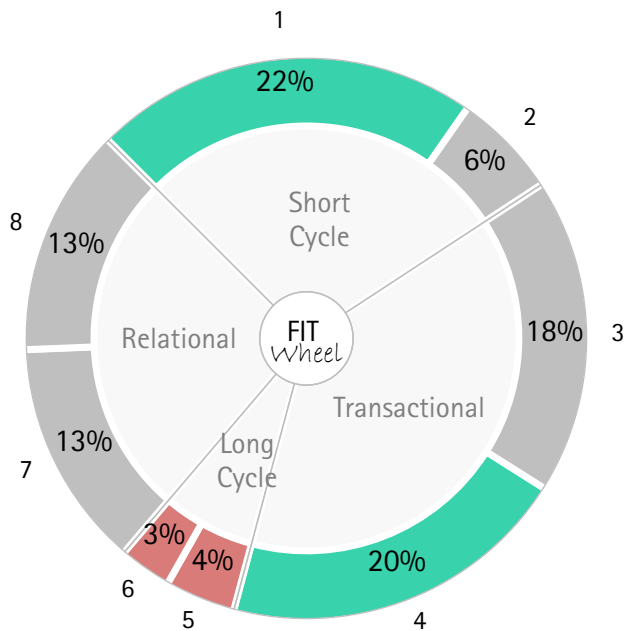


**Generator**

The generator uses personal drive, resourcefulness and persistence to achieve the desired results. This style provides maximum value when the sales effort is based on a short sales cycle where features and benefits along with key facts and details are more likely to impact the buyers decision making process.



- ◆ 1. Initiative
- ◆ 2. Persuasion
- ◆ 3. Persistence
- ◆ 4. Resourcefulness
- ◆ 5. Accountability
- ◆ 6. Direction
- ◆ 7. Friendliness
- ◆ 8. Understanding

**1. Initiative**

Driven to take action

**4. Resourcefulness**

Identify and connect needs with solutions

Areas of strength

Areas of opportunity

**5. Accountability**

Manage the sales cycle for useful results

**6. Direction**

Ability to maintain focus on what is important, right priorities