



# mynetworksuccess

helping you build a successful network marketing organisation

## PERSONAL PROFILE REPORT

for

First Name:  
Surname:  
Organisation:  
Report Copy to:  
Report code :  
Date:

Your personal profile intensity levels,

Driver (D) =  
Promoter (P) =  
Supporter (S) =  
Analyser (A) =

# Sample Report

## How to Understand Yourself and Others and Build a Million Dollar Business in Network Marketing

Congratulations on completing your Personal Profile. This report will give you a powerful advantage in communicating more effectively with others. It will help you to sponsor better, sell more, and connect with others in a positive way to achieve your goals.

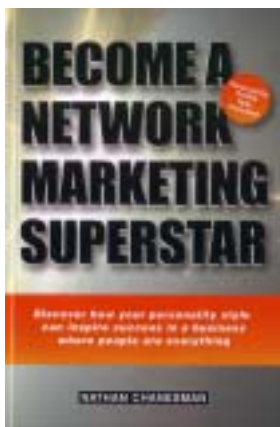
One of the most important skills any of us can possess is the ability to understand what motivates people and influences their behaviour. Everyone wants to be successful, to enjoy a good life free of financial stress, be happy and able to celebrate life to the full. How each style goes about attaining these things is different from style to style.

### mynetworksuccess.com gives you the skills to identify other people's styles

Mynetworksuccess.com is based on well documented and proven behavioural studies and uses the terms, DRIVER, PROMOTER, SUPPORTER AND ANALYSER to describe each style.

Every person has one dominant style that determines the way they behave. This is our PRIMARY style. This style is established at a very early age and is our DEFAULT setting. It is our MOTIVATING FORCE. We can also have a SECONDARY style which has the important job of helping the dominant style by creating balance.

## Become a Network Marketing Superstar



Network Marketing is a people business and to be successful you need to understand what makes people tick. Your people skills are the secret to your success in a business where people are everything. As you follow your dream of building a successful business and working towards financial freedom, your understanding of yourself and others will inspire you to become a Network Marketing Superstar.

### Achieve amazing results

In Network Marketing and Direct Selling other people are critical to your success. Don't say the same thing to each person you meet. Vary your presentation by developing four different sponsoring and selling presentations, one for each style. Your presentation will then appeal to each style and increase your chances of success. You'll be amazed at the results.

To help you achieve your goals we have created two training CDs and a book, "BECOME A NETWORK MARKETING SUPERSTAR" on sponsoring, motivating and selling to each style. Details are available on our website, [www.mynetworksuccess.com](http://www.mynetworksuccess.com)

about your Promoter Supporter  
behavioural style

**Sample Report**

## Your personal Promoter Supporter (PS) report

Promoter Supporter's display combinations of both Promoter and Supporter styles. Your dominant style is that of a Promoter and secondary style a Supporter.

These two styles have a lot in common. Both styles are people oriented. You share in your ability to get on well with others and to express your emotions. You are great at solving people problems. You impress others with your sincerity and you always look for the good in others. You enjoy building long term relationships and friendship means a great deal to you.

Congratulations on completing your Distributor Profile. Your behavioural style is that of a **PROMOTER SUPPORTER**

Promoter Supporters are very approachable and understanding. As managers they have an open door policy and are happy for people to call in and chat. Being a good listener you pick up on problems quickly, you can spot body language and you are aware of how others feel. You empathise with others and share their concerns and problems.

You are dependable and caring. You like to keep everyone happy and contented. You dislike arguments and conflict. You make an excellent Counsellor. Although you don't take personal criticism well, you do respond to well to attention and recognition.

Promoter Supporters possess a relaxed style, impressing people with your warmth and an understanding. You do not attempt to force ideas on others and operate as a dependable and contributing member of a team. You are definitely happier when dealing with people you know. You are great at servicing existing accounts but not too happy cold calling new business. You don't like to be pressured or pressuring others. Sometimes you may find yourself in a difficult position when making decisions. You know what is required, but want to check with other people before deciding. You are very persistent when you feel you are correct.

Promoter Supporters possess a relaxed style, impressing people with your warmth and an understanding.

Your personal goals tend to be friendship based and you want to be liked and accepted by others. As a result you have a wide range of interests and friends. You are always ready to come to a friends assistance. Promoter Supporters are always there when things are tough, ready to help and offer support, without the need to be rewarded or paid back.

Promoter Supporters are good communicators both written and verbal. Being considerate you communicate by carefully choosing your words. You understand what others are saying and you can interpret that and base your judgements on intuition and "doing the right thing".

As a child you were the "helper" allowing your friends to play with, and borrow your toys - you didn't mind sharing. This made you popular and that's exactly what you wanted to be. Later in life you realised you were a people person and objects don't mean much to you. You make an excellent coach and mentor.

## Your dominant Promoter behavioural style summary

Promoters are more inclined to be expressive emotional people who use their intuition to make decisions. Very approachable, warm, competitive and fast paced Promoters like to form relationships and make great diplomats. They believe that cooperation is the best way to achieve results they are terrific in teams and group activity often wanting to be the leader because of their excellent leadership skills.

Promoters have great people skills and like to tell others what to do. When given the choice they prefer to work with other people. They consider power and personal recognition very important. Promoters are assertive people who are not hesitant about making their presence or feelings known.

Promoters think out loud and often skip from topic to topic. They tend to act first and think later and this impulsiveness can sometime cause problems.

They prefer working to an opportunity rather than a plan. They enjoy the spotlight, glamour, excitement, and they bristle with energy and are always on the go.

Promoters are not office bound people and often their paperwork is disorganised and desks cluttered.

Most often Promoters are seen for their potential weaknesses rather than their strengths. People first tend to observe the negative behaviours rather than the positive. They see Promoters as the opposite of their strengths. Ambitious can be seen as *manipulative*, Stimulating as *excitable*, enthusiastic as being *undisciplined*, dramatic as *over reacting*, friendly as *egotistical*, articulate as a *poor listeners* and fast paced as *impatient*, visionary as *impractical*.

### Words used to describe Promoter Supporters

Counsellor, diplomatic, dependable, adviser, helper, friendly, self-controlled, predictable, patient, stable, deliberate, influential, persuasive, confident, firm, obstinate and stubborn, modest and serene.

## Modify your behaviour to improve your effectiveness

Promoter Supporters are sometimes too trusting and to ready to drop everything to attend to a problem.

Often you can be taken advantage of because of your openness and readiness to be there at any time. You don't want to be seen as hurtful to others. Often you are just too tolerant and trying to share yourself with everyone can cause you to jeopardise your personal relationship and career. You don't like to discipline or make demands on others.

You can increase your effectiveness with more self discipline, attention to realistic deadlines, initiative in getting the task done and greater urgency. Try saying no, more often. Allow more time for you. Develop more challenging assignments with better time control.

Get immersed in interesting projects and limited your friends. Be more direct and less indecisive. Use words that reflect positivity rather than uncertainty. Learn to prioritise. Focus on finishing things and think before speaking.

You need to appreciate that others are not as quick or decisive as you are and most are not willing to take the risks you might in order to "go with a hunch". Restrain your impulsiveness and check all the facts before making a decision. Slow down. Sleep on it. Often the next day the solution is more obvious.

this section explains the  
terms and key characteristics of the  
four behavioural styles

# Sample Report

## Intensity percentage levels

On the front page of this report are your intensity levels. Each style is measured as a percentage of itself. You could be a maximum 100% in one style and low 13% in another.

These percentages measure your style force levels. It's like the Richter scale for earthquakes. The higher the percentage the more intense, stronger and dominant you are in that style.

HIGH Drivers are direct and domineering, want control and are risk takers, LOW D's are more modest and shy people who are conservative by nature and happy to follow orders.

HIGH Promoters are passionate people person who loves to socialise and talk. Whereas a LOW P is more of a loner who is withdrawn and self conscious.

HIGH Supporters are patient, loyal and predicable people who want a safe secure risk free harmonious environment. LOW S is active and restless people who are outgoing and mobile.

HIGH Analysers are perfectionists who enjoy systems and procedures, and are careful and conservative. LOW A's are more persistent and defiant.

High D (Drivers) prefer to be in control and in command  
Low D prefer to be a team player and participate

High P (Promoters) prefers working with people  
Low P prefer to work alone

High S(Supporters) prefer a predicable environment  
Low S prefer variety and change

High A (Analysers) prefer systems and procedures  
Low A prefer spontaneity and flexibility

## D.P.S.A

### Four behavioural identifiers

Drivers, Promoters, Supporters and Analysers, are the four terms we use to identify your profile. Everyone has each of these styles in their behavioural make-up however only one or two styles influence our behaviour.

10% of the population has one dominant style and the rest, have one dominant and at least one secondary style present. You cannot be dominant in all four styles.

Within these four styles there are 16 variations. You can be a combination of two styles.

Your profile indicates which style or styles you have. Each style has unique strengths and weaknesses not shared by the others.

## D.P.S.A. Key behavioural trends

### Drivers

Want to get it done  
Want to make things happen  
Good at tactics  
Prefers verbal communication that is factual & concise  
Doesn't like being taken advantage of or losing control

### Promoters

Want to get noticed  
Want to work with people  
Good at diplomacy  
Best with people & communication  
Tends to talk too much  
Prefers verbal communication that is emotive & talkative  
Doesn't like rejection or loss of support

### Supporters

Want to get along  
Want to keep things running smoothly  
Great at logistics  
Best with schedules and supplies  
Tends to agrees too much  
Prefers written communication that is chatty & friendly  
Doesn't like sudden change or threats to their security

### Analysers

Want to get it right  
Want to figure things out  
Good at strategies  
Best with plans and technology  
Tends to questions too much  
Prefers written communication that is factual & precise  
Doesn't like criticism of work or lack of standards

## 16 Behavioural styles

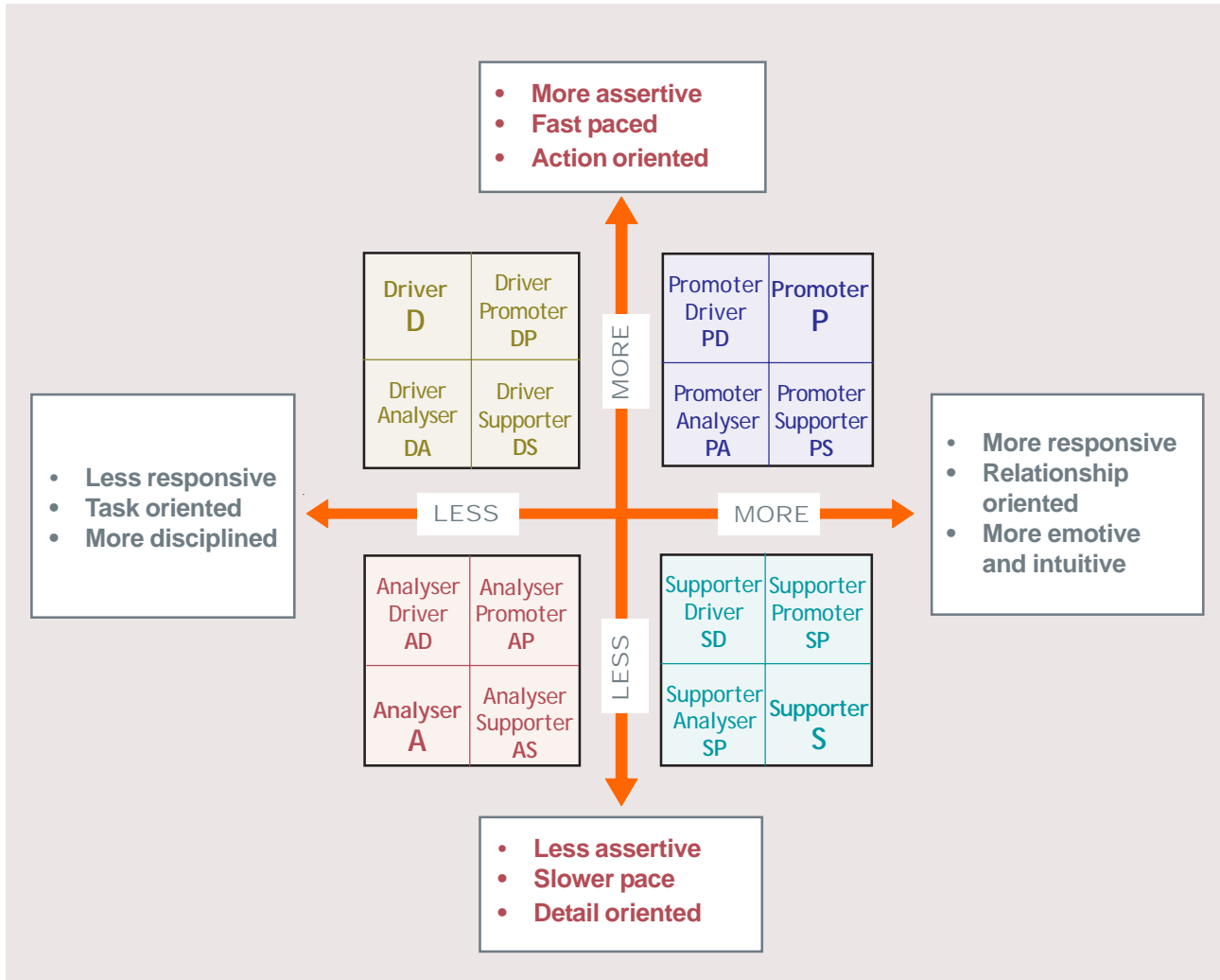
Driver D	Driver Promoter DP	Promoter Driver PD	Promoter P
Driver Analyser DA	Driver Supporter DS	Promoter Analyser PA	Promoter Supporter PS
Analyser Driver AD	Analyser Promoter AP	Supporter Driver SD	Supporter Promoter SP
Analyser A	Analyser Supporter AS	Supporter Analyser SA	Supporter S

## Style characteristics

How you describe a person's style depends on whether they are **assertive** or **responsive**.

**Assertiveness** is how forceful a person's behaviour is. **Responsiveness** is how aware of the feelings of others a person is. How you respond to these style characteristics is important for you to know as you build your network marketing business.

The combination of these two style characteristics - assertiveness and responsiveness - creates the four styles (Driver, Promoter, Supporter and Analyser). Most of us are a combination of these four styles (see chart below).



**Drivers and Promoters** are more assertive. They like to tell others what to do, direct and be in control. They are fast paced and always want things to happen now. They are prepared to take risks if there's a chance they'll succeed.

**Analysers and Supporters** are less assertive. They prefer to be more diligent and precise, working at a slower pace they prefer to ask questions and do not take risks. They are more reserved and often keep their opinions to themselves.

**Drivers and Analysers** are less responsive. They control their emotions and feelings and are more poker faced. They are more disciplined and think before speaking or making a commitment. They also prefer to deal with tasks and projects rather than with people.

**Promoters and Supporters** are more responsive. They are relationship focused and love working with people. They are emotive and use their intuition a lot more. They are not afraid to show their feelings and use gestures and expressions far more than Drivers and Analysers do.

## What each style prefers

	Drivers	Promoters	Supporters	Analysers
What this style likes to see in others	Hard work without complaint	Activity, enthusiasm and creativity	People who get along and don't dominate	Meticulous, respect for rules and procedures
This style is identified by	Wanting to get it done	Wanting to get noticed	Wanting to get along	Wanting to get it right
This style measures personal worth by	Results and winning	Acknowledgement and compliments	Compatibility and contribution	Precision and accuracy
This style enjoys	Action, fast pace and active participation	Variety, fast pace lots of interaction	Team exercises and group activity, slower pace	Clear logical presentations, slower pace, detailed information
This style is motivated by	Achievement	Social recognition	Acceptance	Correctness
What benefits this style needs to know	What the product or service will do for them	Who is using it, what they say about it	How the product or service will benefit everyone	Why logically they can justify the purchase
Their decisions are	Decisive	Spontaneous	Considered	Deliberate
Their value to the organisation is	Getting things done and achieving results	Natural leadership, working with people	Team harmony, service and support	Technical and analytical, systems and procedures
Their network leadership style is	Assertive and competitive	Communicative and friendly	Procedural and practical	Precise and no-nonsense
How to sell or provide a service to this style	Stress the result and bottom line success	Demonstrate the appeal to people	Emphasise the support provided	Highlight the track record and proven success

how to sponsor and sell  
to different styles

**Sample Report**

## Sponsoring and selling to Drivers

Drivers will be looking for an opportunity that will give them a chance to be successful as a result of their individual effort. They want to be independent and work at a fast pace. The big picture, achieving goals and financial independence are important to a Driver. Explain what they need to do to reach each specific milestone in their path to success in your organisation. Don't overload Drivers with too much information and remember they'll be the ones who will try and by pass the rules to make things happen faster. If you tell them it will take years to qualify, then forget it. Tell them that by directing others to do the work they will achieve success. Challenge them.

Drivers are quite blunt and people skills are not their strength. Tasks, leadership, action plans, systems, analysing information; Drivers are great with these. Stress the results. Tell them its their business, they are in control and if they follow the plan they will get results.

### Sponsoring tips:

- Plan to be prepared, organised, fast-paced and to the point.
- Meet them in a professional and businesslike manner.
- Provide options and let them make the decisions when possible.
- Let them know that you do not intend to waste their time.
- Find out their goals and objectives - what they want to accomplish, what currently motivates them, and what they would like to achieve.
- Suggest solutions with clearly defined and agreed-on consequences as well as rewards that relate specifically to their goals.
- Expect them to quickly decide based on key data and perceived benefits and results

### Contacting Drivers

The best way to make initial contact with a Driver is by telephone. Introduce yourself, explain why you are calling and ask for an appointment. When you explain why you are calling, keep it brief. "I'm calling because I've a business opportunity that you should consider. You can do really well for yourself in a very short time. When can we meet?" Once you have an appointment confirm it by email or letter and enclose any information they may have asked you to send. What ever you send, keep it brief and relevant. Drivers want to know the bottom line. What it will do for them and by when. Keep your correspondence short and business like.

### Presenting to Drivers

Pick up the pace of your presentation. You want to maintain the Drivers focus and attention. Use factual data in your presentation. Keep the meeting short. No longer than half an hour.

The best way to begin your presentation is to start by stating why your are meeting, what's the purpose. You are letting them know the specific reason you are they are together.

Then move on to a quick explanation of the company. Use facts. "We've been operating for the past 15 years and have 100,000 distributors who control and manage their own business and collectively generate \$50 million in revenue per annum. Our top distributors each earn over \$100,000 a year".

Don't go into details of the product or the benefits unless the Driver asks you. And even then, keep it short. They get bored easily and don't like wasting their time in lengthy discussions. Then tell them what the opportunity to can do for them and how they will benefit. Show them a chart of your compensation plan and how they can make money quickly. During the presentation ask for their opinion. "What do you think of this?" Drivers like choices and like to decide for them selves. "There are three ways you can get started, which one do you prefer". Keep the number of choices to a maximum of three.

### Closing Drivers

With Drivers, don't beat around, ask if they are interested and if they are, when they'll join. Be prepared for any concerns or questions that they have. They are not going to waste time and will cut to the chase quickly asking provoking questions to make their decision. Don't take this approach personally or get emotional answering. Stick to facts. To successfully sell and sponsor a Driver you must tell them about the product in a strong, direct manner, and; to help them decide, emphasise what the product does for them. Stress efficiency and profits, facts and key benefits. They'll want to know what plan they'd be following and how to measure the results.

## Sponsoring and selling to Promoters

Promoters dream of financial success and are attracted by the opportunity of networking and showing off their people skills. They make great sponsors. Show them how they can get started quickly, give them a fast training program (they're fast learners), and most importantly tell them about how others have succeeded in your organisation, better still, introduce them socially to successful Distributors. Promoters love to be recognised so tell them about your recognition and reward programs.

Promoters are passionate and will tell everyone about your products and the opportunity once they are convinced it is a winner. Give them a plan and make them stick to it. Promoters tend to wander so keep them on track in a structured program. Because promoters are naturally enthusiastic, be careful not to get swept up in their optimism. They need to follow procedures to avoid cutting corners and overlooking detail.

### Sponsoring tips:

- Show that you are interested in them, let them talk, and allow your animation and enthusiasm to emerge
- Take the initiative by introducing yourself in a friendly and informal manner and be open to new topics that seem to interest them.
- Support their dreams and goals.
- Illustrate your ideas with stories and emotional descriptions that they can relate to their own goals and interests.
- Summarise clearly all of the details, directing them toward mutually agreeable objectives and action steps.
- Provide incentives to encourage quicker decisions.
- Give them testimonials.
- Expect them to be quickly influenced by the relationship

### Contacting Promoters

Start with a phone call. Promoters are talkers not writers. If you do write, make it up beat, positive, use words that evoke emotions. "I've a brilliant opportunity that offers you an excellent ability to help people in need and share our vision of a peaceful society". You get the picture. Be open and friendly. Share a story about how you got into the business and what its done for the people you've introduced and sold product to. Talk about your experiences. The longer you're on the phone the better! Promoters love to talk and the person they love to talk about most, is themselves, so ask lots of questions. Two promoters are talking, the first finishes talking about herself and says to her friend, "enough of me taking about me, what do you think of me?"

### Presenting to Promoters

Every network marketing company has a magazine or publication that shows successful distributors and distributors meeting at conferences and travelling overseas. If you have such a magazine show it to your Promoter prospect. Promoters want to know who is using the product and who is making all the money. Promise to introduce them to top distributors. If you have a famous person who supports your product, then let the Promoter know. If your company is running a charity program or donating to a worthy cause, definitely tell the Promoter about it. This is music to their ears.

Present testimonials. Promoters like to hear what others say. It reinforces their decision making process. They like to be sold on emotion not just facts. Promoter prospects will come up with lots of ideas they would like to use when they join.

Your presentation whilst selling the sizzle also need to sell the steak. You have to tell the facts and like Drivers, you need to keep facts and details to a minimum. Give them a sample of your product so they can test it for themselves. Show them how to use it correctly.

### Closing Promoters

Promoters rush from one idea to another. You need to get them to slow down and consider your proposal. The best way is to have a single sheet summarising your proposal and what you would like them to do and by when. Give them a plan to follow and a list of things they need to do. Tell them that are there to help and you support their ideas and will work with them to help them achieve their goals. Don't leave it too long to get a decision. The sooner the better. Promoters can easily get distracted by something else.

## Sponsoring and selling to Supporters

Supporters want to be part of something that they feel comfortable with and will recognise their contribution and caring behaviour. Supporters are family oriented so to them being a part of a network marketing company is also about being a part of a large family that cares. If your organisation is friendly and fun with good team relationships they will feel very comfortable and perform successfully.

Supporters are happy if they can call you to discuss business and personal problems. They enjoy one to one contact so make sure you give them your attention. When dealing with them be sincere, support their feelings, show personal interest and allow time for trust to develop. Remember they take things personally so listen, take your time and compliment their teamwork. Supporters if they disagree will probably not tell you. They want to remain amiable. Often they won't ask questions for fear of imposing so when discussing things with them make sure you go through each issue and task one at a time and get their agreement to each before moving to the next.

### Sponsoring tips:

- Get to know them personally.
- Approach them in a non-threatening, pleasant, and friendly but professional way.
- Develop trust, friendship, and credibility at a relatively slow pace.
- Ask them to identify their own emotional needs as well as their task or business expectations.
- Get them involved by focusing on the human element.
- Avoid rushing them and give them personal, concrete assurances, when appropriate.
- Communicate with them in a consistent manner on a regular basis.

### Contacting Supporters

Your first contact with a Supporter prospect should be in writing. A letter of introduction explaining who you are and why you are writing to them. You should include brief information about the company, its reputation, reliability of service and product, and how the products benefit the user. Supporters ask 'how' questions. How does it work, how will I make money, how do I sponsor, how will it fit into my life etc. Make your letter or email friendly and not too business like. Appreciate that they are taking the time to read it and how you would be delighted if you could meet them in person. After you've sent your letter or email, call them to follow up. Supporter prospects are seldom in a rush so don't expect things to happen too quickly.

### Presenting to Supporters

When presenting to Supporters, be on time. Have your presentation well prepared and include examples to demonstrate how your opportunity will solve a problem. Supporters won't rush into anything and they like to develop a trusting relationship before committing. To do this you must be sincere and not pushy.

Take your time to explain how the business works using the material you present. If your company has a presentation flip chart or PowerPoint, make use of it. Supporters like to see that the company and you are well prepared. If you have an audio CD or DVD lend it to them to watch at home.

Supporters dislike change so asking them to take on a business or sell a product could be uncomfortable in that it will possibly interfere with their family commitments. Your presentation should explain how they can do the business and still maintain their weekly routines.

### Closing Supporters

Supporters are family oriented people. Your close should focus on the family and team structure your opportunity presents. Explain they can do it at their own pace and time. Don't hurry them or back them into a corner. Focus on the benefit of having additional income to provide for family needs and the benefit that users of the product will have. Supporters don't like taking risks so be sure that you address their concerns of security, reliability and value. Supporter prospects may not tell you what they really think because they want to avoid hurting your feelings. Ask them whether "you've missed anything" or "have I covered everything" or "is there anything else you can think of that would prevent you from joining". Get them to speak, Supporters are great listeners so you need to ask questions.

## Sponsoring and selling to Analysers

Analysers need to have all the facts before they can confidently market the opportunity or product to others. Remember they work at a slower pace, quite opposite to Drivers who will tear out of the room and sign up four people that afternoon none of whom have filled out their application form correctly. Analysers are precise and want adequate training so be prepared to answer lots of questions. Be patient.

Analysers want expert advice, after all, they are excellent at presenting data and information in a no nonsense style which appeals especially to Analysers. Speak to them in realistic terms and don't overestimate anticipated earnings. "Get rich quick and make heaps of money" is not believable to an Analyser. Analysers also want ongoing training to improve their professionalism and knowledge. This gives them confidence to go out and promote the opportunity. Be prepared for questions that may seem trivial to you. Be punctual, Analysers value time and you'll lose respect if you're late. When you want to get something done don't sell them on emotion, sell them on facts. They tend to be conservative so the big picture is not what they see, they see details.

### Sponsoring tips:

- Prepare, so you can answer as many of their questions as soon as possible.
- Always arrive on time.
- Greet them cordially, but proceed quickly to the task; avoid starting with personal or social talk.
- Document how and why something applies.
- Give them time to think; avoid pushing them into hasty decisions.
- Tell them both the pros and cons and the complete story.
- Follow through and deliver what you promise.

### Contacting Analysers

Start by sending a letter or email then follow with a telephone call to arrange a meeting. In your introduction provide details of your company and what you offer in a factual way. Demonstrate how people can earn additional income or create a full time business. Avoid the personal emotional approach. Analysers are fact and information oriented people who use logic to decide. Keep your contact business like (avoid the jokes and personal comment) and send them an agenda of what you will discuss when you meet. You can refer them to a website to do their own research prior to the meeting. Analysers like to be prepared.

### Presenting to Analysers

Be early. Analysers are likely to arrive earlier than the pre-arranged time so be there first. Get right down to business. Have all your material prepared in advance and have copies for them to take a way. The more information you have the better. Organise the information for them by setting out a content page that summarises what each document contains. Analysers are well organised and systematic people and they will appreciate this. Don't rush your presentation, speak slowly and deal only with facts. List the benefits and the negatives. Analysers like to see both sides and this helps them decide. Work through issues such as how running a business can help them reduce personal cost and provide them examples of tax deductions and expenses they can claim. Your company will have technical product specifications, efficacy trials, comparisons with other products and cost effectiveness; provide these as well.

### Closing Analysers

Analysers will take away all the information and read it. Tell them to write down all their questions for the next time you meet. Set a timetable for them to follow that's realistic. "In two weeks we'll meet again, this should give you time to read all the information and do your own research". You won't convince an Analyser, they need to convince themselves. If you push them into a decision they may join but are unlikely to do anything. Because this is a people business Analyser prospects maybe reluctant to participate. You need to stress that training is provided and you'll show them how to get started and develop a business action plan whose performance can be measured.