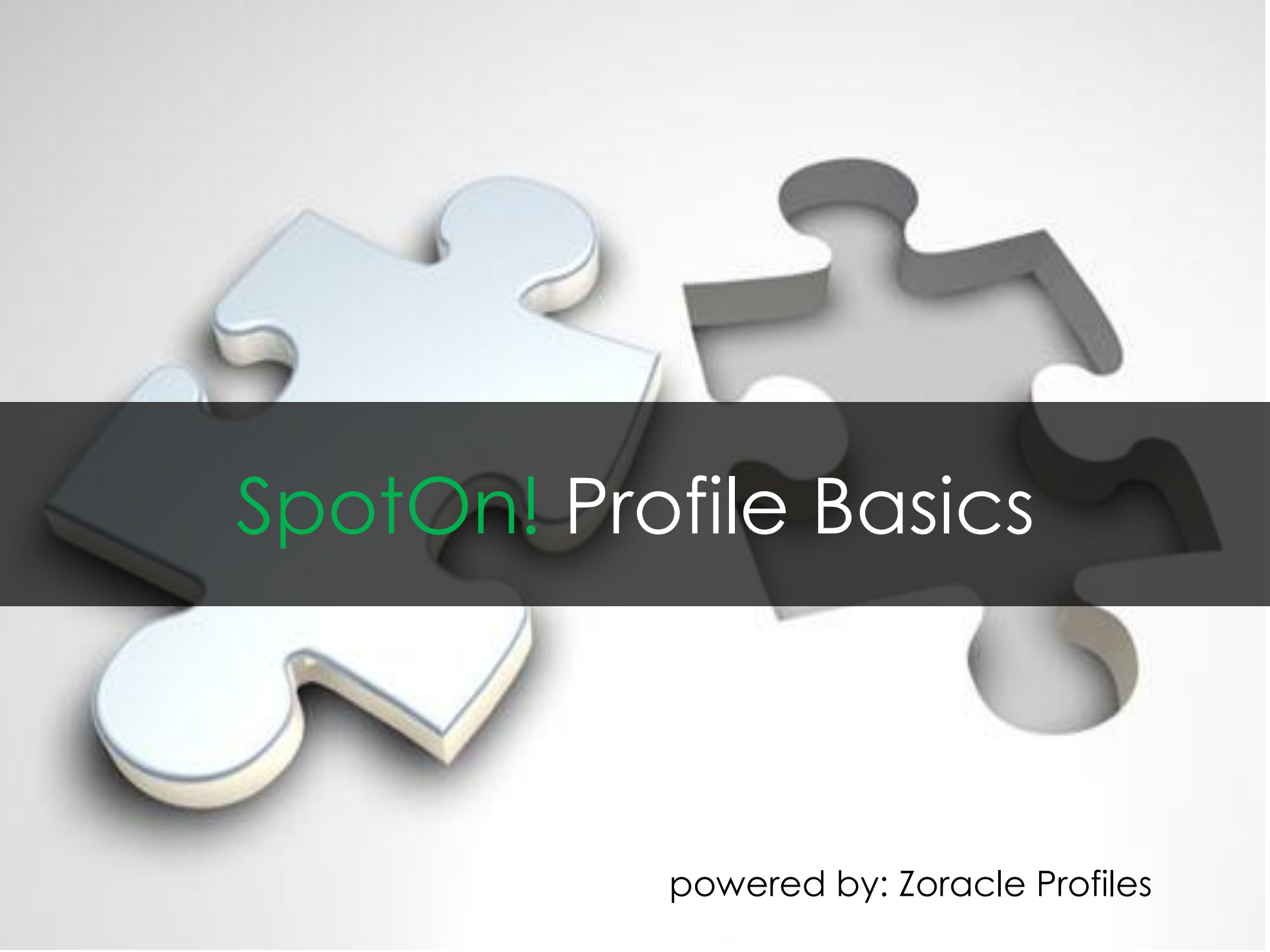


The background of the slide features several 3D puzzle pieces. Some pieces are light blue and others are dark grey, scattered across a light grey surface. A dark grey horizontal band is overlaid across the middle of the image, serving as a background for the title text.

SpotOn! Profile Basics

powered by: Zoracle Profiles



Lesson 1: Values & Motives

Values & Motives

Values determine what about the self is the meaningful core that governs our behaviors.

Our values determine our motives, and our motives are the only true predictors of behavior.

Values -- Motives -- Behaviors

Values Alignment

Matching a franchisee's core values with a company's core values creates compatibility and harmony. Having shared values provides a solid foundation for a long-term business relationship. Like-minded people have a basis for understanding, communicating and exercising judgment. **Values alignment builds strong brand equity.**

Our research and that of others, show that there is a strong link between financial performance and values alignment. When the values of an organization are in alignment with the aspirational values of the franchisees, the result is high performance.

Values Hierarchy

- | | |
|----------------|------------------|
| 1) Team | 4) Knowledge |
| 2) Impact | 5) Effectiveness |
| 3) Achievement | 6) Freedom |
| | 7) Success |



2 Types of Motivation

Values

Motives are the psychological drivers of behavior. Motives are the only true predictors of behavior. It's one's values which dictate his or her motivations.

Fear

An unpleasant emotion caused by the belief that someone or something is dangerous, likely to cause pain, or a threat.



VALUES AND SPLATTER DOTS

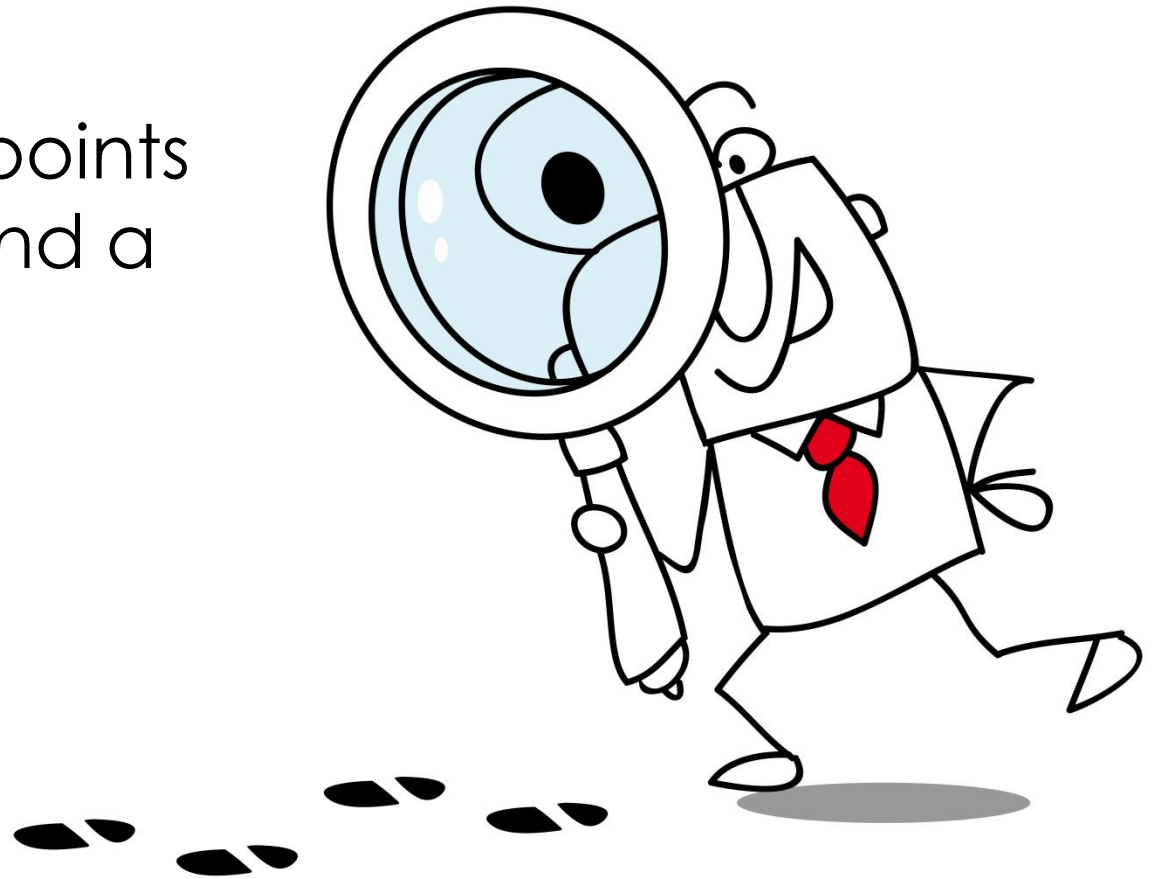
No Pain = No Gain



Unless your prospect has a need to solve a problem they are not going to buy a business.

It's Your Job ...

To uncover your prospect's pain points and help them find a solution.



Hesitant to Reveal Pain

Many prospects are hesitant to reveal their pain points.



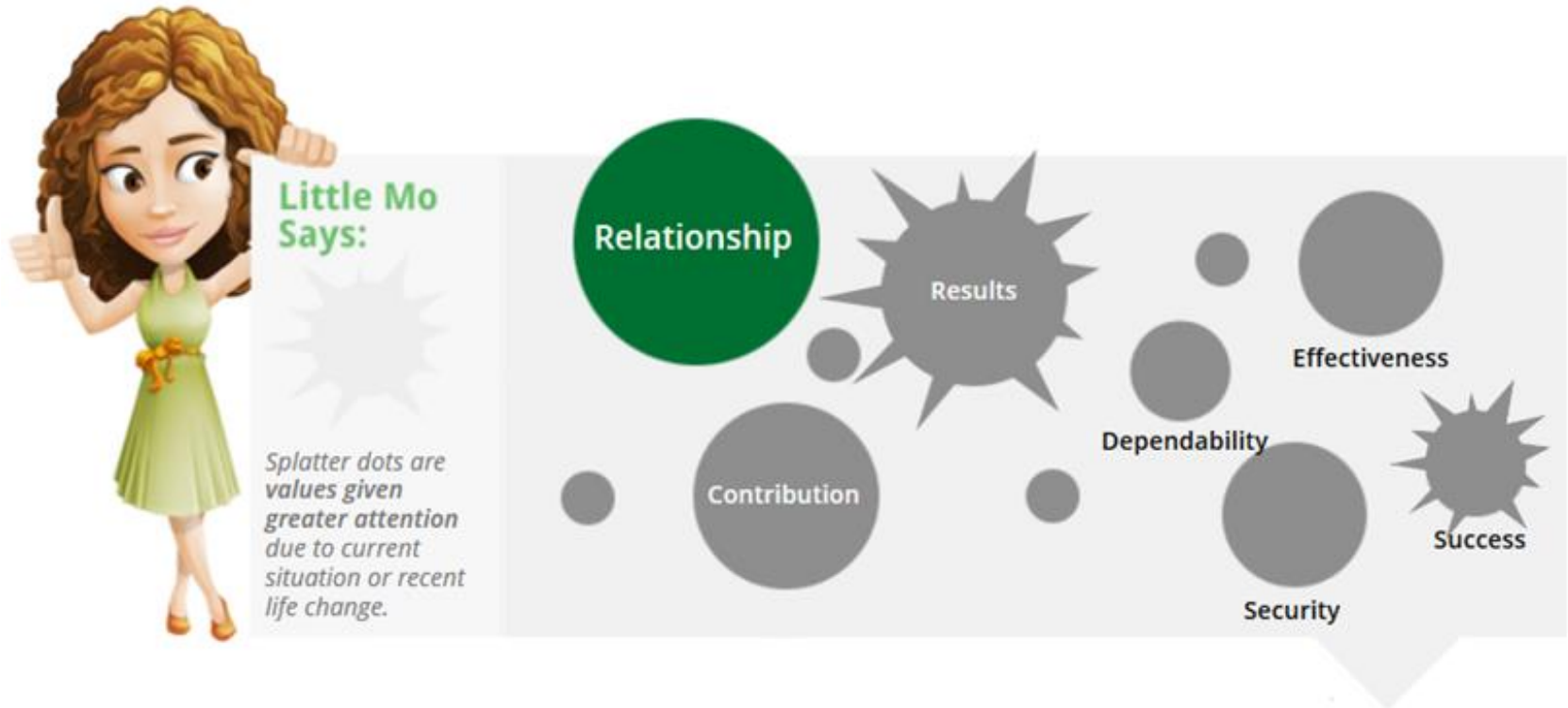
A black and white surrealist illustration. A dark, winding road with white lane markings curves across a light, featureless landscape. A small, dark figure of a person is walking away from the viewer on the road. In the far distance, a single, small tree stands on the horizon under a pale, uniform sky.

Fear being
vulnerable.

Unable to
articulate what
often is an
emotion.

A Little Help From a Friend ...

Splatter Dots bring forward unconscious or unspoken pain points – in the form of values.



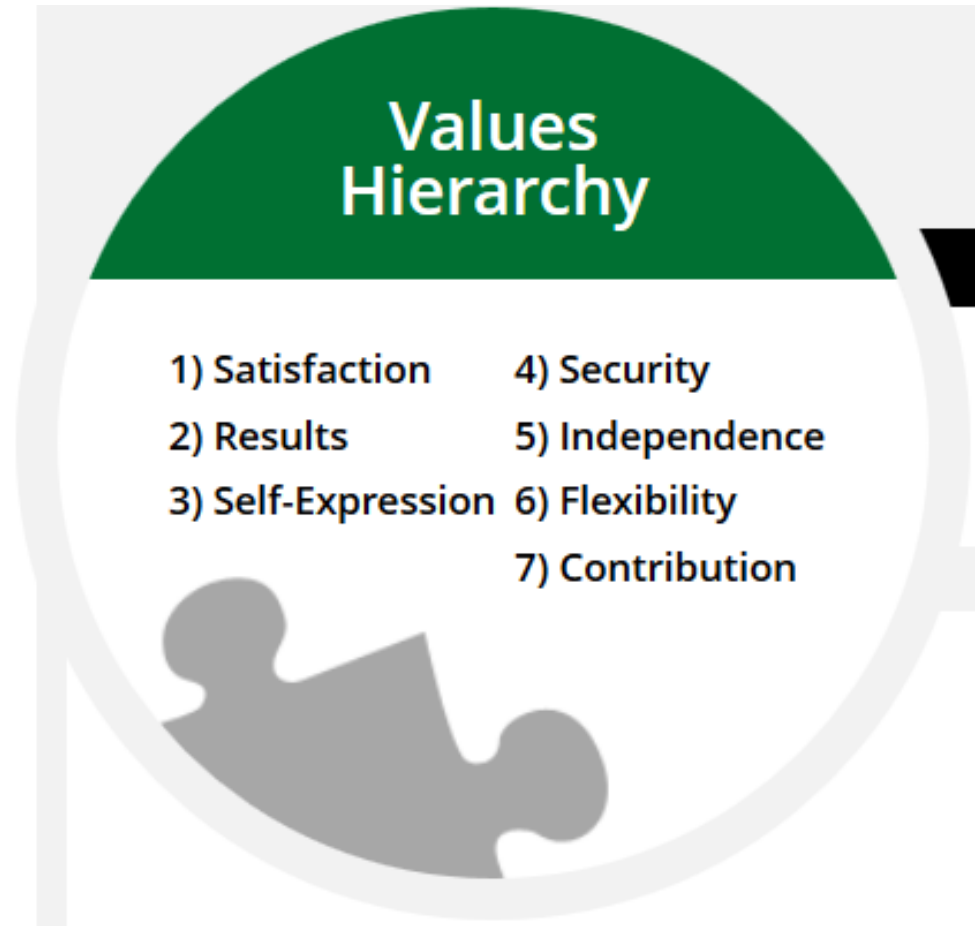
What are Splatter Dots?

Splatter Dots are misaligned or conflicting values which are creating pain.



Follow the Money

Remember all decisions (how we spend time, money and energy) are based on our hierarchy of values.



Conflicting Values Cause:



Confusion
Procrastination
Avoidance
Sabotage

Aligned Values Create:



Congruity
Harmony
Confidence
Action

Values Hierarchy

- 1) Control
- 2) Fun
- 3) Security
- 4) Knowledge
- 5) Effectiveness
- 6) Freedom
- 7) Satisfaction

Control

Security

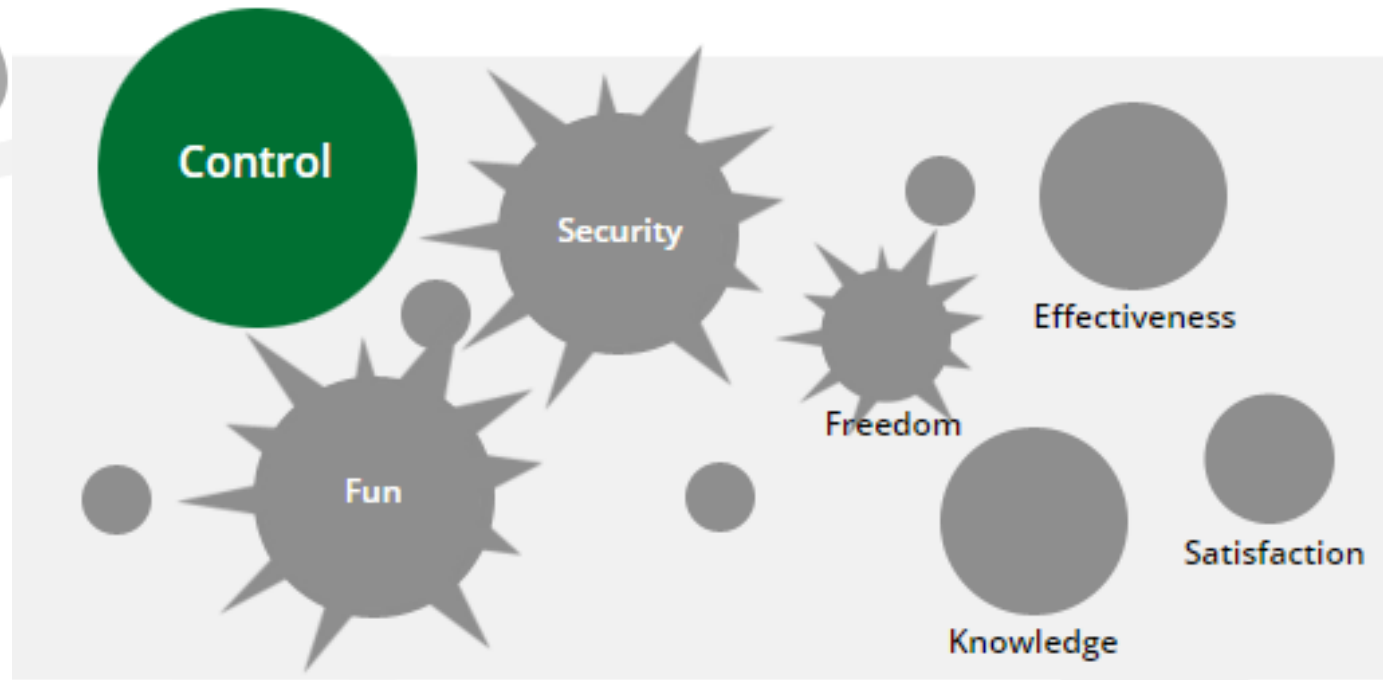
Fun

Freedom

Effectiveness

Knowledge

Satisfaction



Values Hierarchy

- | | |
|----------------|------------------|
| 1) Challenge | 4) Independence |
| 2) Impact | 5) Effectiveness |
| 3) Achievement | 6) Growth |
| | 7) Satisfaction |

Challenge

Achievement

Effectiveness

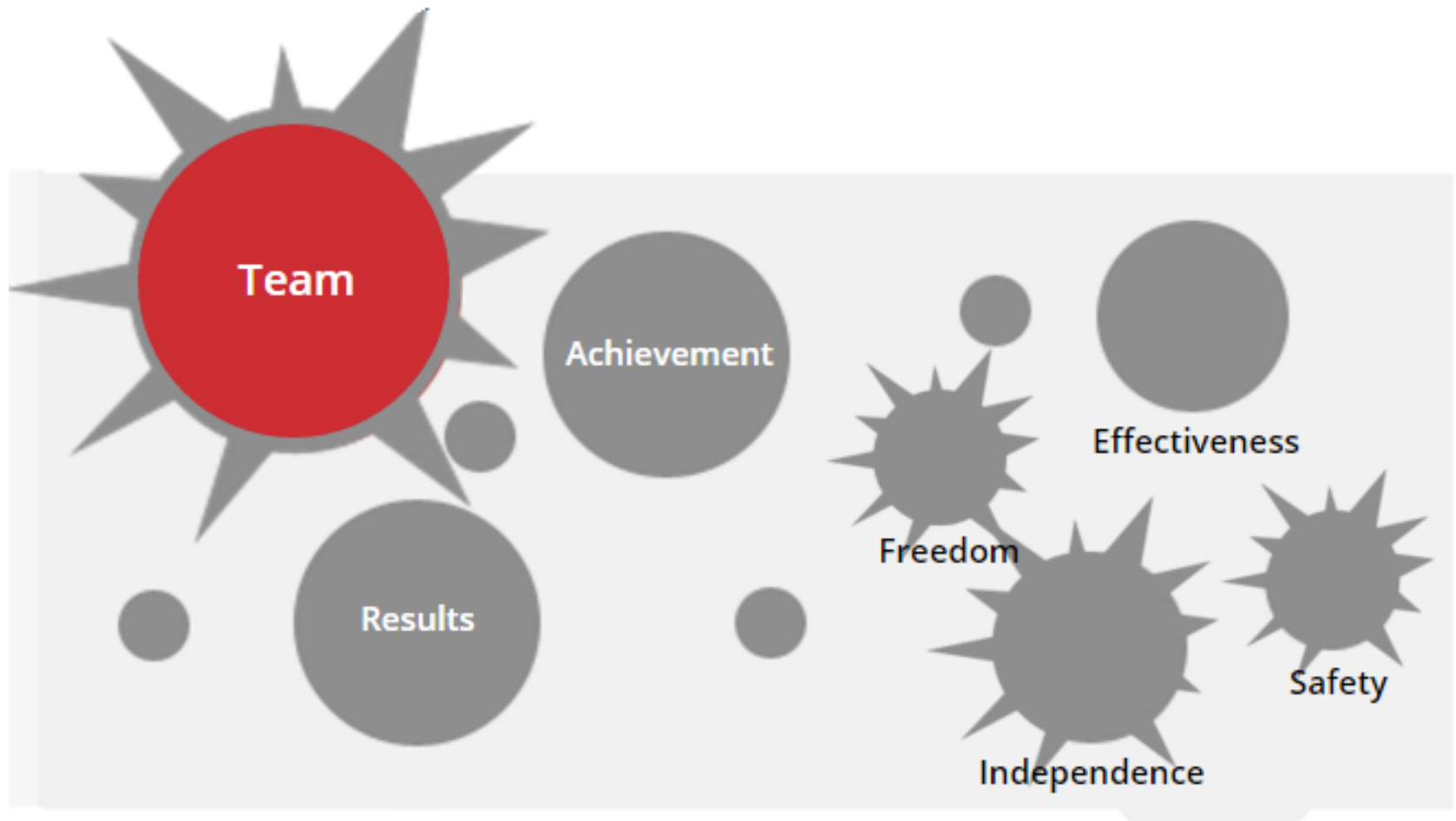
Growth

Impact

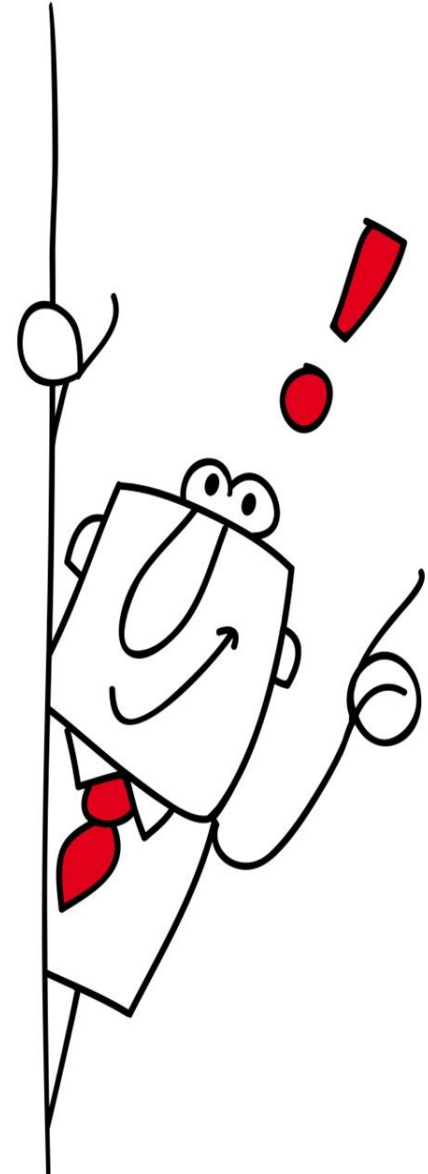
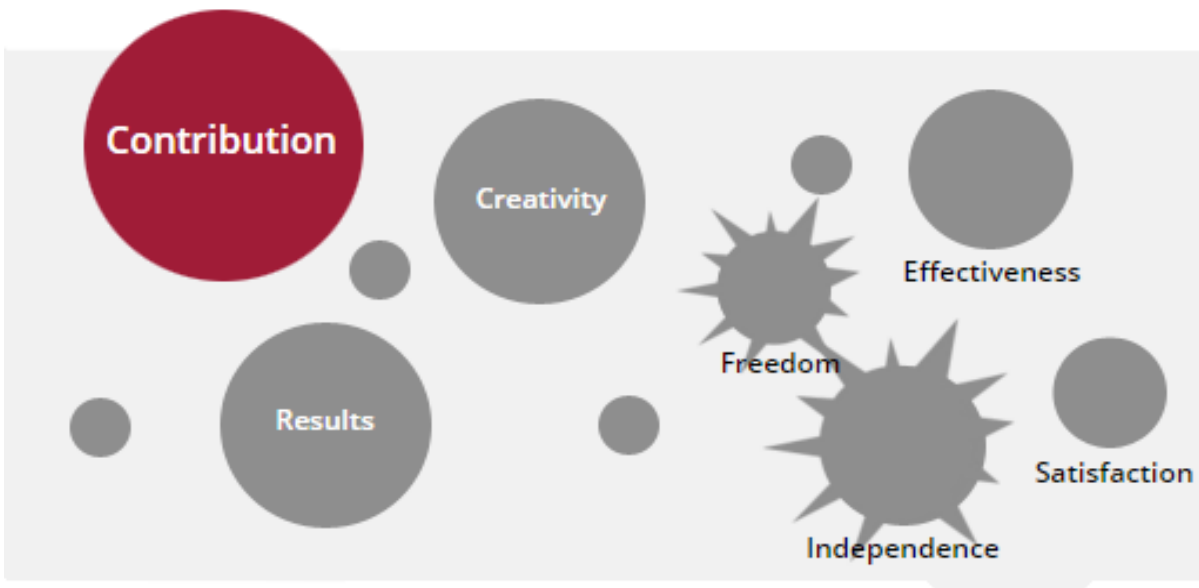
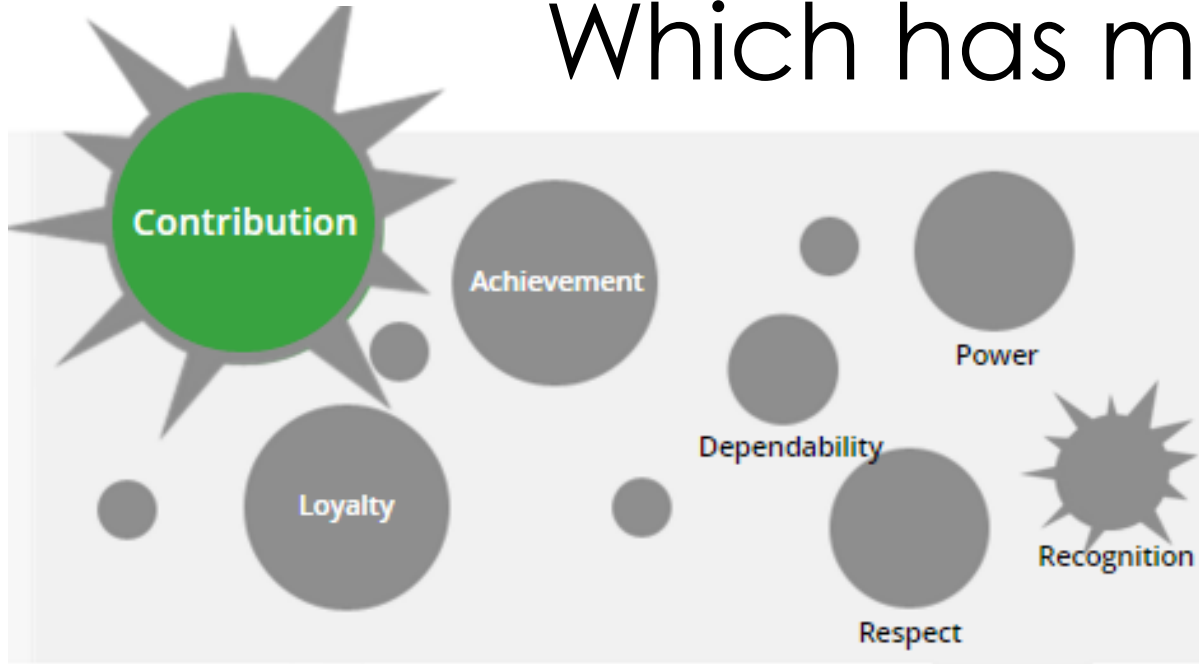
Satisfaction

Independence

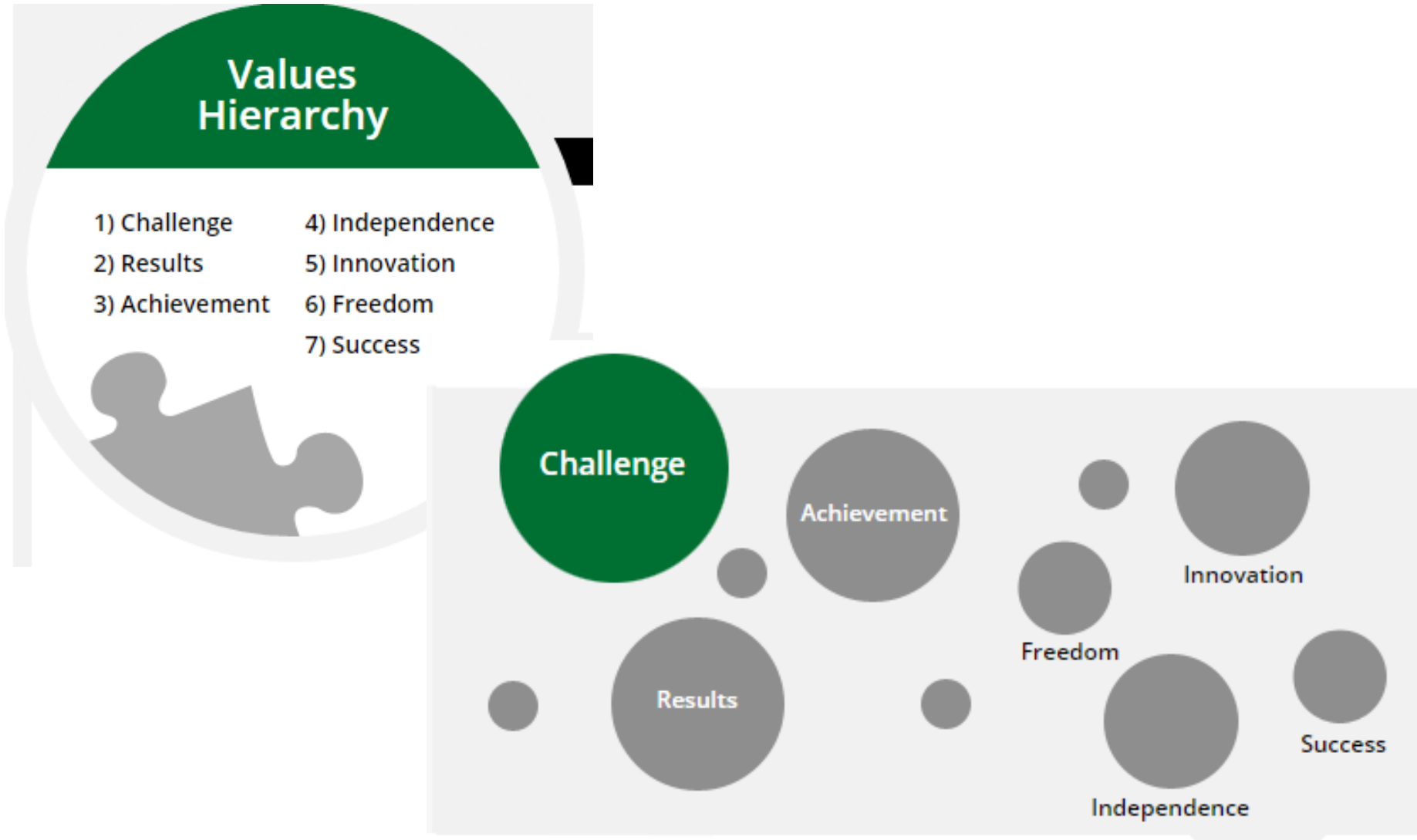
Ouch ... That's a lot of pain!



Which has more pain?



If it's not broken ...



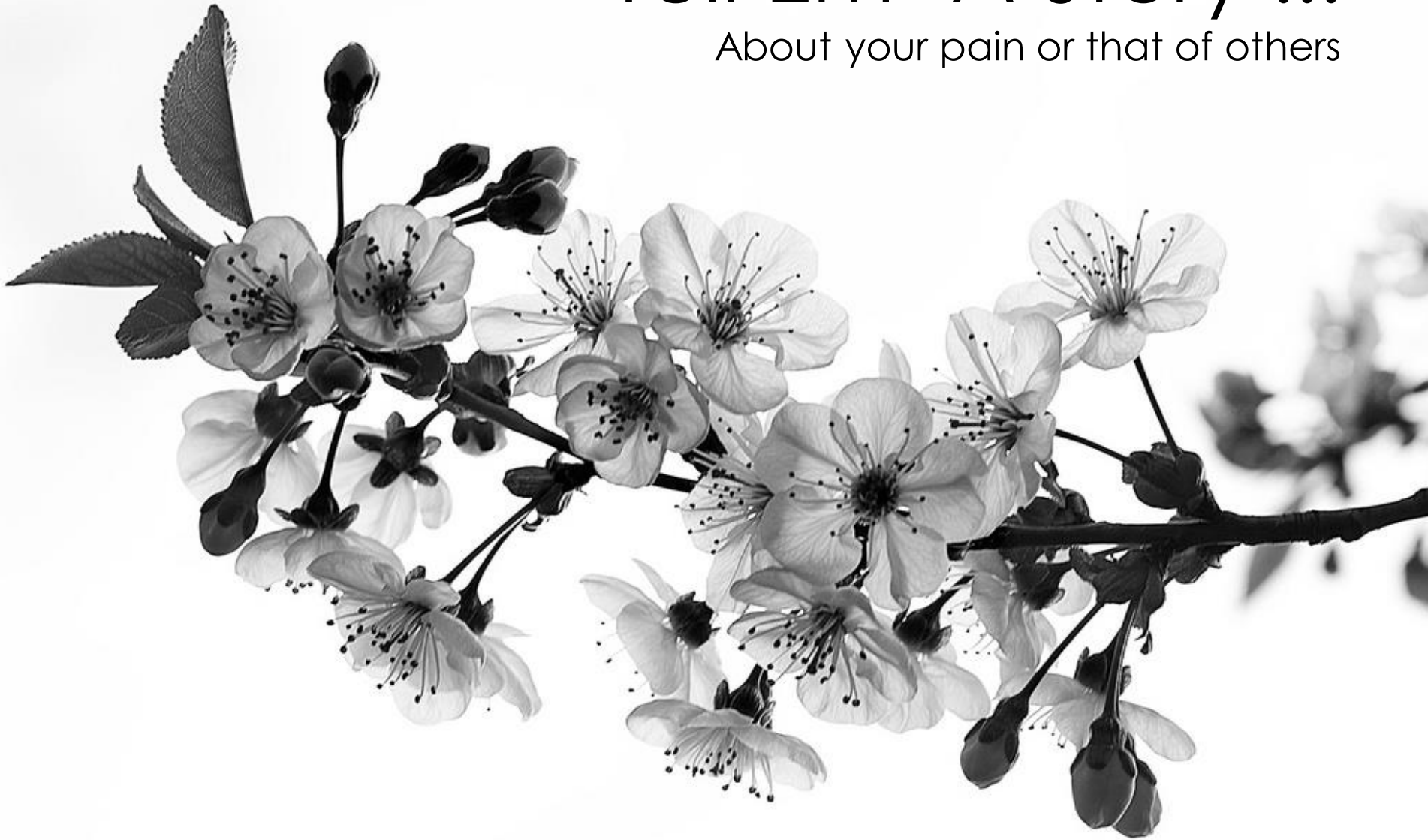
Get Em' Talking ...

About their pain & problems



Tell Em' A Story ...

About your pain or that of others



Take Notes ...

Copious, verbatim notes



- What does freedom mean to you?
- What does it look like?
- What is it not?
- How have you experienced it in the past?

Don't be a crocodile ...

i.e.: small ears and big mouth





Values when in
conflict cause
hesitation.

Values when
aligned stimulate
action.

A row of stylized, white-outlined figures against a dark background. Each figure has a large, glowing white oval for a head, which is surrounded by a grey ring. The figures are wearing dark, long-sleeved robes with a high collar and a small, dark, diamond-shaped pendant hanging from a chain around their necks. They are standing on small, dark, oval-shaped shadows. The figures are arranged in a row, with some slightly overlapping.

Be authentic.
Provide a safe place.
Act as their trusted confidant.

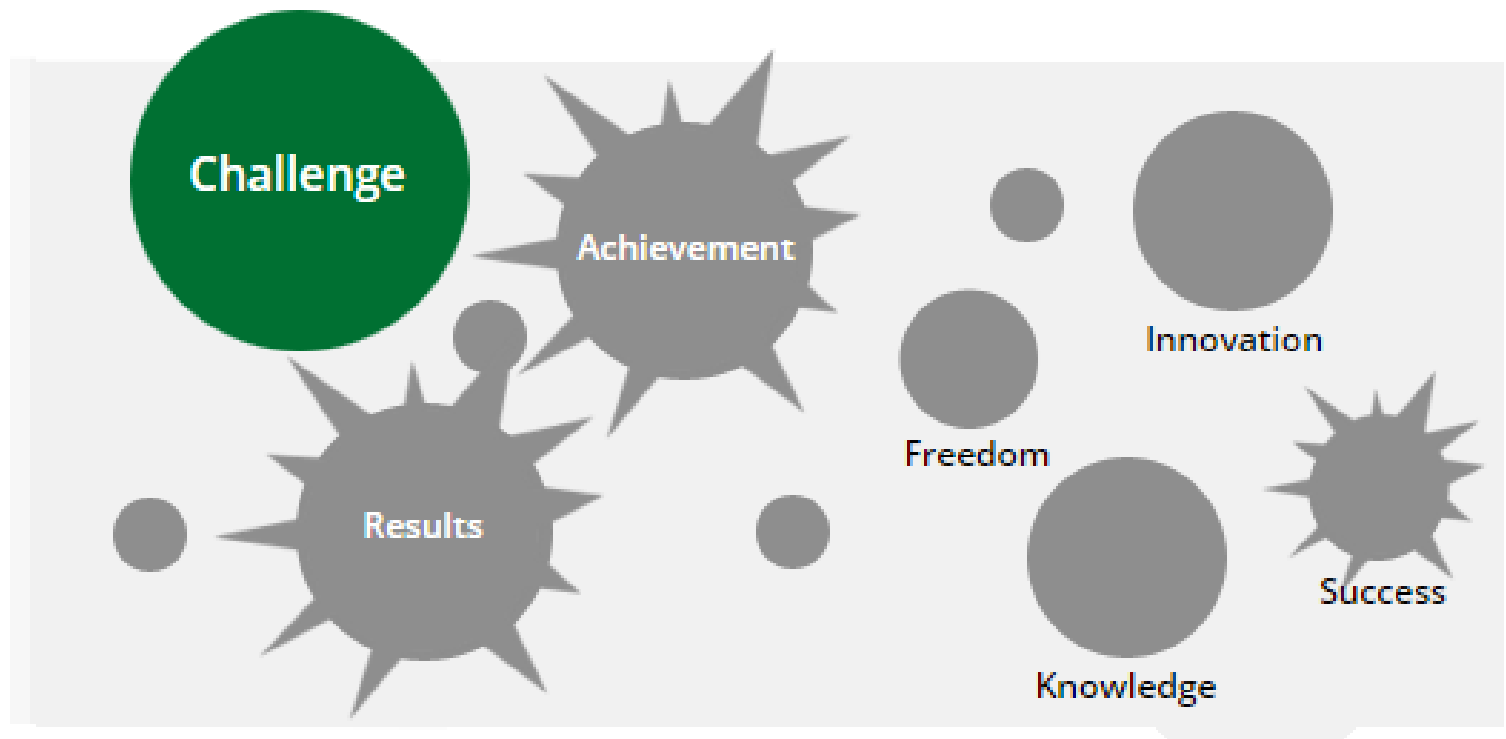
Empathy reassures your
candidate.

It builds confidence,
understanding, trust
and advocacy.



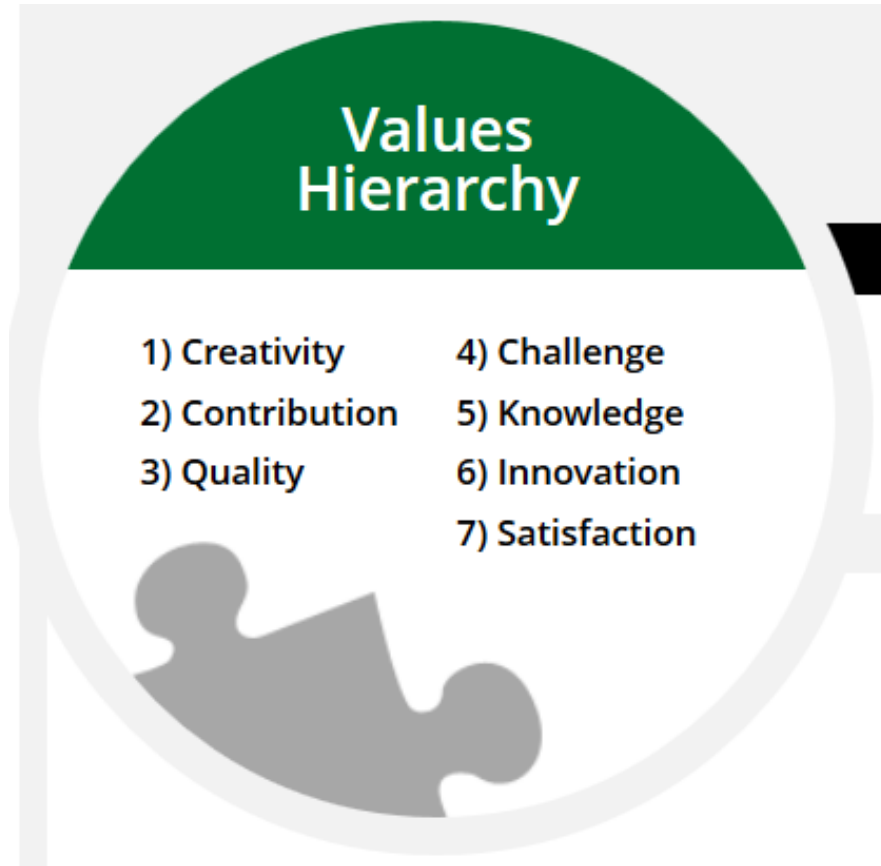
Want to do more deals?

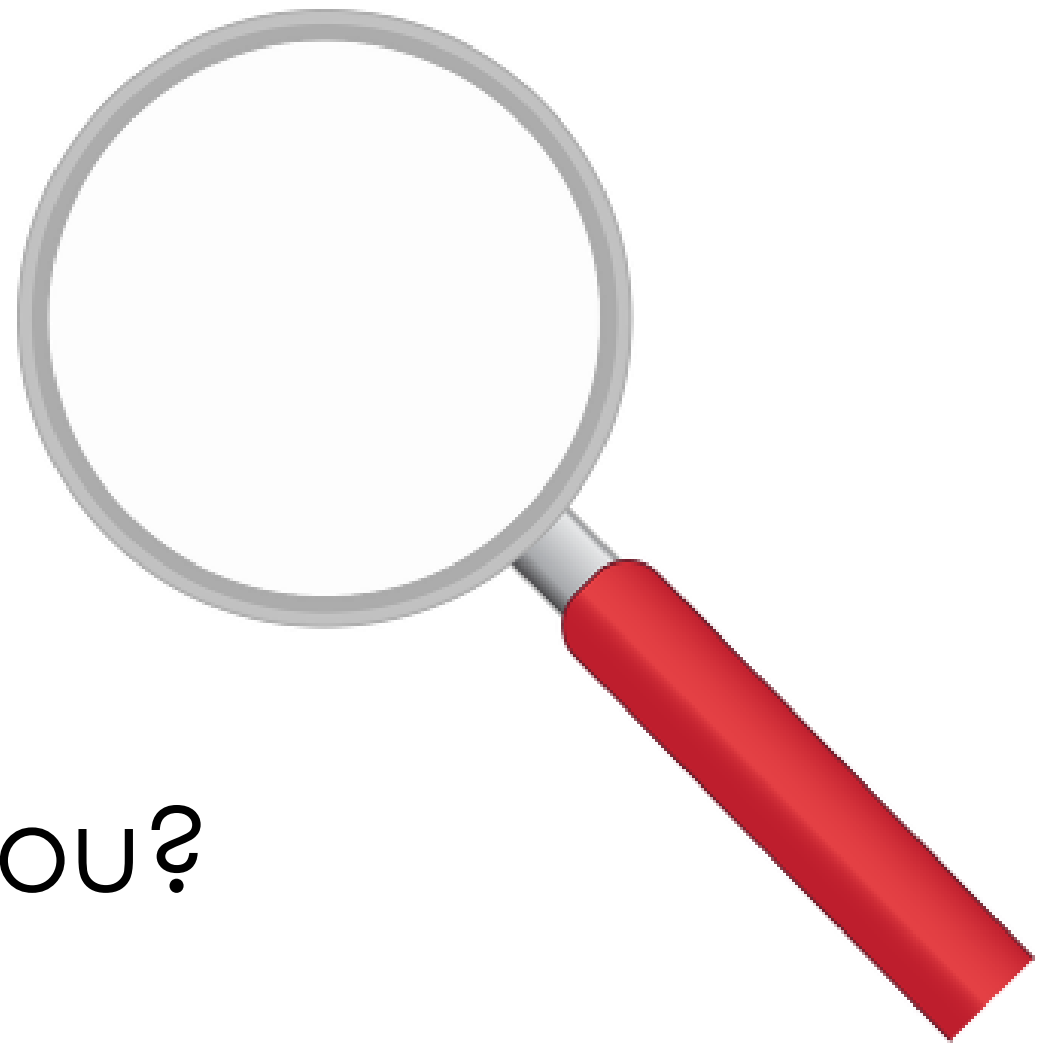
Leverage your
prospect's Splatter Dots.



Want to do more deals?

Learn how to align
your prospect's values
with business
opportunities ...





Who are you?

Values Hierarchy

- 1) Team
- 2) Impact
- 3) Achievement
- 4) Knowledge
- 5) Effectiveness
- 6) Freedom
- 7) Success



Ryan is a Societal

Scores indicate Ryan is a Societal. He is an intelligent and visionary business builder who wants to inspire and influence positive change in the world. Societals are motivated to have an impact on others using their expertise, experience and education. Contribution and freedom defines success for the Societal. They prefer innovative, change, or cause-based concepts that promote others' growth and success.

VALUES

What are Values?

Values determine what about the self is the meaningful core that governs people's desires and the expression of these desires. Motives are the psychological drivers of behavior. Motives are the only true predictors of behavior. It's one's values which dictate his or her motivations. There are four Value Sets.

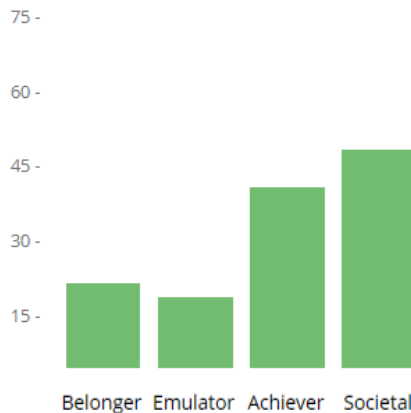
Ryan is a:

Societal

Power - Self - Passion



Principle - Others - Purpose

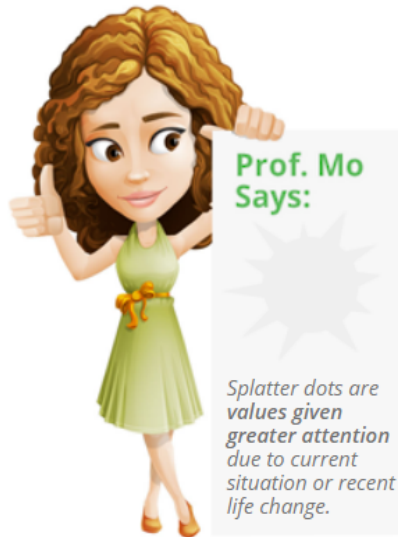


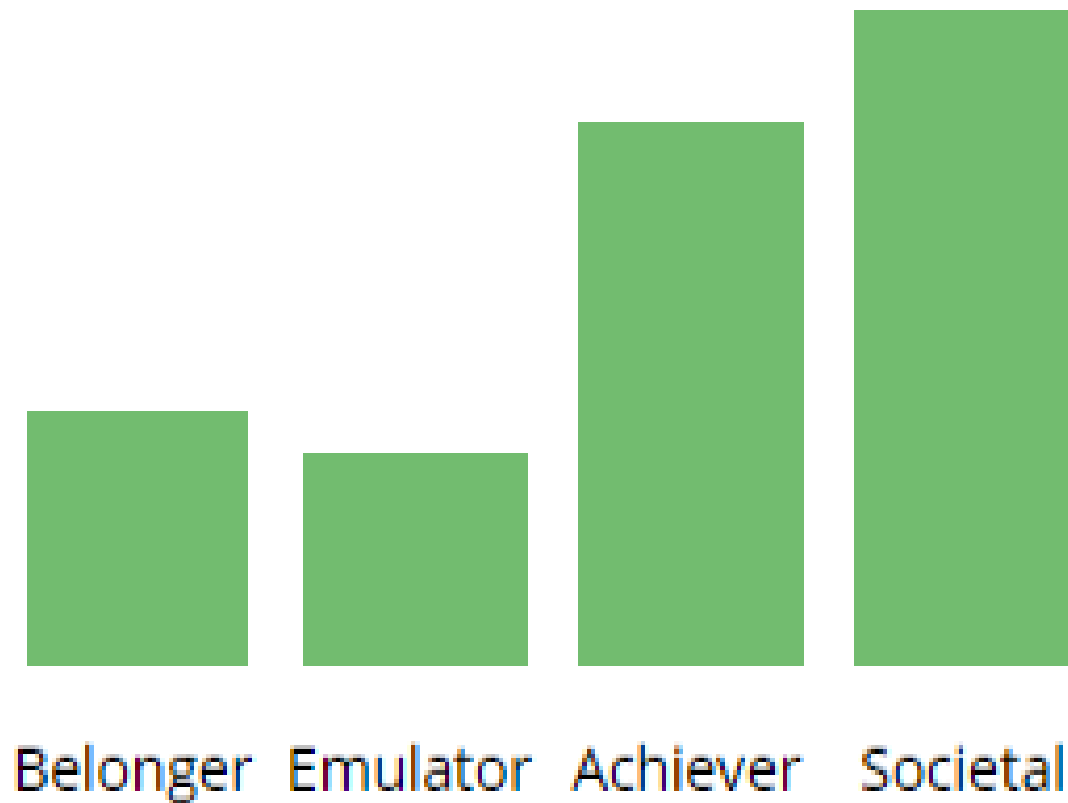
Societal

Societals tend to be well educated and actively seek out information. They are reflective, creative, purpose-driven and relentless in pursuing and sharing ideals. They are change leaders and are receptive to new ideas and technologies. Societals are among the established and emerging leaders in business, yet they continue to seek challenges. They are mature, satisfied and reflective people who value simplicity, knowledge, justice and responsibility.

It is not unusual to see a Societal acting as an advocate for those they believe need protection, counsel or direction. You are honourable, dependable and consistent in word and deed; your reputation and credibility is meticulously safeguarded.

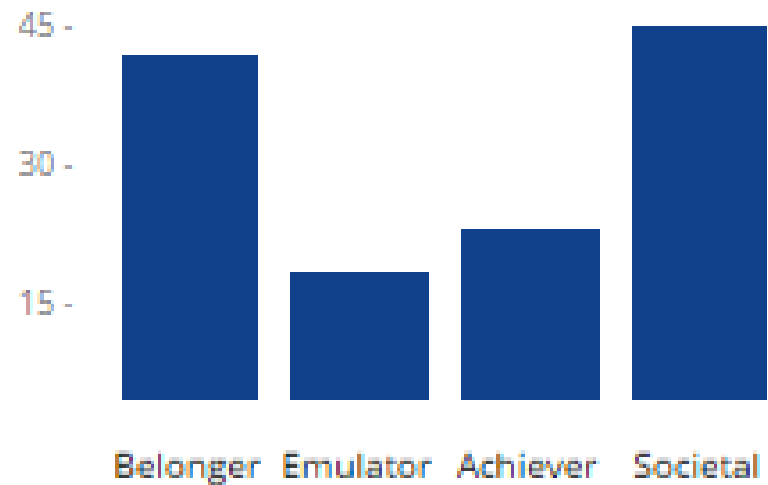
Like many Societals, you are a knowledgeable and dedicated advisor and mentor who enjoys being involved in policy, procedures and politics. Highly principled, purpose-driven, a history of achievement and an insatiable desire to make a difference describes you.





Values Hierarchy

- 1) Contribution
- 2) Impact
- 3) Creativity
- 4) Respect
- 5) Fairness
- 6) Dependability
- 7) Satisfaction



Contribution

Creativity

Fairness

Dependability

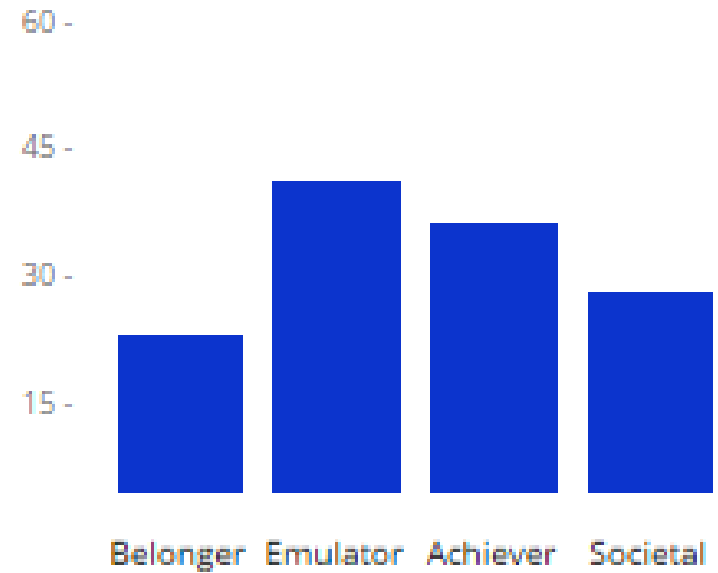
Impact

Satisfaction

Respect

Values Hierarchy

- 1) Control
- 2) Results
- 3) Prestige
- 4) Knowledge
- 5) Innovation
- 6) Freedom
- 7) Recognition



Control

Prestige

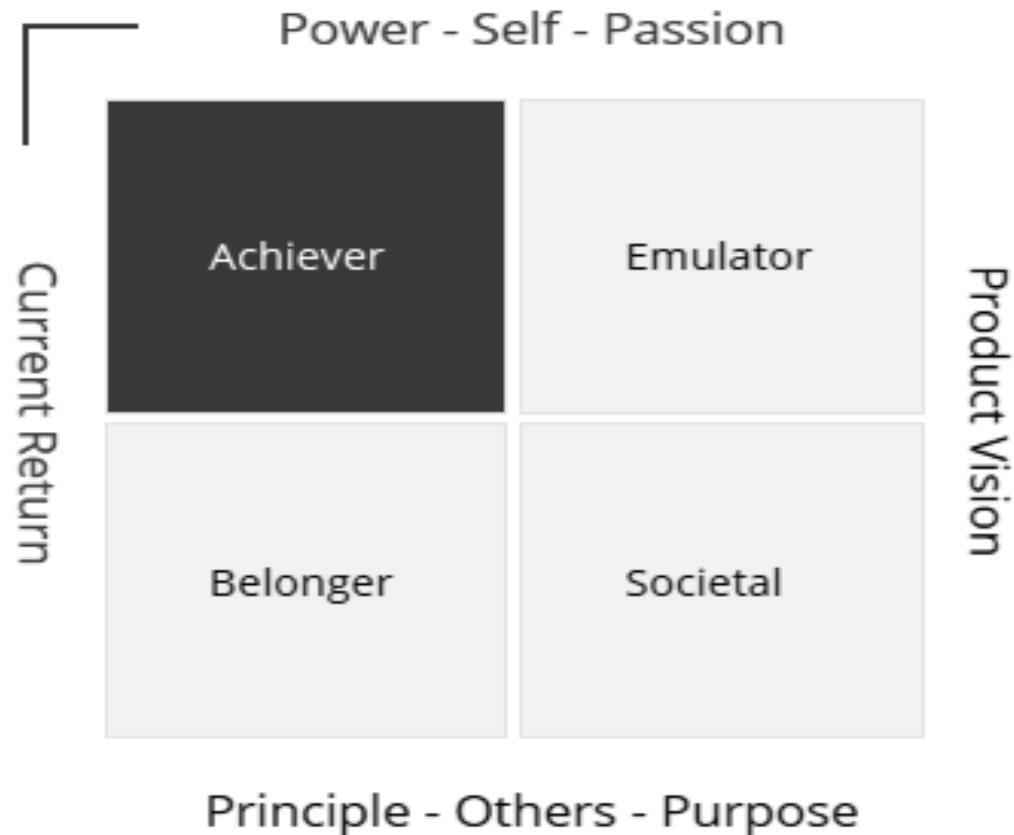
Innovation

Freedom

Recognition

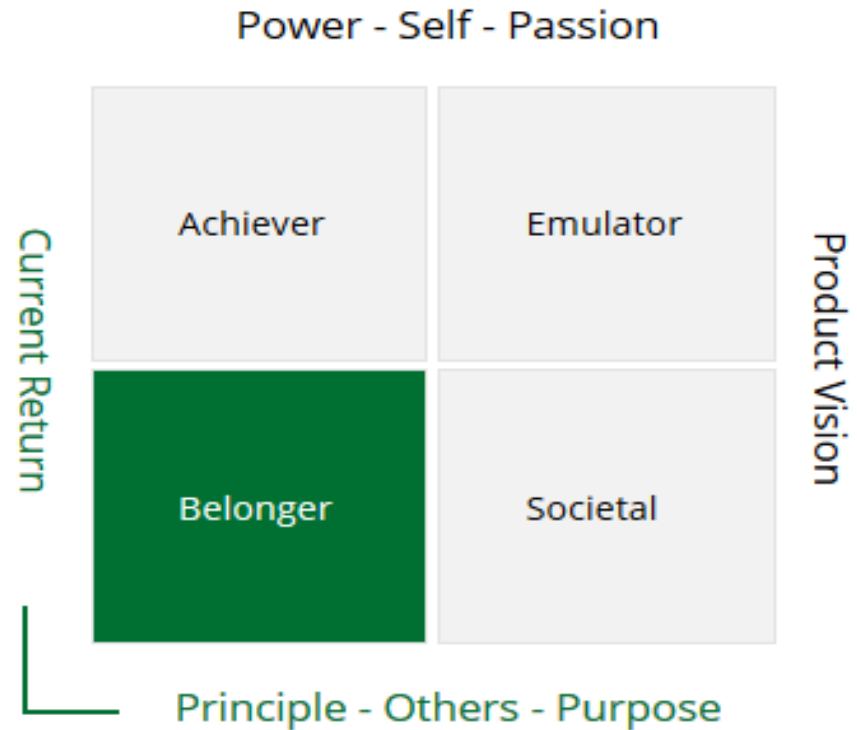
Knowledge

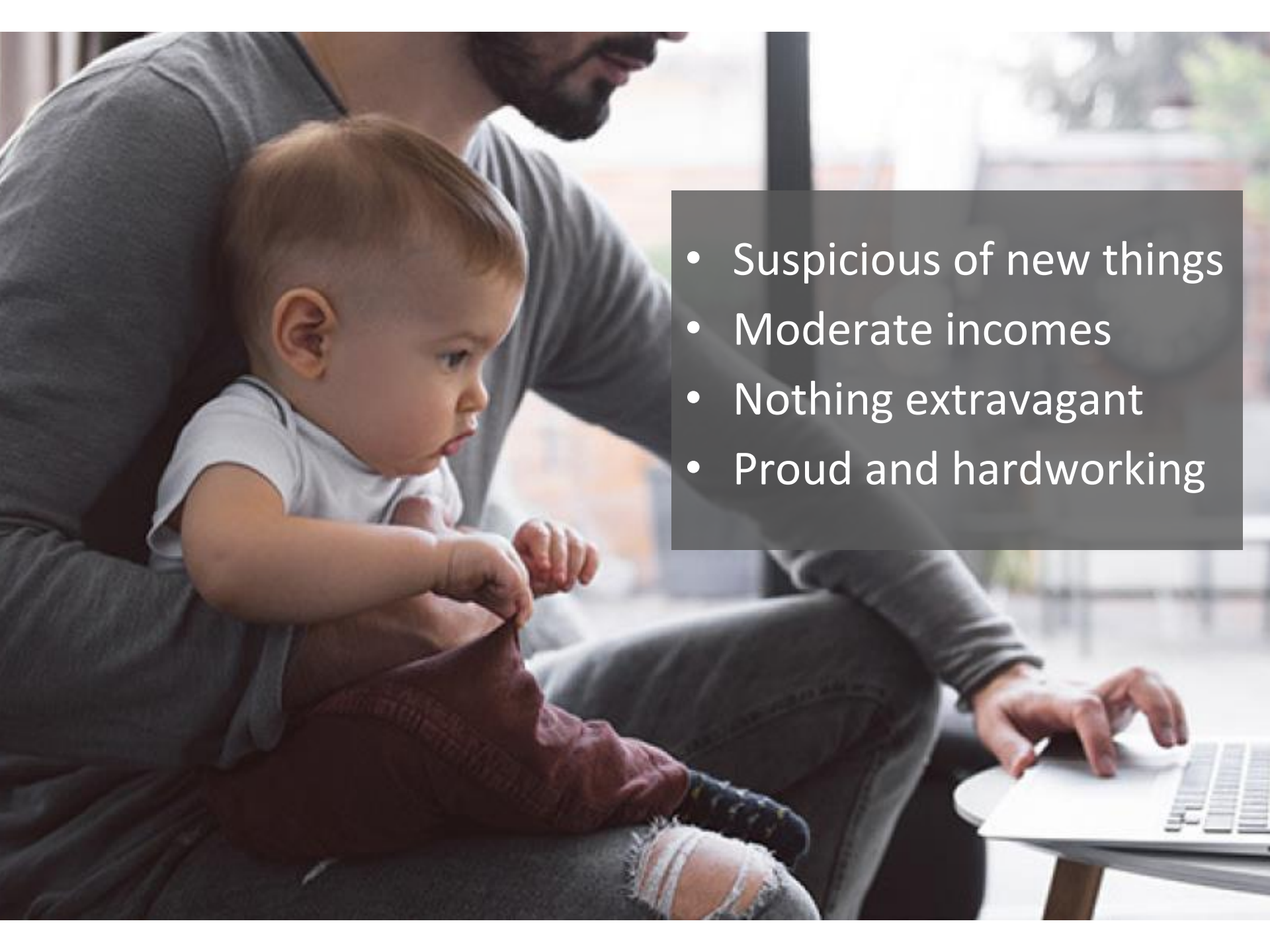
Values and Motives



Belonger

- Conservative
- Conventional
- Traditional Codes
- Established Routines
- Home-oriented





- Suspicious of new things
- Moderate incomes
- Nothing extravagant
- Proud and hardworking



Provide & Protect

Belongers take pride in being able to provide for their families. Home and hearth are of primary importance.



Brand Loyal

Belongers are loyal, grounded and dependable people looking for consistency, durability, and value.



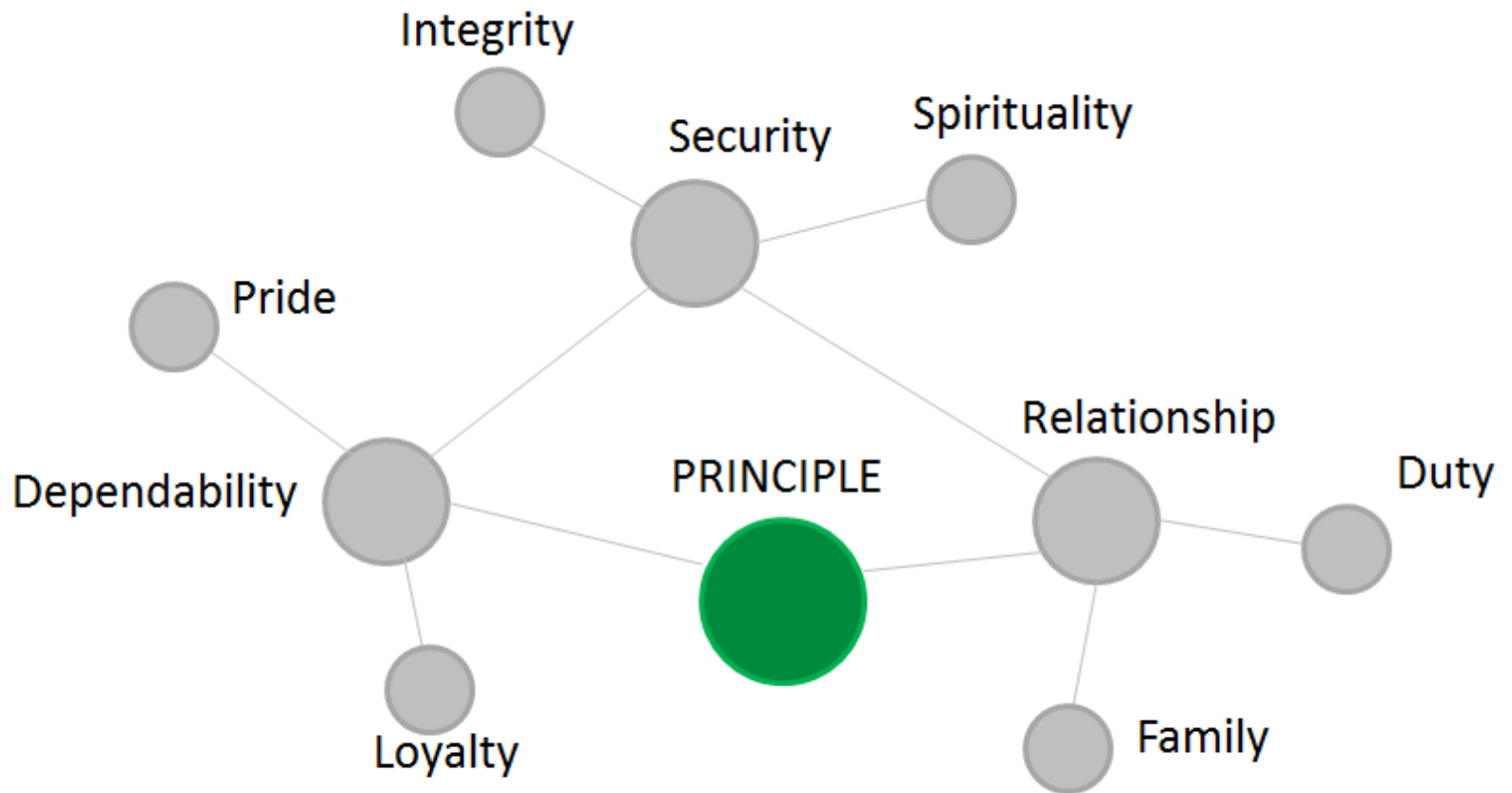
High Touch - Low Tech

The Belonger is relationship oriented and prefers tangible products and practical solutions.



Prefer Working With Family

Belongers like it best when they can work with family, friends and people they know and trust.



Belonger

Belonger: Risks & Fears



Separation From Loved Ones

Belongers prioritize loved ones and would not consider a concept that takes them away from spending time with family and friends.

Irresponsibility

Belongers are committed and dependable. They will back away from things that would risk their current lifestyle or family's future.

Financial Insecurity

The Belonger values security above all else. Situations which threaten their financial security will trigger fear.

Belonger: Needs and Wants

- Historically proven systems
- High Touch – Low Tech
- Strong head office support
- Credible management
- Tangible products and services
- Involvement of family



Belonger Considerations

- Avoid fast talking sales pitch, jargon or acronyms
- Showcase longevity of industry and secure long-term business
- Tell the back story; especially if it included family or community
- Share your obstacles and how commitment overcame them
- Be real. No suits and ties, dungarees and flannel shirts are better
- Demonstrate strong head office support
- Highlight toughness, pride in work and country
- Show how others have involved their family and friends
- Elicit strong conviction in product or service
- Connect. Validate their fears, opinions and strongly held beliefs



Budweiser: Born the Hard Way



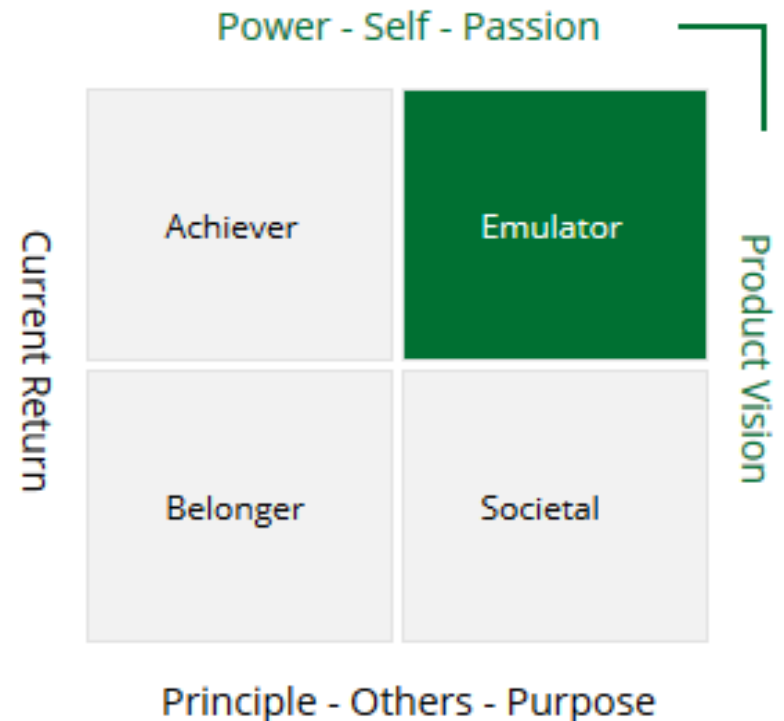
Built Ford Tough



Re-Elect Gerald, Please!

Emulator

- Enthusiastic and impulsive
- Risk takers
- Seek adventure, approval and self-sufficiency
- Non-conformists



- Diverse, active lifestyle
- Favor cutting-edge products
- Environments that are unusual, fun or exciting
- Interest in immediate future





Early Adopter

Emulators are risk takers and early adopters, preferring prestigious, progressive and innovative solutions.



Enjoys Competition

Emulators are money and success driven, enjoying both a good challenge and healthy competition.



Needs Variety & Flexibility

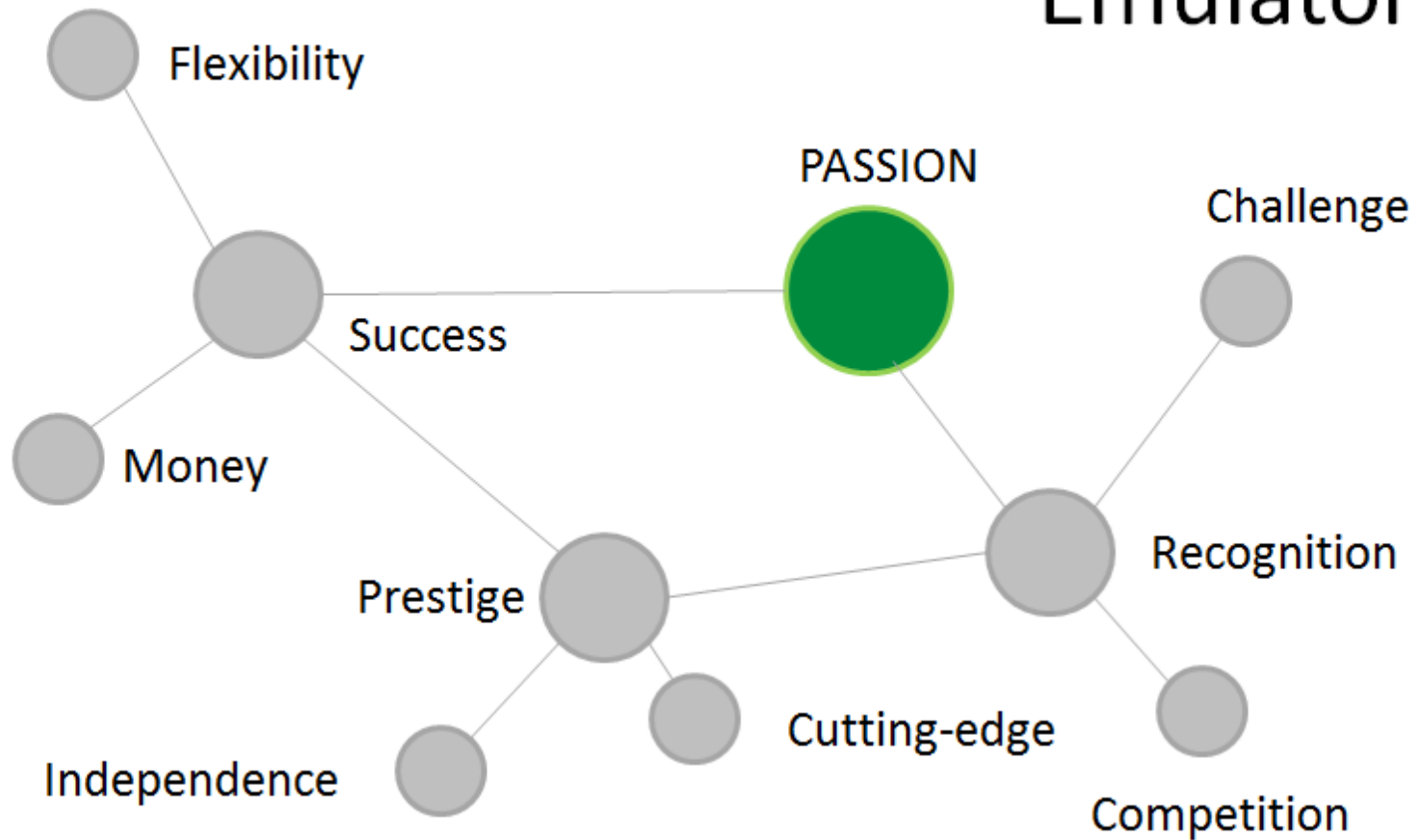
Emulators are adventurous and fun loving, demanding a high degree of flexibility, variety and diversity.



Wants Self-Sufficiency

Emulator are passionate and independent and desire self-sufficiency on all fronts.

Emulator



Emulator: Risks & Fears



Being Embarrassed

What others think of him is important; there is nothing worse to an Emulator than making a mistake or failing and having others notice.

Incompetent or Inadequate

You may not see it but, the Emulator is plagued by self-doubt. He is concerned that he lacks the resources (talent and otherwise) to succeed.

Failure

The Emulator has lofty goals and others have great expectations of him, thus not meeting those expectations can be quite frightening.

Emulator: Needs and Wants

- Flexibility for their innovation
- Instant gratification or return on investment
- Unlimited potential
- Little back office
- Progressive products and services
- Ability to compete



Emulator Considerations

- Avoid speaking down or patronize
- Showcase success without experience, education, etc.
- Point out how innovative, passionate and competitive they are
- Recognize and highlight their sphere of influence
- Share stories of individuals who bootstrapped or overcame the odds
- Demonstrate status, name drop or use celebrity endorsements
- Show how to use other people's time, talent, money or influence
- Stimulate curiosity by engaging fear and desire for wealth
- Highlight adventure, fun, challenge and instant gratification
- Demonstrate first, best, fastest, most, etc.



Jaguar: Good To Be Bad



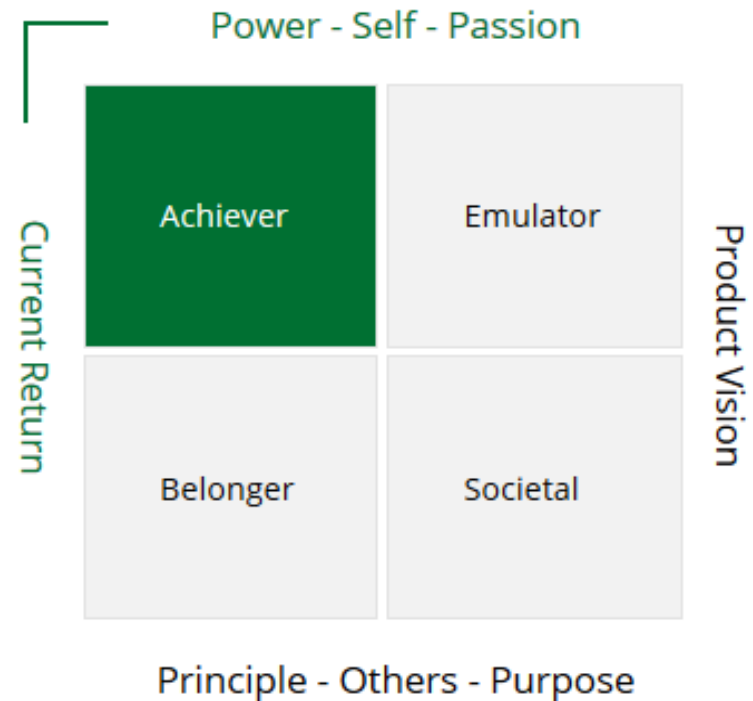
Apple Watch Series 2



Old Spice: Smell Like A Man, Man.

Achiever

- Business-oriented
- Like to feel in control
- Prefer predictability over risk
- Committed to work and family
- Work provides sense of duty and financial reward.



- 
- Lives structured around family, church and business
 - Politically conservative
 - Unique established products and services
 - In it for the long haul



Won't Reinvent the Wheel

Achievers appreciate that you have already created the wheel; and will embrace and exploit your systems.



Can't Pass Up a Deal

The Achiever is conservative, economical and practical, they cannot pass up a good deal. Think Costco buyer.



Quality Conscious

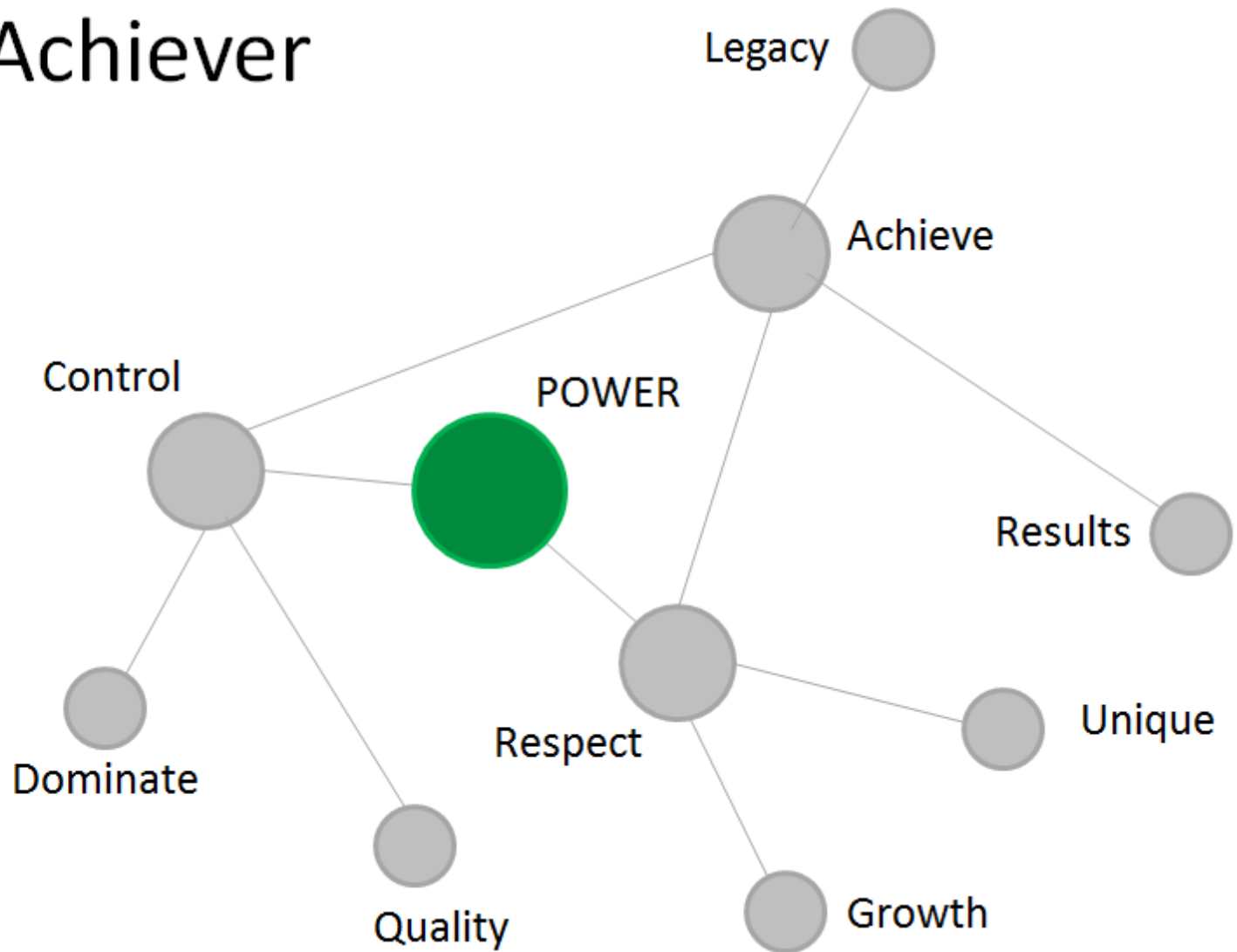
Prefers one high-quality suit over three so-so suits. Will investing in things that are unique and sets them apart.



Wants to Dominate

Yes, the Achiever can be intimidating and once they can see how to dominate a market they are all in.

Achiever



Achiever: Risks & Fears



Not Being the Best or Unique

The Achiever needs to be unique and wants to be the best. Situations where they perceive that they have an equal will trigger fear.

Not being in Control

The Achiever needs to be in control of their life, marketplace and future. Situations where they feel powerless or lack influence will trigger fear.

Unable to Leaving a Legacy

The Achiever wants to replicate through others and leave a legacy. Not being able to pass the baton or share their success triggers fear.

Achiever: Needs and Wants

- Impact policy and procedure
- Ability to replicate
- High growth potential
- Unique product, market or service
- Own or dominate market
- Proven systems



Achiever Considerations

- Think: understated, direct, clean, classy, high quality
- Treat with respect and recognize their accomplishments
- Focus on the balance of duty to family and success
- Avoid exaggeration, inconsistency and redundancy
- Do not oversimplify or withhold information
- Show how business can be replicated and scaled
- Highlight how to build equity and/or have an exit strategy
- Show uniqueness in market niche and strategic plans
- Provide historical and industry related statistics and stories
- Remember it's about the end-game: results and legacy



Rolex: Timeless Timepiece



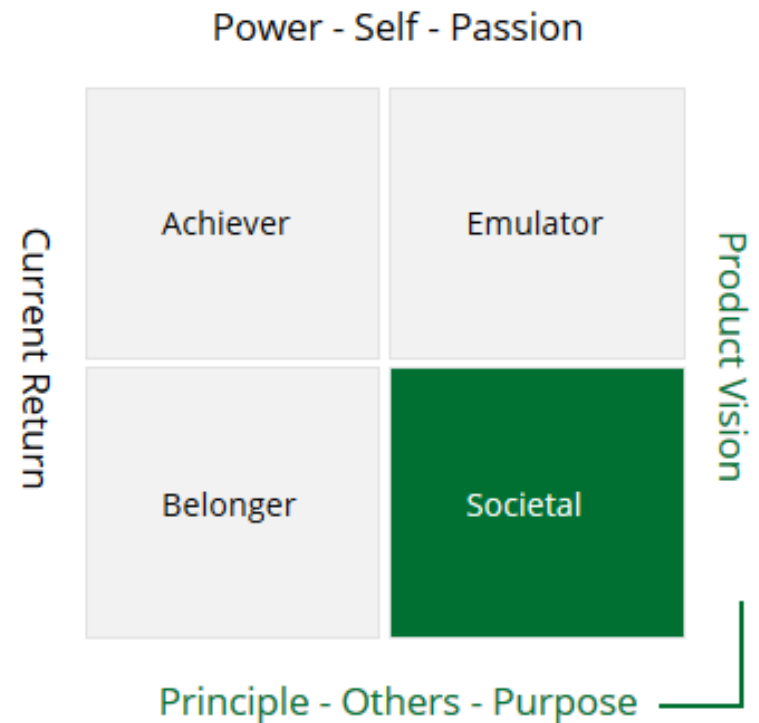
Edward Jones: First Job



Mercedes: Stability & Control

Societal

- Sophisticated, active and take-charge.
- High income and highly educated.
- Among the established and emerging leaders in business and government.



- 
- Rich and diverse lives; wide range of interests
 - Concerned with social issues
 - Value innovation
 - Purchase products and services that reflect personal style



Advocates and Advisors

It is not unusual to see a Societal acting as an advocate for those they believe need protection, counsel or direction.



Desires Simplicity

They are mature, satisfied, reflective people who value simplicity and lead uncomplicated lives.



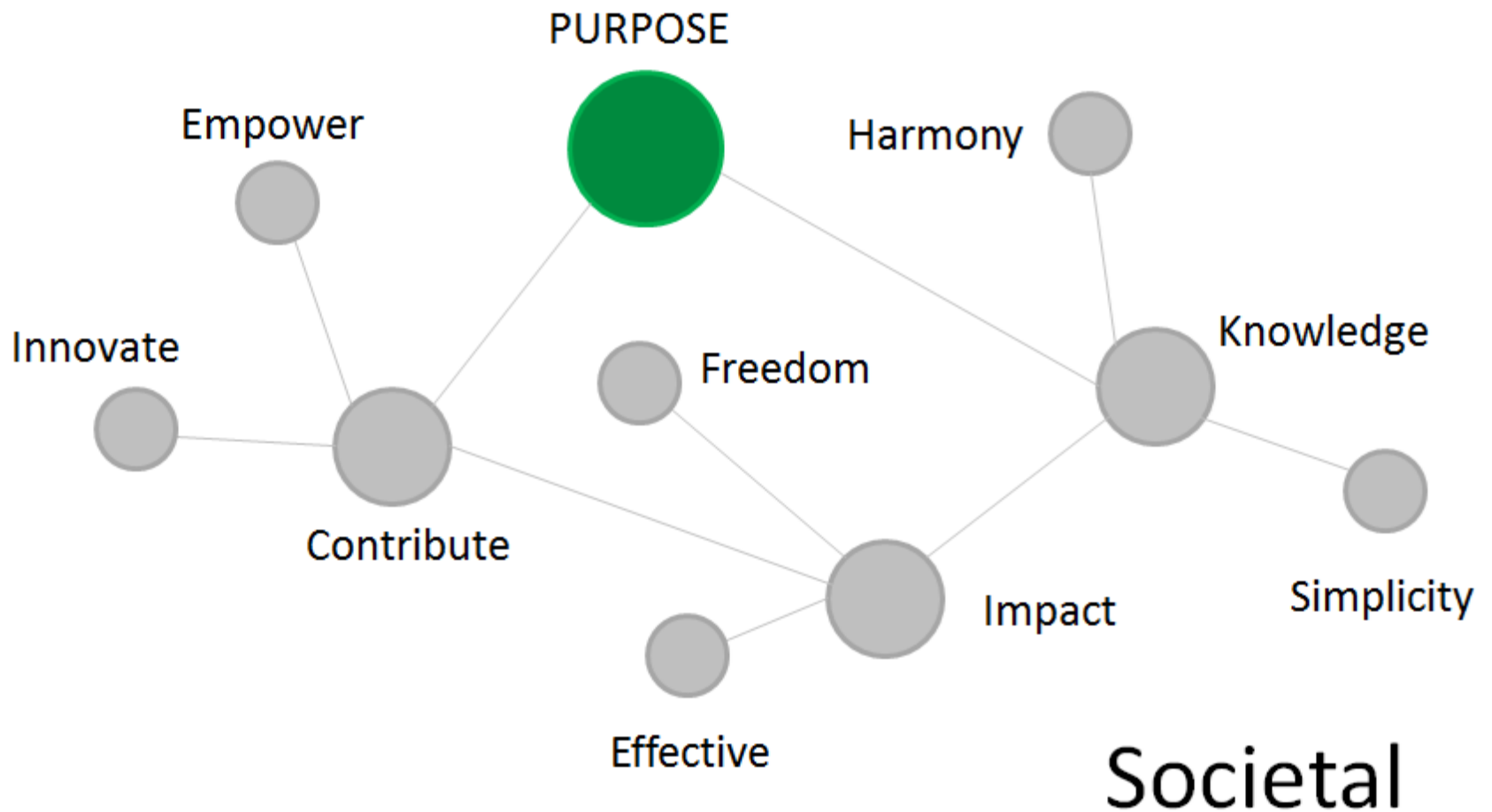
Self-Expression

Self-expression can takes many forms: writing, teaching, politics, painting, collecting aboriginal art, etc.



Purpose Driven

Societals are innovative, influential and purpose-driven. They are relentless in pursing and sharing ideals.



Societal: Risks & Fears



Being Ignorant

Nothing worse to a Societal than being ignorant about a topic where had they been aware they could have contributed.

Being Manipulated

The Societal's generous nature and soft-heart, will at times place them in situations where they are taken advantage of, or manipulated.

Not Making a Difference

The Societal has an insatiable desire to make a difference. Situations in which they feel powerless to contribute will trigger fear.

Societal: Needs and Wants

- Impact policy and procedure
- Replicate and simplify
- Solves problem or has a cause
- Impeccable company standards
- Hands-off management
- Ability to contribute



Societal Considerations

- Showcase how your organization supports a cause
- Focus on educating, experience and self-expression
- Avoid anything that could be perceived as manipulative
- Show how your company fights injustice or inequality
- Highlight research and substantiate claims
- Be authentic, transparent and generous
- No fast-talking sales pitches
- Tell stories of transformation, inspiration and enlightenment
- Humility, kindness and compassion sells
- Recognize their intelligence and influence



Toms Shoes



Amazon Prime Time

Belonger	Achiever	Societal	Emulator
Family	Control	Contribution	Money
Security	Power	Knowledge	Innovation
Team	Growth	Simplicity	Recognition
Fairness	Replicate	Effectiveness	Image
God	Residual Income	Freedom	Competency
Loyalty	Uniqueness	Self-Expression	Challenge
Dependability	Achievement	Creativity	Competition
Honesty	Results	Impact	Flexibility
Consistency	Respect	Harmony	Independence
Relationship	Success	Advising	Leverage
Commitment	Winning	Equitable	Success
Pride	Strength	Spirituality	Prestige
Courage	Quality	Integrity	Instant gratification

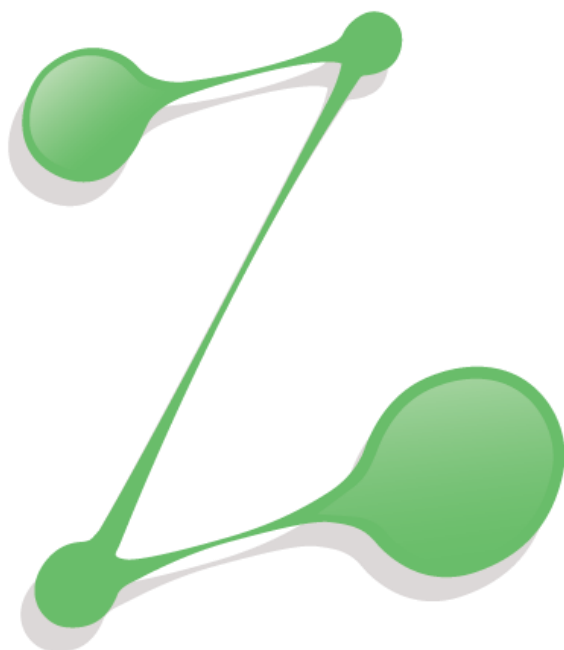
Which car goes with which value set?

And how would you sell it?



Which type of water would each value set choose?





Smart.
Scientific.
SpotOn!
powered by Zoracle

ZoracleProfiles.com