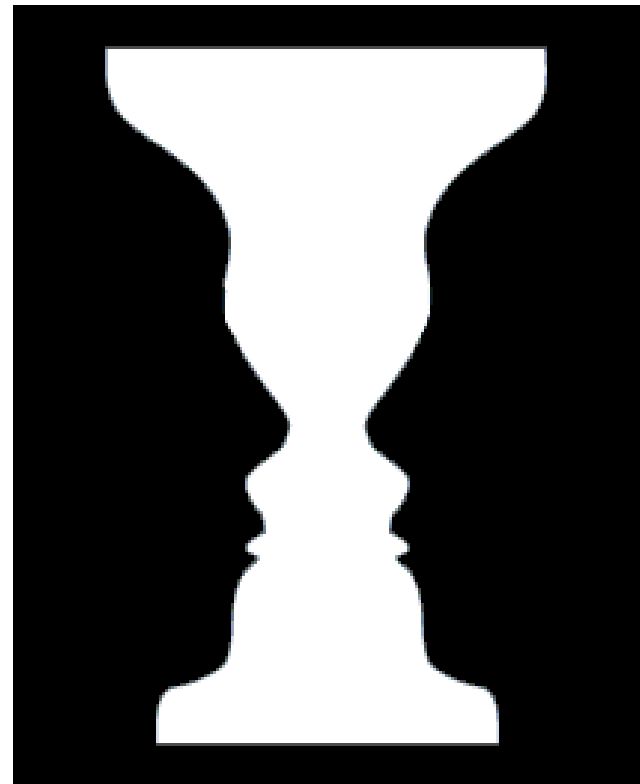


The customer's
perception is your
reality.

~ Kate Zabriskie

www.sheliabutler.com

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	Trait	Negative Perception
E	Sociable	Space invader
I	Reflective	Indecisive
S	Detail minded	Overly analytical
N	Imaginative	Dreamer
T	Honest, frank	Cold
F	Empathetic	Soft, weak
J	Structured	Inflexible
P	Casual	Unprofessional

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Group Activity

I

Softly spoken
Reserved
Speak slowly and deliberately
Listen more than talk
Reflective
Think before they speak
May respond slowly to a suggestion
Private
Respond carefully and thoughtfully
Dislike distractions
Are comfortable with silence
Pauses in answering or giving information

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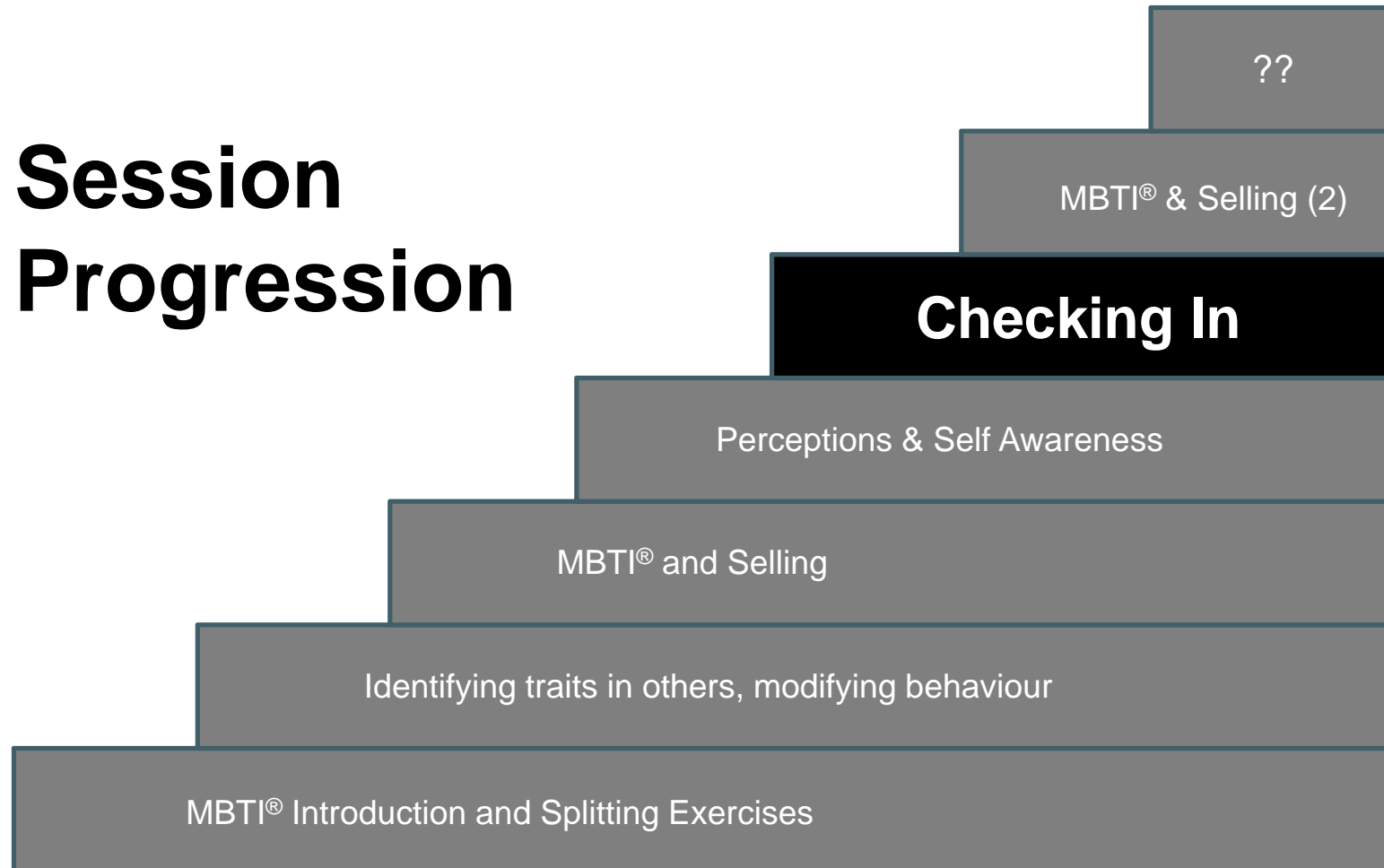
Name: _____

Profile: _____

Preference	Possible pitfalls or perceptions

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MBTI® - General Insights

“I feel like I can be more supportive and customise the way that I interact with colleagues so that we can work together in a mutually beneficial way”

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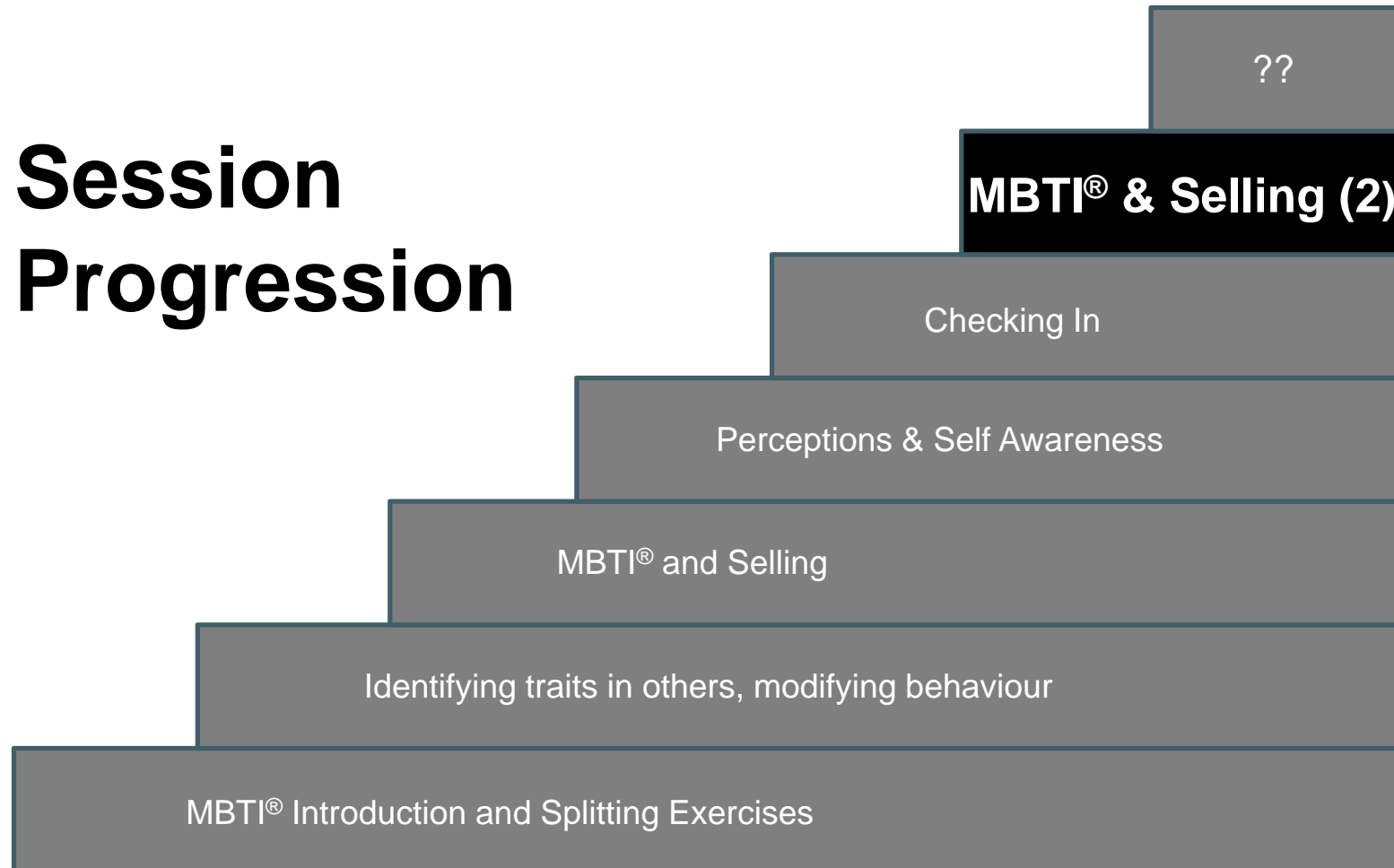
S - N



“Lauren is a high S and I am a high N. I can see the frustration she has with my great big picture ideas. I am really working hard to put a bit more meat on the bones of these big ideas”









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Session Progression


















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Which cars would you buy?

Ad	Vehicle Type	Key words	Rating	Top 2
1	Audi R8 V10 	Evolution on the outside, Revolution on the inside.		
2	Lincoln MKC 	Sometimes you have to go back, to move forward.		
3	1965 Acadian 	Plenty of room, economical, well made, solidly built.		
4	Sub.Outback 	Made for Australia.		
5	Merc Benz E 	At least there is one thing you can rely on.		
6	Dodge 	All that matters is what's ahead.		
7	Holden 	The car that has always turned heads, now changes minds.		
8	Tesla 	Reinvention out of the box		

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Which clip in which magazine?

Clipping	Magazine ??	Why?		
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

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Salesperson Considerations

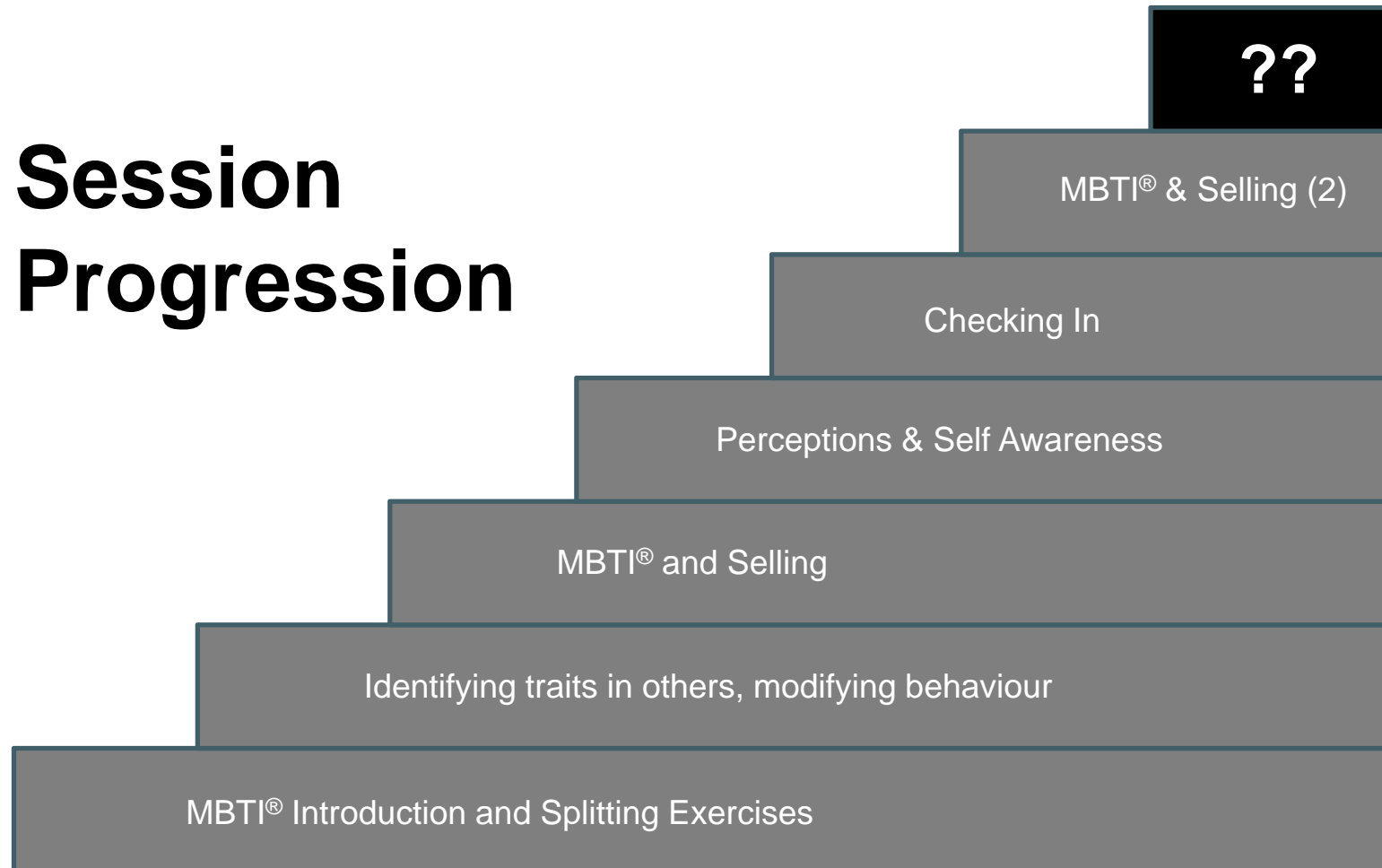
ST Customer	SF Customer	NF Customer	NT Customer
Salesperson should			
<ul style="list-style-type: none"> • Be factual • Be practical • Keep it short, sweet and businesslike • Use fewer personal words • Use step by step directions • Prepare to be tested 	<ul style="list-style-type: none"> • Use personalised facts • Emphasize loyalty • Use more personal words • Build the relationship first before “business”. • Maintain the relationship • Show appreciation 	<ul style="list-style-type: none"> • Use personalised possibilities • Focus on the bigger picture and avoid detail • Paint a picture with words that reflects your customer • Provide links, patterns 	<ul style="list-style-type: none"> • Provide a business-like approach, demonstrate competence • Project into the future • Treat them as unique • Talk about the pros and cons • Prepare to be tested
Remember			
<ul style="list-style-type: none"> • State the facts 	<ul style="list-style-type: none"> • Give personal service 	<ul style="list-style-type: none"> • Support the customer’s vision 	<ul style="list-style-type: none"> • Provide and support logical options

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	ST	SF	NF	NT
	1	4	7	
	2	5	8	10
	3	6	9	11

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Activities for Engagement & Reinforcement



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GAME

**Pick that
personality trait**

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Table :

Song	Song Title	Artist	MBTI Type	Points
1	Space Invaders			
2	Cold As Ice			
3	Don't Stand so close to me			
4	Dreamer			
5	I will wait			
6	Praise You			
7	A little less conversation			
8	I'm so excited			
9	Spare me the details			
10	All the small things			
11	Standing on the outside			
12	One step ahead			
13	Urgent			
14	He's gonna step on you again			
15	Take it easy			
			Total	

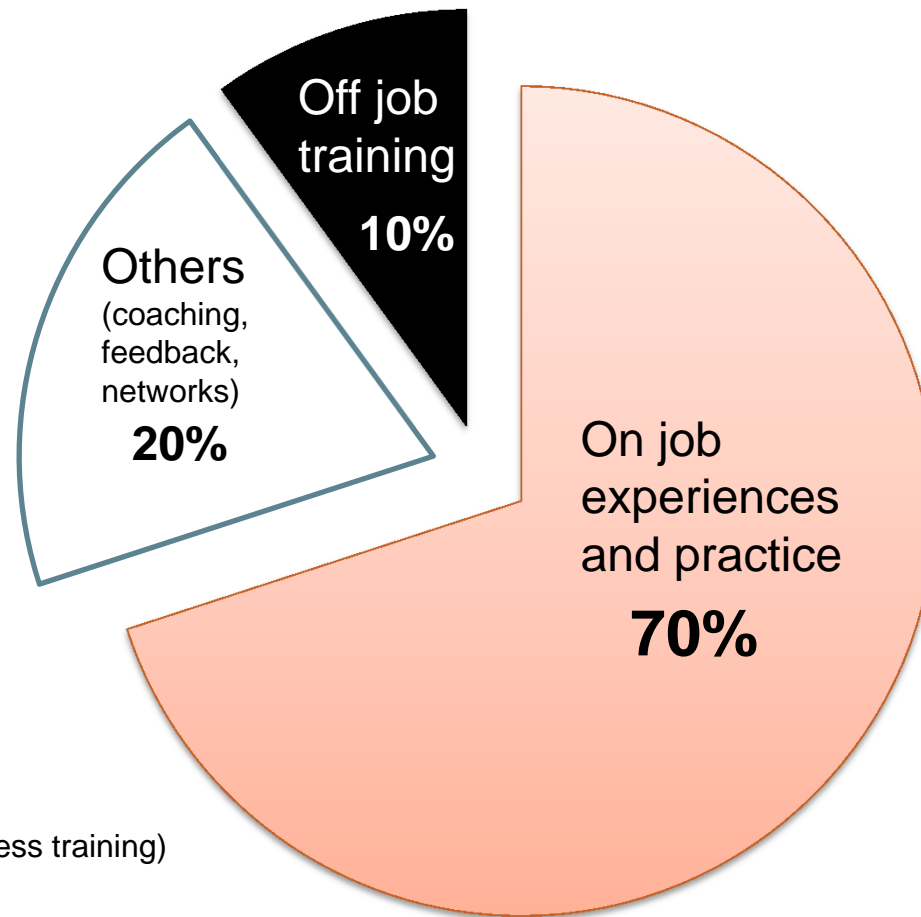
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Application of MBTI®



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Workplace Learning
10 : 20 : 70



(Edward Jennings –expert in business training)

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Manager/Supervisor Checklist

MBTI

Extraversion / Introversion

Did the representative.....?

- Provide an appropriate level of energy to match the customer.
- Deliver information with the required verbal volume and speed.
- Provide the appropriate degree of social / personal interaction.
- Listen effectively to what the customer was saying.
- Provide the appropriate time frame for information to be considered.

Sensing / iNtuition

Did the representative.....?

- Provide the appropriate level of detail when communicating.
- Maintain the appropriate focus on solutions for either now, or for the future.
- Consider other options for moving the business forward.
- Impart information and structure the call with logical sequence, when required.
- Accommodate diversions when they were presented by the customer
- Find the right balance, through either presenting concrete examples based on reality, or by discussing possibilities based on ideas or theories.

Thinking / Feeling

Did the representative.....?

- Allow an acceptable amount of time for social/personal discussion.
- Provide an appropriate focus from a "people v business" perspective.
- Deliver praise and demonstrate appreciation when required.
- Apply an appropriate level of assertiveness, or engage in difficult discussions when the need arose.

Judging / Perceiving

Did the representative.....?

- Provide an appropriate level of structure in the calls.
- Demonstrate the appropriate diligence in seeking closure to discussed proposals and future steps.
- Display flexibility to the proposed agenda if the customer diverted discussions.
- Arrive on time for the call, when required.
- Make future appointments with those who required it.

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Spread the Word



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- Sales & Marketing
- QC
- Scientific Affairs
- IT
- International Dept
- Marketing Services
- Wholesale
- Managing Director

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MBTI® for the long haul

- Develop a long term plan
- Sell the plan
- Ensure a longer term presence is part of any agreement
- Explore opportunities to go wider and deeper within the organisation



PHOTO: THINKS

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The image features a white background with decorative geometric shapes in the corners. In the top right corner, there is a blue triangle pointing downwards and a light blue triangle pointing upwards. In the bottom right corner, there is a green triangle pointing upwards and a light green triangle pointing downwards. The text "Thank You" is centered on the page.

Thank You